

# The Exponent

APRIL 1983

An Official Publication of the University of Chicago Women's Business Group



## PRESIDENT'S PLATFORM

By G. Chris Keeley

As an organization of professional business women who form a peer network, the UCWBG encourages members to exchange job referral information. Let me share some observations to explain why some women are more successful in getting info than others. To borrow from an ancient parable, let's categorize people into two groups: the Foolish Networkers and the Wise Networkers. Foolish Networkers only join

groups or attend activities when active in the job market. It's strictly a case of "gimme" without mutual benefits.

Wise Networkers take a broad view. They participate in groups with an eye on both short and long term rewards. They talk to others, not just seeking leads but sharing them. They listen to what other members have to say about their (continued on Page 2 Column 1)

### NEGOTIATING YOUR FAIR SHARE:

#### CAREER DEVELOPMENT SEMINAR VII

Car phone? Investment counseling? Spouse travel expenses? Go for it! That's part of the advice Susan R. Holland, president of S.R. Holland, Inc. will offer up at "Negotiating Your Fair Share", Career Development Seminar VII on Saturday, April 23, 1983 from 10 a.m. to Noon, at 190 E. Delaware, Room 402. From Salary to Perquisites, Ms. Holland will provide negotiating pointers to make your next career change the most profitable one yet. Cost \$7.50. Kindly complete the R.S.V.P. form on the back page of the newsletter and return with check to: Job Network Committee, University of Chicago Women's Business Group, P.O. Box 87588, Chicago, IL 60680.

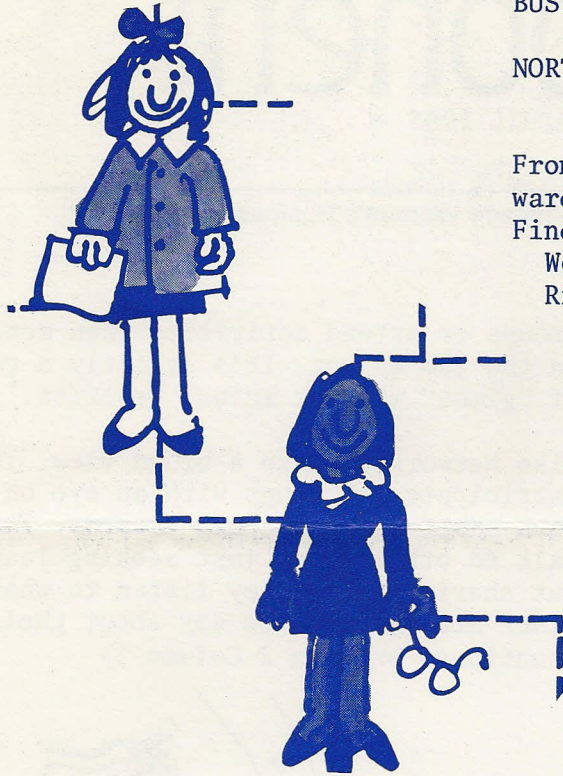


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## APPAREL POWER

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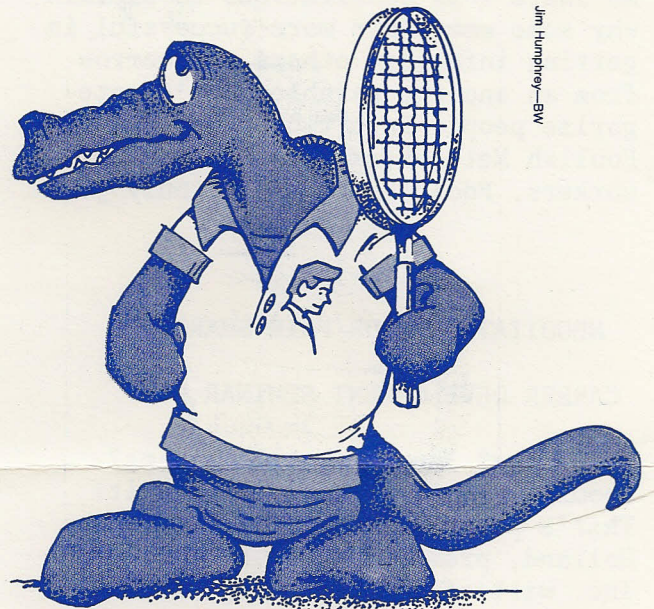
PRESIDENT'S PLATFORM CONTINUED...

jobs, their companies, their lives.

Wise Networkers initiate telephone calls to members when they come across a useful bit of data. They may even ask a colleague to lunch for no reason other than enjoying a peer relationship. They question, volunteer information, share their own experiences and ideas. They reach out to others in the true meaning of networking.

Wise Networkers may be shy and inexperienced about initiating such activities, but they are wise enough to have overcome such handicaps by volunteering for activities in the organization so that they have an "agenda" to use as a tool to overcome the shyness or inexperience.

The moral of this parable: GOOD THINGS COME TO THOSE WHO SHARE.



Jim Humphrey—BW

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# JOB LINES

by  
Agnes Roach

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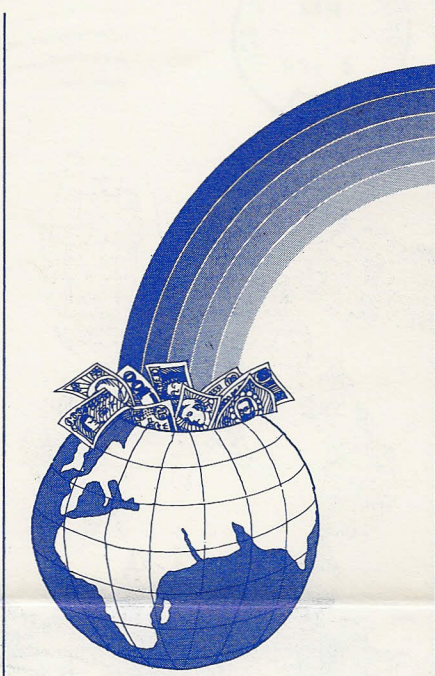
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## SALARY STATISTICS: HEALTH AND ADVERTISING

The National Business Employment Weekly in its March 6, 1983 issue (pages 10-11) includes salary ranges for marketing positions in pharmaceutical, medical companies and ad agencies; for ad agencies only; and for pharmaceutical and medical device companies only. Included are comments on demand for people in each field.

## ARE YOU RISK-SEEKING OR RISK AVERSE?

The same issue of the NBEW includes two articles on risk taking which may also be of interest: "Taking A Risk Sometimes Means Losing", and "Sometimes 'Staying Put' Is Greatest Risk" (pages 14-15).

## CHICAGO'S TOP PUBLIC COMPANIES

Crain's Chicago Business listed the top firms in "Chicago's Top 150 Public Companies" with vital statistics on net revenues, net profits, margins and total number of employees (pages 18-27) in its March 14-20, 1983 issue. The same edition carries "If Sears is Chicago's No.1, This Must Be Recovery Time" on page 19.

## 1983 JOB NETWORK COMMITTEE

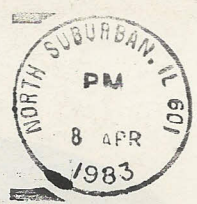
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NEGOTIATING YOUR FAIR SHARE: SEMINAR VII

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After April 19 phone: Chris Keeley 995-2040  
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