

WOMEN OF ISENBURG NEWSLETTER

Happy February everyone! We hope that all of our student readers have adjusted back to online learning and took advantage of yesterday's Wellness Wednesday break!! The Women of Isenberg Planning Committee has a lot of exciting and interesting announcements in our publication today, including the following:

This newsletter features:

- Information about our spring programming
- Details regarding the 2022 Wol Conference Planning Committee applications
- A Black History Month section highlighting Black women in history
- A "What Else is Going on in Isenberg?" section
- A "Meet the Clubs" Q & A portion, **and so much more!**

WOI MISSION

The Women of Isenberg 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 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.

**STAY
CONNECTED!**



SPRING PROGRAMMING

The Women of Isenberg Planning Committee will be collaborating with the Isenberg Women in Business (WiB) organization for a "Guided Networking Night with WiB x Wol." This opportunity will take place during the WiB weekly meeting time: **Monday, April 12, from 7:00PM-8:00PM EST.**

The Women of Isenberg Planning Committee has invited our past Isenberg alumni speakers and our Wol Committee alumni to join us for this event. Attendees will have the opportunity to network with these distinguished professionals as well as other students.

You do not need to be a member of WiB to attend this event. We invite everyone, students of all majors and genders, to join us for this night of networking. Follow us on social media to learn how to sign up.

APPLY TO BE A MEMBER OF THE 2022 CONFERENCE PLANNING TEAM



2022 CONFERENCE PLANNING TEAM
Women of Isenberg

SHARE

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2022 APPLICATIONS

Applications for the 2022 Women of Isenberg Conference Planning Committee officially open on March 1st, but our newsletter readers get the chance to apply early! Join the team and help plan the 9th Annual Women of Isenberg Conference that will be held in February 2022.

The Women of Isenberg Planning Committee includes positions in Marketing and Communications, Operations and Event Management, Community Outreach, and Sponsorship and Finance. This is an incredible opportunity to expand your network, get hands-on experience in event planning, enhance your professional communication skills, and become involved in a renowned organization on campus.

Apply [here](#) or on our website!. The deadline to apply is **Friday, March 12th at 5:00PM.**

BLACK WOMEN IN HISTORY

Throughout the month of February, the Wol team highlighted influential and inspiring Black women from history, in honor of Black history month, on our social media. These are the women that we highlighted:

MARSHA P. JOHNSON

Born in 1945, Johnson was an impassioned activist for gay rights and spoke for gay liberation and AIDS awareness. Johnson was a member of the Gay Liberation Front and also helped establish a shelter for gay and trans youth in the 70s called That STAR House. She was one of the first drag queens to go to the Stonewall Inn. Johnson became one of the most prominent figures during the Stonewall uprising of 1969, a series of demonstrations by members of the LGBTQ+ community in response to a police raid at the Inn. Johnson played an important part in the 20th century fight for LGBTQ+ rights in the US.



"You never completely have your rights, one person, until you all have your rights."

MARSHA P. JOHNSON

REBECCA LEE CRUMPLER

Rebecca Lee Crumpler is considered the first Black female to receive a medical degree in the United States by historians. Crumpler moved to Richmond, Virginia after the ratification of the Thirteenth Amendment in 1865 and she cared for formerly enslaved Black people, something many white doctors refused to do, at the Bureau of Refugees, Freedmen, and Abandoned Lands. She went on to write *A Book of Medical Discourse* with the intention of directly advising Black women on how to handle their own medical issues along with their children's. Crumpler went on to live in Beacon Hill and took care of patients, regardless of their ability to pay her. She is a respected physician in the medical world and accredited as one of the first medical authors.



MADAM C.J. WALKER

Madam C.J. Walker became the first Black female millionaire in America. She made her fortune by founding and operating her hair care line of products designed for Black women. Walker drew from her own experiences with hair loss to develop the “Walker System of Hair Care” and, in combination with her talent for self promotion and marketing, her company transformed into a million-dollar business during the early 20th century. Her company not only revolutionized Black hair care, but it also provided careers to many women, an opportunity that was scarce for that time. Walker was a true philanthropist who funded scholarships, and donated to the Black YMCA, the NAACP as well as other charities.

TARANA BURKE

Tarana Burke is an activist who developed and launched the “Me Too” Movement. Since her youth, Burke was inspiring change in her community through campaigning and launching initiatives that addressed social issues. She attended Alabama State University to help hone her organizational skills and went on to work for several nonprofit companies in Selma, Alabama such as 21st Century and JustBe Inc. Burke had the idea for “Me Too” after a young girl confided with her her own story of sexual assault. The simple phrase spoke volumes to all women and truly took off in 2017 after the Harvey Weinstien scandals became public knowledge. Her simple hashtag resonated with people across the globe and she has since won the Sydney Peace Prize in Australia, was named TIME Magazine’s Person of the Year in 2017, and remains an inspiration of gender and racial equality in our country.

SHIRLEY CHISHOLM

Shirley Chisholm ran for and became the first Black woman elected into the U.S. Congress during the 1964 race in the New York State Legislature. Prior to her election, she was an advocate for racial and gender equality and was a member in the League of Women’s Voters, the NAACP, and more. She won a seat in Congress in 1968 and introduced over 50 pieces of legislation and dedicated herself to issues of education and poverty within communities of color. Chisholm campaigned for the Democratic nomination in 1972, making her the first ever Black woman to seek a nomination between any major party in the US. After retirement from Congress, Chisholm was a founding member of the National Political Congress of Black Women along with being a professor at Mount Holyoke College (right next door!).



These are only a few of the many Black women who contributed to making history in our world. We want everyone to recognize and appreciate the many Black individuals who contributed to creating a better and more inclusive world for all.

"I want to be remembered as a woman ... who dared to be a catalyst of change."

SHIRLEY CHISHOLM

WHAT ELSE IS GOING ON IN ISENBERG & UMASS?

UMassAmherst

Women for UMass



Apply for a Women for UMass (WFUM) Grant - Do you have a project that provides access, support, and opportunity for UMass Amherst students? Would additional \$\$ help your program or initiative?

WFUM Grants application is now open for projects/programs to be held **July 1 - December 21, 2021**. Applications are being accepted online through AcademicWorks until Wednesday, March 3, 2021 at midnight. ☒

Visit their [website](#) to learn more!

Throughout the month of February, the **Hospitality and Tourism Management Career Day Committee** hosted a series of events, so stay tuned on their [website](#) for video recordings!

The **Isenberg Marketing Club** also hosting a virtual Marketing Career Networking Night (MCNN) last night! For more information, check out their Instagram @IsenbergMC.

If you didn't get the chance to register for this year's event, mark your calendars for next year!

Here are some sneak peeks into virtual upcoming events in the Isenberg Community:

The **Dean's Lunchtime Chat** continues today **Thursday, February 25th from 12 PM - 12:45 PM EST** with a segment centered around Creating Global Citizens and Inclusive Leaders. Dean Massey, Assistant Dean Melvin Rodriguez, and Executive Director of Diversity and Inclusion Alaina Macaulay will be discussing how to have immersive, intercultural experiences that can help you be successful in the global business world.

To register, click [here!](#)

The **Entrepreneurship Club** is hosting their **ULaunch Event** on **Saturday, March 20th - Sunday, March 21st**. During this two-day hackathon, students will have the opportunity to form teams, build a business, and compete for \$1,000 in funding. (P.S. you don't have to be in Isenberg to join their club!)

For more information, please check out the Entrepreneurship Club on Instagram @UMassEntreClub.

The Isenberg Graduate Departments are hosting numerous **Virtual Information Sessions** for students throughout the month of March. All dates listed below will be held at 12PM EST.

- **Master's in Business Administration (MBA):** Tuesday, March 9th and Tuesday, March 16th
- **Master's of Finance in Alternative Investments (MFAI):** Wednesday, March 17th
- **Master's of Science in Accounting (MSA):** Tuesday, March 23rd and Thursday, March 25th
- **Master's of Science in Business Analytics (MBSA):** Wednesday, March 24th

To register, click [here!](#)

The **Chase Career Center** is offering multiple workshops centered around the post-graduation job search, including [Strategies & Tactics](#):

Thursday, February 25th at 12PM
Friday, March 5th at 3PM
Thursday, March 10th at 11AM
Monday, March 15th at 6PM

[Informational Interviews and LinkedIn:](#)

Wednesday, March 10th at 1:30PM
Monday, March 22nd at 1PM

[Interview Prep & Strategy:](#)

Tuesday, March 2nd at 12PM
Wednesday, March 17th at 11AM

ATTENTION SENIORS

Additionally, if you are interested in speaking with an Advisor from the Chase Career Center, please sign up [here.](#)

MARKETING AND COMMUNICATIONS TEAM

SKYE LOVELL

VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

Skye is a junior from Danvers, MA pursuing a major in Marketing and minor in Psychology. This is her second year on the team and she has loved every minute of her new role as Vice President of Marketing and Communications. She chose to be a part of WoI because of the community it creates. She loved being able to bring 440 students, alumni, faculty, and sponsors together to discuss a variety of relevant business topics, as well as empower and create allies for all womxn. Skye was excited to be a part of the first ever Women of Isenberg Virtual Speaker Series; she knew this would allow the team to provide more programming and benefits to their attendees than ever before.

This past summer, Skye worked at Tarmika, an insurance technology startup, in their Marketing department. She took what she learned there and is using it in her role as Vice President. She is currently on the internship hunt for this upcoming summer and is excited to see where she ends up. In her free time Skye enjoys reading, doing yoga, and being outside.

DANIELLE MAJOR

DIRECTOR OF CAMPUS OUTREACH

Danielle is a junior Operations & Information Management major from Andover, MA, pursuing a minor in Psychology and a Certificate in Data Analytics. After being a Marketing & Communications Committee member for the 2020 WoI Conference, Danielle was thrilled to be the Campus Outreach Director for the 2020 - 2021 WoI Virtual Speaker Series! Her favorite part about Women of Isenberg is how easily students are able to network with and gain connections with UMass Amherst alumni, faculty, and business professionals. One of her most memorable parts of the Virtual Speaker Series was hearing Olympian Briana Scurry speak about turning one of the most negative times in her life into something positive.

In her limited free time, Danielle enjoys running, hiking, and spending time with her friends and family. This upcoming summer, Danielle will be interning with RSM in their Technology Risk Consulting department.

KATIE DIBLASIO

GRAPHIC DESIGNER

Katie is a sophomore Marketing and Studio Arts double major from North Andover, MA. She is working as a committee member on the MarComm team with a focus on graphic design and social media. As a freshman, Katie was accepted into the Student Ambassador program for the 2020 WoI Conference and found an incredible community within the WoI team. It has been an important part of her UMass experience as it has really helped to make a big campus feel small. For the past couple years, Katie has worked as a freelance designer and social media specialist for a few small companies and even helped new businesses develop their brand image from scratch. When she isn't working for clients, she enjoys making original art and sewing her own designs. Katie's passion for art drives her business experiences and she found a great creative outlet in Women of Isenberg.



WHAT BOOKS ARE THE WOI MEMBERS READING?

Skye - You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life by Jen Sincero

Kate - Disrupted by Dan Lyons

Jenna - Untamed by Glennon Doyle

Maggie - Year of Yes by Shonda Rhimes

Danielle - What If I Say the Wrong Thing? by Verna Myers

Amy - Hood Feminism: Notes from the Women a Movement Forgot by Mikki Kendall
Red, White & Royal Blue by Casey McQuiston (a fun relaxing read!)

Chris - The Truths We Hold by Kamala Harris

Eliza - Where the Crawdads Sing by Delia Owens

Raniya - How To Win Friends and Influence People by Dale Carnegie



Q&A WITH SOCIETY OF WOMEN ENGINEERS

During the fall semester, WoI met with Mary Gerace, the President of the Society of Women Engineers (SWE) here at UMass Amherst to learn about the opportunities they provide for students, both on-campus and virtually. Similar to Women of Isenberg, Society of Women Engineers aims to empower students and guide them in their professional development and networking skills.

QUESTION 1:

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

Something that I wish more people knew about the Society of Women Engineers (SWE) is that we are not only a club for women in engineering, regardless of what our name is. SWE welcomes people who do not identify as cis females and we would love to have more male-identifying allies! SWE is a club that provides support to everyone and we want to be there for you throughout your entire STEM journey and make it as successful as possible!

QUESTION 2:

Q: How often do you have events?

Typically, we have one general body meeting every month, with a fun Halloween meeting in October and a "March Madness" meeting in March. Other events we have are known as the SWE Series, where industry workers come in and discuss their STEM journey with us which is a great networking and learning opportunity. SWE also has Community Outreach Days where we help high schoolers and Girl Scouts learn about STEM and Computer Science fields. We also have an event called Girl Scouts Day where Girl Scouts come to UMass and we help them get badges in Cyber Security badge or Mechanical Engineering Badge. Lastly, each executive board member holds office hours every week for general body members to ask questions.

QUESTION 3

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

I think other UMass organizations can take important steps to make their clubs more inclusive. For example, make sure that people know that your club welcomes anyone. Be as open and accepting as possible. Another change that clubs can make, and what SWE is trying to implement more of, is having more events/speakers catered to our POC community. It is very important that the people in our society who are treated the worst for no good reason know that they are enough, that they deserve better, and that they belong here. SWE is trying to create a better climate for everyone.

QUESTION 4:

Q: How can students get involved with your organization?

Students can get involved within our organization by following us on Instagram and joining our slack! We usually post about our upcoming events and shout out our general body members. Another way to get involved is to take part in our events, which are a great way to grow a sense of community and learn something new.

@UMASSAMHERSTSWE





WOMEN OF ISENBURG
VIRTUAL SPEAKER
SERIES

We hope you enjoyed the February 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.



@WOI_CONFERENCE



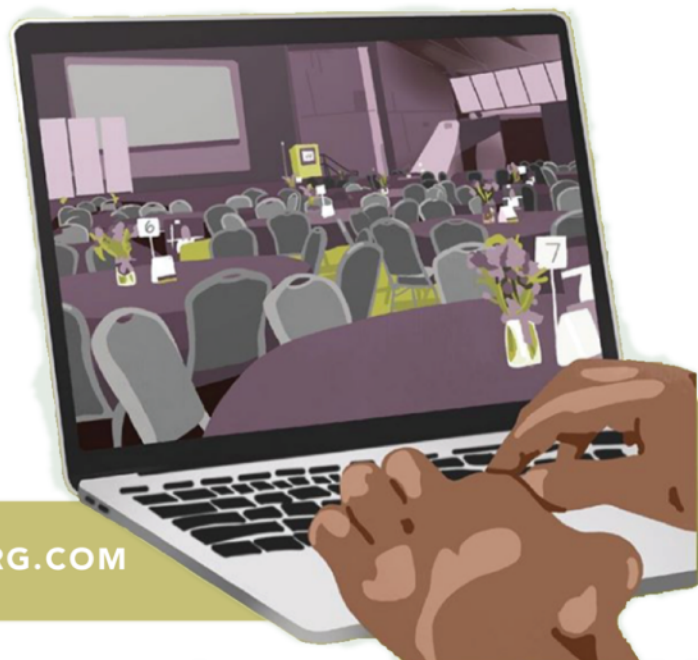
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