

WOMEN OF ISENBERG NEWSLETTER

Happy October! The Women of Isenberg (Wol) Planning Committee is excited to share the October issue of our monthly newsletter with you all. The Women of Isenberg Conference was created in 2014 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.

Each of our monthly newsletters will feature:

- Updates regarding our 2020-2021 Women of Isenberg Programming including content and activities for students, alumni, corporate sponsors, faculty and staff that will allow us to continue our 8 year mission - to discuss challenges, opportunities and lessons learned for women in the workplace today
- Highlights regarding other UMass student organizations that we recommend getting involved with
- A "Get to Know the Wol Team" section, and more

The 8th Annual Wol Conference is now The Women of Isenberg Virtual Speaker Series. This series - with all content and activities - will be presented over several months versus a single all-day event.

Our kickoff event will be held on Wednesday, December 9, 2020, from 2:30 - 3:30 PM with a presentation on Business Etiquette in a virtual setting given by UMass Alumna, Susan Callender '86.

Our second event will be held on Tuesday, January 5, 2021, from 3:00 PM - 4:15 PM. This event will contain multiple panel discussions to choose from and feature recruiting and information sessions with our corporate sponsors.

The third event will be a three-day series, known as "Wol Week", happening on Tuesday, January 12 - Thursday, January 14, 2021. Wol Week will feature a keynote address, multiple alumni panels and workshops, panel discussions led by our corporate sponsors, networking opportunities, and more. We are excited to announce that legendary Olympic goalkeeper, Briana Scurry, UMass Amherst class of 1995, will be this year's keynote speaker!

If you missed our September newsletter, check it out on our [website](#). This inaugural newsletter contains additional, exciting information about our keynote speaker, kickoff event, secured sponsors, and more!

We look forward to sharing more updates with you regarding our panels, speakers, sponsors, and activities in this newsletter and in the future.



COMMUNITY COUNCIL

This year, the Wol Planning Committee wants to increase the number of UMass Amherst students involved with our inaugural Virtual Speaker Series planning process. In addition to our Student Ambassador program, which allows students to moderate panels and workshops during our events, we are also implementing a behind-the-scenes group called the Women of Isenberg Community Council.

The Wol Community Council is a group of approximately 30 UMass Amherst Undergraduate, Graduate, and University Without Walls students who are interested in being involved with the inaugural Women of Isenberg Virtual Speaker Series planning process. Wol Community Council members will gain experience with content creation and speaker identification as well as have access to community networking events, along with the opportunity to collaborate with the student organizers of the Women of Isenberg Conference on upcoming events and programming. The time commitment to participate is flexible.

This premiere group is open to UMass Amherst students of all majors, genders, and backgrounds! You can apply to the Wol Community Council on our website and the deadline to submit an application is **Friday, October 30th, at 11:59 PM!** Don't miss out on this amazing opportunity to get involved with Women of Isenberg! For more information or if you have any questions, please feel free to email us (womenofisenberg@isenberg.umass.edu).



2021

SPONSORSHIP UPDATE

We are happy to announce that RSM has become a Silver sponsor and that EY, BDO, and Deloitte have joined other companies in becoming Bronze sponsors for our Wol Virtual Speaker Series. We want to thank them for supporting our organization.

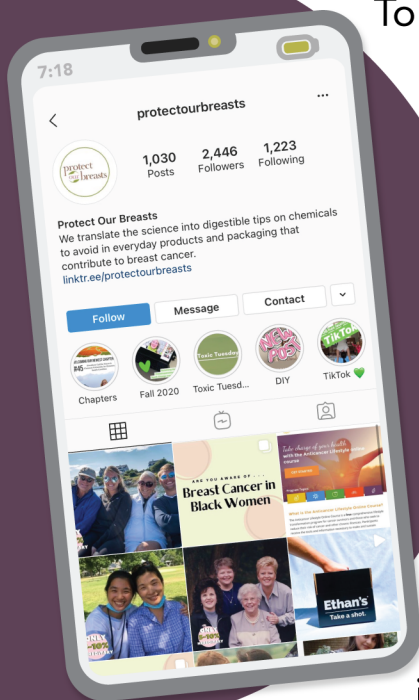


HOW TO PROTECT YOUR BREASTS

WITH UMASS AMHERST'S PROTECT OUR BREASTS

The Women of Isenberg Executive Planning Committee cares deeply about the health and safety of all of our attendees. In honor of October being Breast Cancer Awareness Month, we sat down with the UMass Amherst chapter of Protect Our Breasts to find out accurate and helpful statistics, debunk some common misconceptions, and provide safe alternatives to everyday products that we can share with our readers.

Protect Our Breasts is an interdisciplinary project of marketing and biology at the University of Massachusetts Amherst hosted by the Isenberg School of Management. A team of students from various academic specialties work together to research and share scientific discoveries and safer alternatives to everyday toxins. To learn more about Protect Our Breasts, check out their website.



To our male readers, don't skip this section! One of the most common misconceptions is that only women can develop breast cancer, but this is not true. Men are capable of, and have developed, breast cancer within their lifetimes. Breast cancer is not as common in men as it is in women, but it is still possible.

Another common misconception about breast cancer is that most diagnoses are linked to heredity but in reality only 5-10% of diagnoses are linked to heredity, 15-25% of diagnoses are linked to lifestyle, and up to 70% are linked to your environment. This means the majority of breast cancer cases are due to factors beyond family members' genetics. For women, the window of increased susceptibility starts when you first begin puberty and ends when you begin your first pregnancy. This means you are more likely to develop breast cancer during this period of time than any other time in your life. This is incredibly important for most college-aged students to know since most of us are currently in our window of susceptibility. However, this does not mean you cannot develop breast cancer later on in life; you just have a higher chance during this earlier time period.

SAFE ALTERNATIVES

Here is a list of safe alternatives to your everyday products that **Protect Our Breasts** provided us:

- Badger (various self-care products)
- Dr. Bronner's (organic soaps, lip balms, coconut oil, shaving creams, etc.)
- Ethans (organic energy or wellness shots)
- Goddess Garden (organic sunscreen)
- Annie's Homegrown Organic
- Justin's (nut butter)
- Lesser Evil (organic popcorn/other snacks)
- Blue Marble (NYC-based organic ice cream)
- Numi Organic Tea
- Good Clean Love (organic sexual wellness products)
- Remedy Organics (plant-based protein drinks)
- Mother Kombucha
- Rebel Green (toxin-free household products)
- Honest Tea
- Stonyfield Organic (yogurt and other food products)
- Seventh Generation (toxin-free household products)

So, let's take a look at some statistics:

- About 1 in 8 U.S. women will develop invasive breast cancer over the course of her lifetime
- For women in the U.S., breast cancer death rates are higher than those for any other cancer besides lung cancer
- Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women
- This year, an estimated 2,620 men in the United States will be diagnosed with breast cancer, with black men having the highest incidence rates
- For women under 45 years old, breast cancer is more prevalent among black women than white women
- Black women have a 31% breast cancer mortality rate - the highest of any U.S. racial or ethnic groups

To learn more about how you can better protect yourself or how to get involved with Protect Our Breasts, check out their Instagram page [@protectourbreasts](#), their website www.protectourbreasts.org, or email them at protectourbreasts.umass@gmail.com.

NO TRICKS, ALL TREATS

DIY HALLOWEEN SNACKS

With Halloween right around the corner, the WoI Planning Committee wanted to share some great baking recipes for you to enjoy! All of these desserts are perfect for sharing with family, housemates, or for a studying pick-me-up.

[Soft Pumpkin Cookies](#)

[Spooky Ghost Brownies](#)

[Pumpkin Crumb Cake Muffins](#)

[Spider Chocolate Chip Cookies](#)

[Mummy Milano Cookies](#)

Or, if all else fails:

[Pillsbury Ready to Bake Pumpkin Cookies](#)



2020 Taught Me|

The Marketing and Communications team is proud to announce the 2020 - 2021 Women of Isenberg Virtual Speaker Series campaign: **2020 Taught Me**

While we recognize that 2020 was a difficult year for everyone, we believe that there is something positive to be taken out of these unprecedented times. This campaign is a way to reflect on our experiences during 2020 and recognize how we have grown and flourished in spite of it.

The goal of this campaign is to show our strength and resilience, rather than focus on the hardships this year presented us. For once in our lives, every single person endured the same life event but experienced it differently.

Our attendees can bond over our similar experiences and celebrate our differences in overcoming them. The Wol Planning Team has thought long and hard about what 2020 has taught us, and we are excited to share it with you.

To kick off this campaign, our Directors of Campus Outreach have filled in the campaign statement:
"2020 taught me how to _____"

DANIELLE
MAJOR

2020 taught me how to adapt to change and understand there are some things that I cannot control.



RANIYA
MAHDI

2020 taught me how to prioritize self care, enjoy being in my own company, and having a daily routine that I actually look forward to.



Q&A WITH SASA

Each month, the Women of Isenberg Planning Committee will be interviewing student organizations from the UMass Amherst community, to highlight their mission and the opportunities they provide for students - on campus and virtually.

This October, Wol sat down with Anjali Patel, the president of the **South Asian Student Association (SASA)** here at UMass Amherst. Fun fact, Anjali served as a Student Ambassador for the 2020 Wol Conference! SASA aims to bring together students who want to learn about and celebrate South Asian culture. This organization provides the UMass Amherst community with great opportunities to experience South Asian culture and meet people who share the same appreciation.

QUESTION 1:

Q: What do you wish people knew about your organization?

Students do not have to be South Asian to join our organization! The South Asian Student Association is centered around promoting South Asian culture, so it's open to anyone who is interested in experiencing and learning about our culture.

QUESTION 2:

Q: How often do you have events?

We have one general meeting every semester to discuss the semester events and leadership opportunities within our organization. There are three main events that SASA hosts every year - two dances and a large-scaled theme event. During each of these events, students can embrace our culture through our food, music, and clothing.

This fall, we will be holding virtual events instead. This will include co-hosting events with other organizations on campus to discuss mental health and how to de-stress during online learning. We also hosted a discussion-based event centered around an Indian Matchmaking show and the stigmas they face.

QUESTION 3:

Q: What can other UMass Amherst clubs/organizations do to create a more inclusive environment?

Every organization has its own target audience, but it's important to reach outside that audience. Take a step back and think about how you can reach a population that wouldn't automatically be drawn toward your organization. Also, ask for feedback. Ask your members or other organizations how they think you can improve your future events.

QUESTION 4:

Q: How can students get involved with your organization?

We are very active on our Instagram page, **@umass_sasa**. People can DM us to ask about our events or for more information about the club. You can also email us at **umassamherstsasa@gmail.com** to be added to our email list.



OPERATIONS, EVENT MANAGEMENT, & TECHNOLOGY TEAM

AMY BRENNAN

Vice President of Operations, Events & Technology

Amy is a junior OIM major in the Honors college from Grafton, MA. This is her second year on the team and she is excited for her new role as VP of Ops, Events & Tech, especially as the Wol Speaker Series debuts. Empowering women is something that Amy is very passionate about and she is thrilled to have found a similarly-valued community at UMass. Outside of Wol, she can be found reading a book or talking about her favorite place... summer camp! She cannot wait to connect with the UMass community through virtual content this year!

CHRIS DONG

Technology Director

Chris is a senior pursuing a dual degree in Mathematics and Finance. After working with an amazing group of #bossladies for the 2020 Wol Conference, Chris was inspired by how supportive everyone at Wol is for each other. She is now ecstatic to be the Technology Lead under the Operations Team for the upcoming 2021 Wol Virtual Speaker Series. This summer, she worked as a Data Analysis Project Manager at Amazon, where she accepted a full-time job offer.

ELIZA HAWTHORNE

Operations Committee Member

Eliza is a senior Hospitality and Tourism Management student from Cape Cod. After serving as a Wol Student Ambassador for two years, Eliza became very interested in the planning of the Wol Conference and wanted to become more involved. She is so excited to be on a team that empowers women in and out of the workplace. Outside of Wol, you can find her on the beach with friends or going for walks with her dog! She also studied abroad last semester in Mallorca, Spain!

RANIYA MAHIDI

Operations Committee Member

Raniya is a sophomore pursuing a dual degree in Political Science and Communications, with a minor in Business. As a Student Ambassador for the 2020 Wol Conference, she was inspired by the community, female empowerment, and networking opportunities with diverse speakers. She is thrilled to be a Community Outreach Director and Operations team member this year. Outside of Wol, Raniya also performs on Jazba, the Bollywood/Bhangra Fusion Dance Team at UMass, and co-writes her Grandfather's autobiography!



TEAM THOUGHTS

COMMUNITY WITH AMY

During my freshman year at UMass, I was yearning to find a community that had similar values to myself, had space for me to grow, and had ample opportunity to meet new people. I decided to join Isenberg's Women in Business Club (WiB) and get as involved as possible. I joined some club members on a Sunday in October to volunteer at the town soup kitchen, and as we walked through town one of the older members said "So do you think you'll attend the Women of Isenberg Conference this year?". I remember replying with "yeah, maybe"... but I had no idea what the Conference was. All I knew was that it was a big event in February for business women and students, but I figured "why not", since it could be interesting.

Fast forward a few months, and I was attending the greatest event I had ever seen on a college campus. I was

enamored with everything about it. I had never felt so welcomed, empowered and educated. I knew on that day that this was my community; this was where I belonged. I applied to be on the next year's planning team, and have been lucky enough to be a part of this group for 2 years now. This team, our advisors, our alumni and speakers, are who have created my community. They're how I found my place on campus and how I've stayed so connected to my community in these times of remote learning.

I encourage everyone to step outside of their comfort zone in college and try new things. You never know when or where you might find your own community. I'm so thankful that Women of Isenberg helped me find mine. I cannot wait to welcome all of you into our community during the Wol Virtual Speaker Series in the coming months!

UPCOMING EVENT!

Keep an eye out on our social media for an upcoming Mask Sewing event by Wol and **ISENBERG GLOBAL CITIZENS (IGC)**

NOVEMBER 6, 2020



WOMEN OF ISENBERG
VIRTUAL SPEAKER
SERIES

We hope you enjoyed the October issue of the Women of Isenberg newsletter! Our newsletter can be found on our website, LinkedIn, and in our Instagram bio. Message us on social media to be added to our email list! We look forward to sharing future updates with you regarding our content, speaker/sponsor announcements, Q&A sessions with other UMass clubs, and more.



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