

WOMEN OF ISENBERG NEWSLETTER

Welcome back to school! We hope you all enjoyed your summer months as much as we did. Over the summer, the Women of Isenberg (Wol) Planning Committee has been working hard in preparation for the 2023 Wol Conference.

Since 2014, our conference mission has been to connect current UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. The Wol Conference creates a welcoming community for attendees from diverse backgrounds and industries to share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace.

WOI MISSION

This newsletter features:

- Marketing Mania Collaboration Recap
- Student Ambassador Program
- The Wol Team Around Campus
- 2023 Panel Preview
- Book Recommendations
- Wol Summer Internships

WOI 2023 Conference

**The 10th Annual Wol Conference themes are
"Exploring Passions and Designing Success".**

You may not know exactly what your future career entails but knowing your passions is the key to finding happiness in your day-to-day life. Passion creates change, passion creates innovation, and most of all, passion drives us to fulfill our goals. Knowing your motivators will help you avoid complacency and gain clarity with your goals. Obstacles on your path to success are inevitable, but holding on to your why leads to toughness through setbacks and resiliency under adversity. "Follow your passions, and success will follow." Skills may lead to success but passion sustains it. Our content for our 10th Annual Conference will center around identifying your passions and defining your own path for success.

The 10th Annual Women of Isenberg Conference will be **March 25, 2023** and in-person. Check out our [website](#) to see photos and videos from our past conferences.

Event Summary: Marketing Mania

Wol x Marketing Club Collaboration

Wol enjoys collaborating with Isenberg student clubs to expand our network and foster community. On Tuesday September 27th, Wol and The Isenberg Marketing Club presented "Marketing Mania"! The event was designed to challenge all attendees to create a marketing plan for an event. Wol presented helpful facts and tactics that leads towards a successful marketing campaign. Everyone was then placed into teams and tasked to create their own marketing presentations. Groups explained how they would outreach to possible registrants and presented to the student judges persuading them to attend their event against the competing teams.

We judged the mock-campaigns for achievability, feasibility, innovation, and passion. Everyone was definitely up for the challenge of convincing a crowd to go to their event!

Congratulations To Our Winners!

Congratulations to the "Marketing Mania" winners who persuaded the judges to attend their "Charity Game Night":

- Tory Sanderson
- Isabella Buckley
- Suhani Hingar
- Grace Buehler
- Ava Buratowski
- Shantae Gillespie
- Jennifer McNaughton

STUDENT AMBASSADOR

PROGRAM



The WoI Conference Student Ambassador program is essential to the success of the WoI conference. This program is composed of students from all majors and backgrounds who contribute to our conference planning process. They help the WoI committee brainstorm conference content, work closely with the conference panelists, and provide day-of conference operational and technical support. In addition, student ambassadors moderate our panels and workshops, as well as offer overall content advice in the areas of DEI. Applicants need to be adaptable, able to multitask, and eager to learn along the way.

Click [here](#) to view the application, the deadline to apply is:

October 14, 2022

THE WOI TEAM

AROUND CAMPUS



Prisha is a sophomore dual degree in Marketing and Communications, she spends her time at South College



Maddi is a junior Accounting major and she spends her time in The Isenberg Hub



Vandana is a junior Economics major and she spends her time at the Student Union



Alex is a junior Managerial Economics major and she spends her time in Blue Wall



Megha is a sophomore Marketing major and double minoring in Psychology and Economics she spends her time at the library



Annette is a junior dual degree in Computer Science and Operations and Information Management, she spends time in the Design Building



Anna is a sophomore Management major minoring in Information Technology and Economics, she spends her time in Berkshire Dining Hall



Ann is a junior Operations and Information Management major with a minor in Information Technology, she spends in her time in Roots Cafe



Natalie is a junior dual degree in Marketing and Hospitality and Tourism Management, she spends her time in the library



Fayo is a junior dual degree in Marketing and Communication with a minor in Psychology, she spends time in the library



2023 PANEL PREVIEW

Being Comfortable with the Uncomfortable: Stepping Out of Your Comfort Zone and Fostering Self-Growth Panel

Do you recall learning how to ride a bike when you were young? We were scared we might hurt ourselves when moving forward to the unknown, but we were so driven by our curiosity for adventure. With our courage, we stepped on the pedals over and over again until we could balance ourselves and start exploring a brand-new landscape.

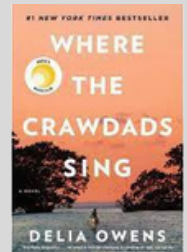
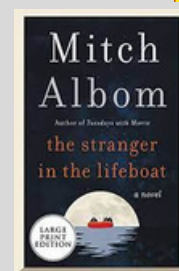
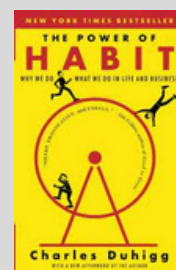
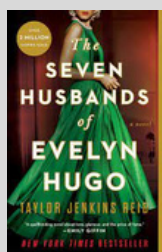
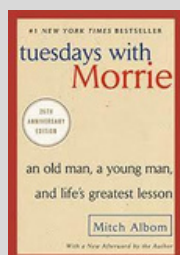
“If it doesn’t challenge you, it doesn’t change you.” Stepping out of our comfort zone is challenging yet rewarding, especially while reaching for the stars in our careers. Repeating the same job everyday will naturally result in boredom and sometimes even lead to burnout. As a result, we long for change yet find ourselves paralyzed out of fear of failure.

Shifting our mindsets can help us understand that failure is simply an opportunity to learn and crucial for success. Therefore, we should allow the reward of self-growth to motivate us to challenge ourselves and stay curious for change. Stepping out of your comfort zone can be as small as changing an every-day action and as large as switching your career path.

Panelists will share experiences where they faced challenges head-on and how their courage emulated their self-growth. Additionally, panelists will provide advice on how to challenge yourself to explore opportunities and achieve goals that may seem impossible. They will also share their perspectives and habits for striving to change, embracing obstacles and staying curious in the corporate world.

BOOK RECOMMENDATIONS

This summer we asked our instagram followers to recommend their favorite summer read. Here are some of the results!



WOI SUMMER INTERNSHIPS

MADDI

Audit Intern, Grant Thornton

MEGHA

Marketing Ops and Tech Intern,
ConvergeOne

VANDANA

Fixed Income Investment
Management Summer Intern, Income
Research + Management

ANNETTE

Operational Analytics Intern - Analyst
Development Program, Liberty
Mutual Insurance

FAYO

Corporate Consumer & General
Management Fellow, JP Morgan
Chase & Co.,

ANN

Human Resources Intern, Kuan
Chun Insurance Broker Co., Ltd.



WOMEN OF ISENBERG
CONFERENCE

We hope you enjoyed the October issue of the Women of Isenberg newsletter! Our newsletter can be found on our website. Message us on social media or click [here](#) to be added to our email list!



@WOI_CONFERENCE



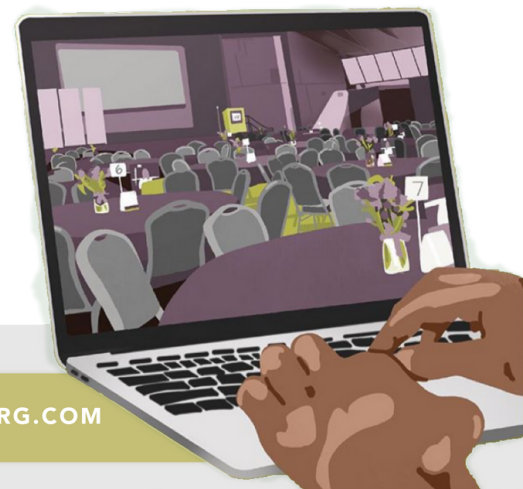
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