

WOMEN OF ISENBURG NEWSLETTER

Happy (almost) Thanksgiving! We hope everyone has a healthy and happy holiday. The Women of Isenberg (Woi) Planning Committee is excited to share the November issue of our monthly Woi newsletter with you all.

WOI MISSION

The Women of Isenberg (Woi) Conference was founded in 2014 to connect current UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. The Woi 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.

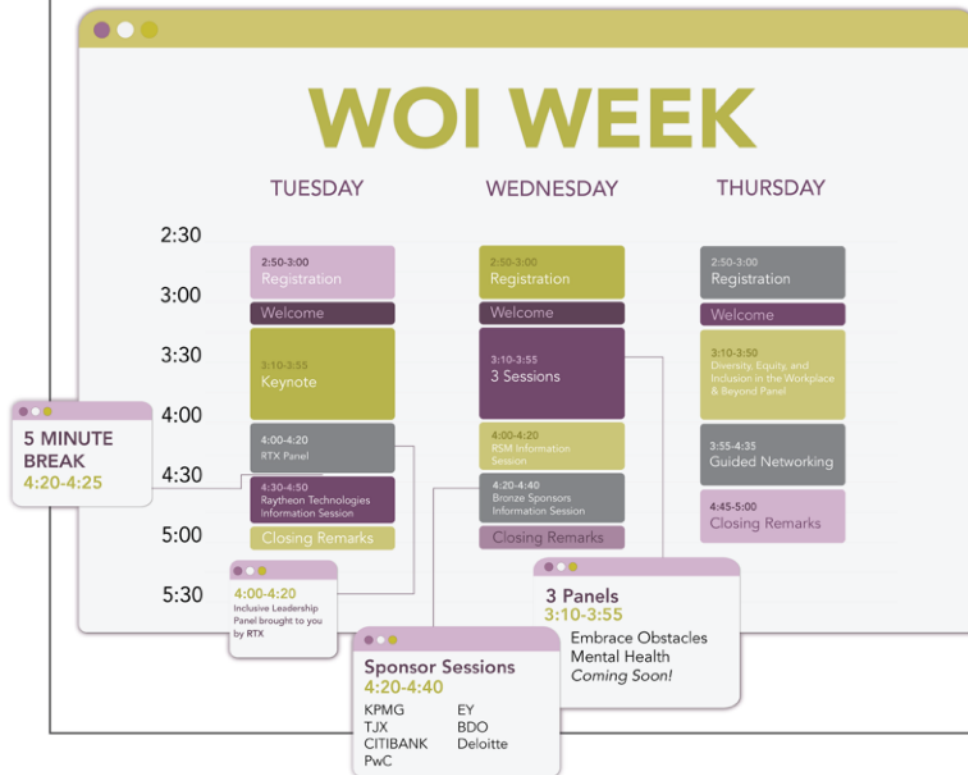
This newsletter features:

- Information about our Women of Isenberg Virtual Speaker Series registration
- Updates regarding our programming including sponsor and speaker updates
- Highlights regarding other UMass Amherst student organizations that we recommend getting involved with
- A "Get to Know the Woi Team" section, and more

Our kickoff event is only two weeks away! This event, held on Wednesday, December 9, 2020, from 2:30 - 3:30 PM, will be led by UMass Alumna, Susan Callender '86. Continue reading to learn more about this event and how to register.

Breakout Session #1 will be held on Tuesday, January 5, 2021, from 3:00 PM - 5:00 PM. This event will contain multiple panel discussions for attendees to choose from including "Defining Success," "Sending the Right Message: How to Navigate Social Media," and "Adapting to Change in the Workplace" and will offer recruiting and information sessions with our corporate sponsors.

Our final event, Woi Week, will be held from January 12-14, 2021. Check out the schedule for this event!



REGISTRATION

This year, the Women of Isenberg Virtual Speaker Series will be held using the Zoom Webinar platform. We are incredibly excited to announce that registration for all of our events is now live!

Registration will only be available up until the day before each of the events, so be sure to sign up when you can. As a reminder, the Wol Virtual Speaker Series is open to all UMass Amherst students, alumni, faculty, and staff, and our programming is **free!**



STAY CONNECTED!

There are separate registration links for each of our three subsets of events in the Virtual Speaker Series: Resilience and Virtual Presence on December 9, 2020, Breakout Session #1 on January 5, 2021, and Wol Week from January 12, 2021 - January 14, 2021. The Zoom links to our events will be sent to you after you register for each session in a confirmation email. These links will also be posted on our website closer to the event day for ease of access!

Feel free to check out our website (womenofisenberg.com) and social media pages for more information regarding the details of our programming.

REGISTER TODAY!

Zoom link for December 9th event:

[Women of Isenberg Virtual Speaker Series:](#)

[Resilience & Virtual Presence with Susan Callender](#)

Zoom link for January 5th event:

[Women of Isenberg Virtual Speaker Series:](#)

[Breakout Session #1](#)

Zoom link for Wol Week (1-12-1/14):

[Women of Isenberg Virtual Speaker Series: Wol](#)

[Week](#)

KICKOFF EVENT

DEC. 9, 2020

Our kickoff event for the Wol Virtual Speaker Series will be held on **December 9th, 2020 from 2:30 - 3:30 PM**. We are so excited for UMass Alumna, Susan Callender '86, to share her expertise on resilience and your virtual presence through an interactive workshop for Wol attendees. There will also be a live-coaching portion in which attendees can personally connect with and learn from Callender.

Susan Callender is a driven and inspiring business expert who provides coaching for individuals and organizations looking to grow their industry skills. Callender specializes in providing her clients with the knowledge and confidence to reach the next level of their professional life. Through rebranding and polishing, Callender has helped countless clients reach their career goals, develop professional magnetism, and hone their leadership skills. As a UMass Amherst alumni herself, our team was thrilled to invite her to speak during the Women of Isenberg Virtual Speaker Series Kickoff event. Callender's resilient approach to workplace confidence and personal development pairs perfectly with the themes of the Wol Speaker Series.

SPONSOR UPDATES

We are incredibly excited to announce our Platinum sponsor for the Women of Isenberg Virtual Speaker Series: **Raytheon Technologies**. As our Platinum sponsor, Raytheon Technologies will lead a panel discussion on the first day of Wol Week (Tuesday, January 12th, 2021), as well as three information sessions throughout our Virtual Speaker Series as a way for students to connect with and learn more about their company. We are so thankful to have their support!

SPEAKER UPDATES

We are happy to announce that **Jenny Dell** and **Angela Lussier** will be speaking at our Wol Virtual Speaker Series! Dell graduated from UMass Amherst in 2007 with a Bachelors of Science degree in Hospitality & Tourism Management as well as Sports Management. Currently, she works at CBS Sports as an NFL CBS Sports Reporter. Lussier graduated from UMass Amherst in 2003 with a Bachelor of the Arts degree in Communication and is the CEO & Founder of Speaker Sisterhood, LLC. Stay tuned for more updates about confirmed speakers.



NETWORKING

5 TIPS FOR SUCCESSFUL VIRTUAL NETWORKING

During the fall semester, we witnessed a shift in all large events to an online platform, including career fairs and recruiting events. While networking at these events can be intimidating on its own, it can seem even more so in an unfamiliar virtual environment. But, don't panic! Our team is here to help you prepare for your next virtual networking events.

Here are our top 5 tips for successful virtual networking:

1) Prepare Like You Would for an In-Person Networking Event

Before a networking event, you should always research the companies that will be there before you attend. Narrow down the list of companies to your top choices and then begin researching them each individually. You should make note of talking points and come up with questions you can bring up to the recruiter.



2) Create the Proper Virtual Environment

No one is expecting you to have the perfect at-home work space, but it is still important to make the best out of what you have. First, focus on how you're presenting yourself. This includes the clothes you're wearing, whether you're looking at the camera or being distracted by something else, how you're sitting, and your facial expressions.

Second, focus on the environment around you. Try to limit the amount of visual and auditory distractions that could occur during the event. If you are listening to someone else talk, keep yourself on mute to prevent any noisy interruptions that could occur. Make sure you sit somewhere that has a lot of light. It can be tough to see someone clearly through a virtual platform if there is not adequate lighting. Lastly, take digital delays into account. When you are speaking, make sure to speak slower than you normally would and take pauses before you speak. This will help the other person understand you better if you're delayed from their end.

3) Engage and Participate

Don't just sit on mute during the entire event! Make sure to pay attention during presentations to come up with follow-up questions, ask pre-planned questions, and share insightful comments or opinions. This is the best way for the recruiter to notice you and, hopefully, remember you!



4) Share Your Participation On Social Media

Share that you're attending the event before it happens on LinkedIn, Facebook, Instagram, Twitter, or a blog. Recruiters or other people who are also attending the event may see this and notice your name before the event has even happened.

After the event share any virtual photos, takeaways, or words of wisdom you got during the event. Make sure to tag the companies you talked to and possibly the recruiters themselves if you connect with them on LinkedIn. This will help you to stand out among other attendees and show recruiters that you were really paying attention.



5) Stay in Touch

If you enjoyed speaking with a certain company and are interested in connecting with them, make sure to get contact information from the recruiter. Ask for their email, LinkedIn, or virtual business card. If they are kind enough to give it to you, use it! Send them an email thanking them for talking with you and that you would love to connect and hear about future opportunities at their company. When you connect with them on LinkedIn, include a personal note saying who you are and how you're excited to connect with them. This is another way to get your name out there for them to remember.

Virtual networking doesn't have to be scary. If you follow these tips and be yourself, you'll do just fine!

MEET THE

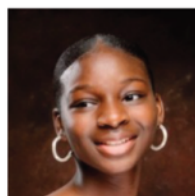
2021 STUDENT AMBASSADORS



RAEGAN HILL '23
Finance & Political Science
from Wells, ME



NAVYA GUPTA '23
Marketing
from Mumbai, India



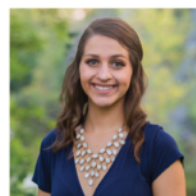
FAYOBOMI OLUSOLA-FALODUN '24
Undeclared Business & Communications
from Ondo State, Nigeria



JORDAN BECK '21
Finance
from Middleton, MA



ANJALI PATEL '22
Finance
from Grafton, MA



YVONNE KOPEREK '22
Management
from North Adams, MA



KELSIE MCALLISTER '22
Operations & Information
Management
from Ayer, MA



MARY MACDONNELL '23
Operations & Information
Management
from Longmeadow, MA



ALICE ZHANG '23
Finance & Statistics
from Beijing, China



MAANYA MISHRA '23
Computer Science & Mathematics
from Navi Mumbai, India



EMILIANA ARTECHE '23
Management
from Weston, FL



MADISON HUGHES '24
Accounting
from Charlton, MA



LAURA BALINSKI '23
Marketing
from Wayne, NJ



KAYLA MABE '22
Finance & HTM
from Wayne, NJ



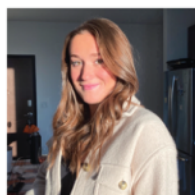
AILEEN CHENG '23
Operations and Information
Management
from Shrewsbury, MA



KRISTIN ANSELMO '23
Hospitality and Tourism Management
from Swansea, MA



EMILIE VARGAS '22
Sociology & Sport Management
from Southwest Ranches, FL



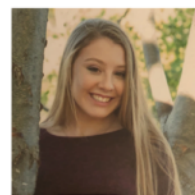
RILEY MURRAY '23
Operations and Information
Management
from Westwood, MA



SARAH AL-ASOUSI '22
Business Management
from Barnstable, Cape Cod



ANNETTE SEBASTIAN '24
Operations and Information
Management
from Newton, MA



AISLING GIGANDET '22
Marketing
from Haverhill, MA



WATCH INSTAGRAM AND LINKEDIN FOR THESE STORY POSTS FROM AMBASSADORS, COMMUNITY COUNCIL MEMBERS, AND SPEAKERS!

FAMILY RECIPES

FROM OUR WOI FAMILY TO YOURS



We hope you enjoy this tasty **Apple Crisp** recipe from the family of Wol Campus Outreach Director Danielle Major! This recipe is

perfect for any holiday season.



This recipe makes one 13" x 9" pan of Apple Crisp and serves 8-12 people.

Ingredients:

- 1.5 cups of Sugar
- 3 teaspoons of Lemon Juice
- 1/2 cup of Water
- 1 teaspoon of Cinnamon
- 9 Fuji (or Macintosh) Apples
- 1 cup of Flour
- 1 stick of Butter

Don't forget to share on Instagram & tag us if you recreate this recipe!

Recipe:

- 1) Set the oven on Bake for 375 degrees Fahrenheit.
- 2) Combine 1 cup of sugar, lemon juice, water and cinnamon.
- 3) Butter a 13" x 9" baking pan.
- 4) Pour sugar/cinnamon mixture into the baking pan.
- 5) Peel and slice apples (cut slices in half).
- 6) Place apples in the baking pan and mix with the sugar/cinnamon mixture.
- 7) Blend flour, remaining sugar, and melted butter until the mixture is crumbly.
- 8) Sprinkle crumbly mixture over apples. Do not pack in the crumbles.
- 9) Cover the baking pan with aluminum foil and bake for 60 minutes at 375 degrees.
- 10) Enjoy!

MEET THE

SPONSORSHIP & FINANCE TEAM

JENNA

MELVIN

Jenna is a junior pursuing a dual degree in Operations & Information Management and Sports Management from Springfield, MA. She is passionate about helping others and learning new things. Jenna's favorite part of the 2020 Conference was seeing all of the attendees form meaningful professional connections. She can't wait to utilize technology this year to help form even more relationships! In addition to her involvement with Wol, Jenna is a Teaching Assistant for the Isenberg Transitions course and a member of the Coed Professional Business Fraternity, Delta Sigma Pi.

KATE

GAFFEY

Kate is a junior Finance major and Spanish minor from Boxford, MA. Kate acted as a Student Ambassador for the 2020 Wol Conference and knew she wanted to continue with her involvement in 2021 after forming new relationships with students and faculty across all majors on campus. Outside of Isenberg, you can find Kate playing club lacrosse, going thrifting, eating out at different restaurants, and spending time with her friends!



Q&A WITH ENTREPRENEURSHIP CLUB

How to Own Your Life With Entrepreneurship Club

In late October, Wol sat down with Max Breslau and Alvin He, the Co-Presidents of the UMass Amherst Entrepreneurship Club. The Entrepreneurship Club is a student-run organization that brings together UMass Amherst students from all practices, majors and backgrounds to work on self-improvement and living their best life. They teach students how to Own Your Life from all levels through practicality, engagement, and accountability.

QUESTION 1:

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

One of the biggest misconceptions about this organization is that students think they have to be in Isenberg or involved with business in order to be a member, but that is not true! Our club is for anyone who wants to change the world and leave the norm to design the life they envision. People also think they need to have started pursuing an idea to join the organization, but instead Entrepreneurship Club is a great place to see others' ideas flourish and start transforming your ideas.

QUESTION 2:

Q: How often do you have events?

We have meetings every week on Tuesdays at 6:00PM with different types of meetings once a month. Typically in the first week of the month, our meeting focuses on networking. In the second week, we bring in a speaker, usually an alumni or local business owner, to hear about their journey. The third week is an opportunity to talk about your ideas and businesses, and the rest of the month is spent hosting workshops and collaboration events with other clubs.

QUESTION 3:

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

It should start with your club's executive board and who's on it. It's important to bring in different perspectives and value everyone's thoughts and ideas. It's also important to make sure everyone who is a part of the club feels comfortable and welcome. Members of the board or ambassadors should personally reach out to members individually and see how they are doing and feeling. This will provide your members with a friendly face to welcome them back each week.

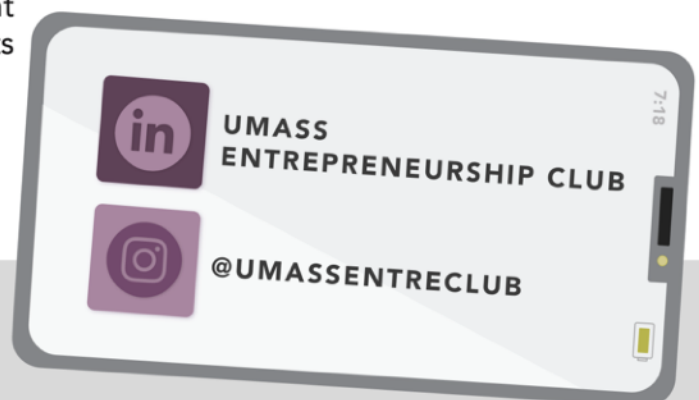
QUESTION 4:

Q: How can students get involved with your organization?

Anyone can join in via our zoom code:

[UMass Entrepreneurship Club Zoom Link](#)

They can also check us out on Facebook and LinkedIn (UMass Entrepreneurship Club), Instagram (@umassentreclub), or join our slack channel!





WOMEN OF ISENBERG
VIRTUAL SPEAKER
SERIES

We hope you enjoyed the November 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 will still be releasing our newsletter during winter break, so make sure to check your inboxes on the last Wednesday of each month for more updates!

AND DON'T FORGET TO

REGISTER!

[Women of Isenberg Virtual Speaker Series: Resilience & Virtual Presence with Susan Callender](#)

[Women of Isenberg Virtual Speaker Series: Breakout Session #1](#)

[Women of Isenberg Virtual Speaker Series: Wol Week](#)



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