As campus demand for food grown in the Pioneer Valley rises, UMass Amherst students are answering the call. This season the 12 members of the UMass Student Farming Enterprise program sold an estimated 52,000 pounds of produce, enough to feed fruit and vegetables to 75 families for a year. During the harvest season, the produce was sold twice a week to seven different markets including UMass student-run businesses, UMass Dining Services, and local Big Y supermarkets in Amherst and Northampton.

On Fridays, the student farmers began harvesting before 7 a.m. from their 12 acres of land located at the new Agricultural Learning Center on North Pleasant Street in Amherst and at the UMass Research Farm on River Road in South Deerfield. “I really like harvesting. It’s so rewarding to look back and see a whole row of kale gone,” says Samantha Bavelock ’17.

After harvest came delivery to student-run businesses such as Earthfoods Café and People’s Market. Next stop: Big Y in Amherst and Northampton. Big Y’s $150,000 commitment made in 2013 to support the program has enabled students to increase their production and sale of vegetables. In 2014, students delivered 300 to 400 pounds each week to both Big Y stores, up from 100 pounds in 2012.

“Our collaboration with Big Y has added so much to the curriculum. Students learn that they’ve got to deliver what they’ve promised,” says Amanda Brown, director of the program. “It’s a valuable hands-on opportunity to experience how local farms work with large wholesale buyers.” The students also visited Big Y’s distribution center during the spring semester to learn about the regional produce industry and how it works.

The program’s success has allowed the students to partake in a summer harvest as well. Six students remained in Amherst over the summer and in late June began harvesting cantaloupe, watermelon, cucumbers, zucchini, and tomatoes. The produce was delivered to the UMass dining commons for use at New Student Orientations, summer camp programs, and the Big Y stores.

Given their commitments to the businesses, students must prepare for the next growing season during the spring semester. This consists of calculating yield goals and the acreage needed for each crop. Student farmer Jeffrey Intinarelli ’15 says that this is his favorite part. “Actually getting to see how it all works behind the scenes is so cool,” he says.

— Andrea Comerford ’16
The 2015 Women of Isenberg Conference will bring together students and alumnae to share the experiences and challenges of being female in a business school and the workplace. For the three senior and one junior management majors who are planning the conference, it’s a résumé builder offering real world experience in event planning, fundraising for the $30,000 budget, and marketing.

“It is the best learning experience we could have asked for,” says Mary Lynch from Holden, Mass. “The skills we have learned will transfer to any career we go into.” Abby Wells of Braintree, Mass., says that the many tasks needed to stage a conference expected to draw 200 women have sharpened her time management skills and boosted her confidence.

The young women are also motivated by the vision of the conference —creating an alliance of students and women in business to address such pressing workplace issues as balancing career and life priorities and achieving gender equality. The conference also will enable attendees to either find or serve as mentors and learn the art of networking. Lauren Casaceli from Bolton, Mass. says she hopes the conference will empower students and give them an opportunity to meet other women who may be helpful in launching careers. Casaceli, Wells, and Lynch are co-chairs of the conference, an unpaid position.

“I hope the conference will make a change in the business world. As the next generation, it is our responsibility to lead and make strides in how many women business leaders there are,” says Lynch.

The conference will be held February 7 at the Isenberg School of Management. More information can be found at womenofisenberg.com or by emailing womenofisenberg@gmail.com.
Internships: The Path to Employment

Many students dread being asked what they are going to do after graduation, but Career Services can help ease the stress of planning for a post-UMass Amherst era. One of their first pieces of advice: find internships.

“Internships and co-ops are the keys to success for students hitting the job markets today,” says Candice Serafino, director of career services. She says employers have come to view internship programs as potential sources for hiring full-time employees. “It’s cost-effective for them,” she notes.

For students, the cost of finding an internship is only a visit to Career Services in Goodell where an assortment of information is available to all majors. More information can be found at the Career Services website umass.edu/careers, and at the CareerConnect link at the Career Services Website.

Given the challenging economic environment, students are advised to do more than one internship. A survey of seniors disclosed that 60 percent were involved in experiential learning, including internships, clinical rotations, service learning, cooperative learning, and research programs. Students can often earn credit through an internship.

Besides serving as an intern, students can improve their job prospects by maintaining good grades and getting involved in a Registered Student Organization. “That will bolster their résumé and help them be more marketable when applying for internships,” explains Serafino.

Her advice for parents is simple: be allies and encourage students to read emails sent from Career Services and encourage students to attend information sessions and career and job fairs.

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National Scholarships
Open Doors
Since 1998, the Office of National Scholarship Advisement (ONSA) has helped UMass Amherst students win prestigious scholarships worth a total of $3.2 million. But the benefits of winning a competitive scholarship run much deeper than assistance with defraying the cost of college or graduate school.

“There is the money and then there are the career opportunities you couldn’t otherwise get,” says Susan Krauss Whitbourne, professor of Psychological and Brain Sciences and ONSA director. For example, some scholarships open doors to top internships in government or research institutions, while others offer enrollment in leadership institutes. “The benefits can be immeasurable,” says Whitbourne.

She adds that the process of applying for one of the scholarships can be advantageous. It forces students to think about career goals and develop soft skills such as writing essays, working with faculty members, participating in mock interviews, and seeking letters of recommendation. ONSA services are available to all students.

Whitbourne says parents can be helpful in several ways. They should encourage their student to become familiar with the ONSA website at www.honors.umass.edu/onsa as early as their first year and be aware of critical deadlines. “Parents shouldn’t pressure their student but be encouraging and supportive in giving their child the freedom to pursue career goals,” says Whitbourne.

Cell Researcher Lands Prestigious Scholarship
Since her first year at UMass Amherst, Alyson Warr ’15, a Commonwealth Honors College student majoring in microbiology and biochemistry, has been on a mission: to learn why diseases occur and how scientists can treat and cure illnesses. She has been working in a microbiology lab on campus, focusing on a mutant strain of *E. coli* that, were its aberrant properties better understood, could help unlock the mysteries of cell division.

Warr’s research helped her win a 2014 Barry Goldwater Scholarship, one of 283 students nationwide to receive the $7,500 award and the renown that comes with it. “I take out student loans and with the award was able to reduce my debt and the prestige will be an advantage in applying to graduate school,” says Warr. Her goal is to earn a doctorate and teach at a research university or conduct research at an organization such as the Centers for Disease Control.

She says she was thrilled when her mother, Janice, who had been monitoring the Goldwater website, called with news of the award. “One day she called me and said, ‘You have to check out the website.’ I knew from her voice that I was on the list. She was really excited and so was I,” says Warr, whose hometown is Freetown, Mass.

Warr and two other UMass Amherst seniors won 2014 Goldwater scholarships. Since 1998, 12 UMass students have won Goldwater scholarships.

Thank You, Families!
Families contributed more than 1,000 pounds of food during Family Weekend in October. Several carloads were needed to deliver the bounty to the Amherst Survival Center. This was the first year a food drive was held during the weekend.
WHY WE GIVE

By Fran Streitfeld ’77 with Mark Streitfeld, parents of Elizabeth ’15, majoring in Mathematics and Statistics

Why do I give to UMass Amherst? After graduating from UMass Amherst, I chose a profession that entailed getting a second bachelor’s degree from another university and a master’s degree at a small college. Comparing schools, UMass offered far more learning options from a wider range of majors and schools with far more course offerings within each discipline. The diversity of options I experienced at UMass was not present at the other schools.

While exploring colleges, my daughter came to UMass for a campus tour where she was fortunate to have a tour guide named Rusty, a colorful, energetic, and humorous senior. At the end of her tour, standing in front of the library, she said this was where she wanted to go. Now, as a senior at UMass, she still says the same thing.

She is a proud member of the UMass Minuteman Marching Band. My husband and I, who have no experience with marching bands, have had a blast watching her perform in such an exceptional band. These students have put a lot of time and effort into their many performances on the football field, at the State House, at the 2013 Macy’s Day Parade, as well as locally with school-age children. She will have many great memories when she graduates with many reasons to give back to her alma mater.

I recently joined the Woman for UMass Amherst steering committee. This is a group of women from various fields who donate money to the WFUM (Woman for UMass) Fund, with the plan to award their donations to various programs or projects that will have a positive impact on the students of UMass. This experience has given me a chance to see some of the very impressive programs that are under way at UMass. I have also enjoyed seeing and hearing other alumni get excited about UMass’s future.

I am a proud parent and alumna of UMass Amherst.

Plans to Renovate and Reopen the Old Chapel

After 18 years of disuse, the iconic Old Chapel will undergo $20 million in renovations, allowing its reuse. The move to reuse the building comes after a study initiated by Chancellor Kumble R. Subbaswamy that included a committee of faculty, staff, and students. The renovation project also was spurred by a nomination for listing on the National Register of Historic Places.

As renovated, the chapel’s top floor will serve as a multi-purpose facility with flexible space for performances, lectures, and other events. The basement will hold utilities, a kitchen, and restrooms. Subbaswamy says the future uses of the Old Chapel must focus on renewing bonds with alumni and creating ties with students.

Junior Chris Nicoll ’16, a sport management major, says that the renovations will be money well spent. “It would definitely be an asset to the school,” he notes. Art history major Megan Fischer ’17 says the renovations will benefit the UMass community: “The project, I think, is a good way to incorporate the history of the campus,” she says.

With its commanding view of the campus pond, the granite and brownstone Old Chapel, completed in 1885, has long been considered the unofficial symbol of the flagship campus. Over time, it has been classrooms, a library, an auditorium, and a museum. Most recently, it housed the Minuteman Marching Band but was deemed unsafe in 1996.

Finegold Alexander, a Boston-based architectural firm, has been hired to design the renovations. Funding for the project will come from the UMass Rising campaign to raise $300 million for the campus.

— Andrea Comerford ’16

For more information about the Old Chapel, visit: umass.edu/umassrising/priorities/buildings-infrastructure/old-chapel
February

1 Faculty Recital: Greg Spiridopoulos, trombone
Bezanson Recital Hall, 1 p.m.

5 Billy Taylor Jazz Residency Artist: Warren Wolf and the Wolfpack
Bowker Auditorium, 7:30 p.m.

6 Hockey vs. Northeastern
Mullins Center, 7 p.m.

7 Women’s Tennis vs. Quinnipiac
Amherst, 12:30 p.m.

8 Men’s Basketball vs. LaSalle
Mullins Center, 4 p.m.

10 Tuesdays in Bezanson: An Evening of Schubert
Bezanson Recital Hall, 8 p.m.

11 Women’s Basketball vs. George Mason
Mullins Center, 11:45 a.m.

12 Graduate Jazz Composers Recital
Bezanson Recital Hall, 8 p.m.

13 Women’s Tennis vs. Army
Amherst, 10:30 a.m.

Hockey vs. UMass Lowell
Mullins Center, 7 p.m.

Percussion Ensemble & Art Duo
Bezanson Recital Hall, 8 p.m.

14 Women’s Tennis vs. Marist
Amherst, 12:30 p.m.

Women’s Basketball vs. Duquesne
Mullins Center, 1 p.m.

Women’s Lacrosse vs. UMass Lowell
McGuirk Stadium, Time TBA

Women’s Basketball vs. Duquesne
Mullins Center, 4 p.m.

16 Holiday, Presidents’ Day

18 Women’s Basketball vs. Davidson
Mullins Center, 7 p.m.

March

1 Women’s Tennis vs. Fordham
Amherst, 12:30 p.m.
Taiyuan Puppet Theatre from Taiwan
Bezanson Recital Hall, 2 p.m.
Women’s Basketball vs. Rhode Island
Mullins Center, 2 p.m.
Recital of Anniversaries: Estela Olevsky, piano
Bezanson Recital Hall, 4 p.m.

2 Wind Ensemble Concert
Fine Arts Center Concert Hall, 8 p.m.

4 Men’s Basketball vs. Richmond
Mullins Center, 7 p.m.

Symphony Band Concert
Fine Arts Center Concert Hall, 8 p.m.

4-7 Cat on a Hot Tin Roof
The Rand Theater, 7:30 p.m. and 2 p.m. on 3/7

6 UMass Amherst Symphony Orchestra
Bowker Auditorium, 8 p.m.

Women’s Lacrosse vs. Drexel
McGuirk Stadium, Time TBA

8 Women’s Tennis vs. St. Louis
Amherst, 12:30 p.m.

The Chieftains
Fine Arts Center Concert Hall, 7 p.m.

9 Jazz Ensemble I: Frank Sinatra’s Big Band Music
Amherst Brewing Company, 7:30 and 9:30 p.m.

10 Men’s Lacrosse vs. Quinnipiac
Garber Field, 3 p.m.

12 Song of the Jasmine by Ragamala Dance Company
Fine Arts Center Concert Hall, 7 p.m.

23 Spring Break Ends—classes resume

24 Opera Workshop
Bowker Auditorium, 8 p.m.

25 UMass New Play Lab, Play #1
The Rand Theater, 7:30 p.m.

26 UMass New Play Lab, Play #2
The Rand Theater, 7:30 p.m.

27 UMass New Play Lab, Play #1
The Rand Theater, 7:30 p.m.

Women’s Lacrosse vs. Duquesne
McGuirk Stadium, Time TBA

28 Women’s Tennis vs. Albany
Amherst, 12:30 p.m.

UMass New Play Lab, Play #2
The Rand Theater, 2 p.m.

Academy of St. Martin in the Fields with Jeremy Denk
Fine Arts Center Concert Hall, 8 p.m.

29 Women’s Lacrosse vs. George Mason
McGuirk Stadium, Time TBA

31 Softball vs. Connecticut
Sortino Field, 4 p.m.

April

1 Softball vs. Yale
Sortino Field, 4 p.m.

UMass New Play Lab, Play #2
The Rand Theater, 7:30 p.m.

2 UMass New Play Lab, Play #1
The Rand Theater, 7:30 p.m.

Ned Rothenberg, “Inner Diaspora”
Bezanson Recital Hall, 8 p.m.

3 Softball vs. George Washington
Sortino Field, 3 p.m.

UMass New Play Lab, Play #2
The Rand Theater, 7:30 p.m.
4  Women's Tennis vs. Fairleigh Dickinson
       Amherst, 1 p.m.
5  Softball vs. George Washington
       Sortino Field, Noon and 3 p.m.
6  Men's Lacrosse vs. Fairfield
       Garber Field, 1 p.m.
7  UMass New Play Lab, Play #1
       The Rand Theater, 2 p.m.
8  The Nile Project Concert
       Fine Arts Center Concert Hall, 7:30 p.m.
9  Jazz Lab Ensemble
       Bezanson Recital Hall, 8 p.m.
10  Faculty Recital
       Bezanson Recital Hall, 8 p.m.
11  Women's Lacrosse vs. Vermont
       McGuirk Stadium, Time TBA
12 Track and Field, Minuteman Invitational
       Amherst, 11:30 a.m.
13  Softball vs. Fordham
       Sortino Field, 1 p.m. and 3 p.m.
14  Women's Tennis vs. Sacred Heart
       Amherst, 1 p.m.
15  Softball vs. Fordham
       Sortino Field, 1 p.m.
16  Concert Band
       Fine Arts Center Concert Hall, 2 p.m.
17  String Chamber Music
       Bezanson Recital Hall, 7 p.m.
18  Chapel Jazz Ensemble
       Bowker Auditorium, 8 p.m.
19  Brass Fest
       Bowker Auditorium, 8 p.m.
20  Softball vs. Marist
       Sortino Field, 2:30 p.m. and 4:30 p.m.
21  Stephen Petronio Company
       Fine Arts Center Concert Hall, 7:30 p.m.
22  Women's Rowing vs. Connecticut
       Hadley, MA, TBA
23  Alive with Dance
       Bowker Auditorium, 8 p.m.
24  UMass Amherst J.S. Bach Festival Concert
       Grace Episcopal Church, Amherst, 7:30 p.m.
25  Wind Ensemble Concert
       Fine Arts Center Concert Hall, 8 p.m.
26  Dead Man's Cell Phone
       The Rand Theater, 7:30 p.m.
27  Vocal Jazz Ensemble
       Fine Arts Center Concert Hall, 7:30 p.m.
28  Symphony Band & Percussion Ensemble
       Fine Arts Center Concert Hall, 8 p.m.
29  Last Day of Classes
       Founders Day
       UMassGives
30  Alive with Dance
       Bowker Auditorium, 8 p.m.
31  Jazz Ensemble I & Studio Orchestra
       Bowker Auditorium, 8 p.m.
32  Jason Kao Hwang, “Burning Bridge”
       Bezanson Recital Hall, 8 p.m.

May
1  Final Exams Begin
2  Softball vs. St. Louis
       Sortino Field, 1 p.m. and 3 p.m.
3  Softball vs. St. Louis
       Sortino Field, 1 p.m.
7  Last Day of Final Exams
8  Undergraduate and Graduate Commencement
9  Stockbridge Commencement
10  UMAlumni.com/LicensePlate

FOR MORE DETAILS AND UP-TO-DATE SCHEDULES VISIT:

Academic Schedules:
www.umass.edu/registrar/gen_info/academic_calendar.htm
Fine Arts Center: https://fac.umass.edu/online/
Music and Dance: www.umass.edu/music/eventcalendar/index.php
UMass Career Services: www.umass.edu/careers/
UMass Athletics: www.umassathletics.com/
The Blue Wall, located in the Lincoln Campus Center, reopened just in time for the fall semester after undergoing a nine-month renovation. The modern, sleek facility seats up to 850 and contains 11 themed stations ranging from fresh brick-oven pizza to a full sushi bar. The renovation combines the old Blue Wall, Marketplace, and Hatch eateries into one location.Originally opened in the 1970s as a bar, students in an online poll opted to keep its name. Like many dining options on campus, food is made from locally sourced ingredients. The Blue Wall is nearly as iconic as the Old Chapel and W.E.B. Du Bois Library. UMass Amherst Chancellor Kumble R. Subbaswamy says that wherever he travels, alumni remember the Blue Wall and ask about it. “I’m happy to tell them that the Blue Wall is still a student hot spot,” he says.