

# The Exponent

JULY, 1983

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



## MIDWEST WOMEN IN BUSINESS

JULY 14, 15, & 16, 1983

### PROGRAMS:

The Midwest Women in Business Conference offers women entrepreneurs workshops, seminars, and keynote addresses focusing on planning and operating a small business. Additional sessions cover the current economic climate, the role of women in politics, and personal finances. The sessions are planned to meet the needs of individuals at different growth stages:

Future Entrepreneurs: (those opening a small business) information about accounting, law, management, computer planning, finance, marketing, and public relations

Recent Entrepreneurs: (established a business within the last 5 years) information about cash flow, creative strategy, personnel problems, and time management

Experienced Entrepreneurs: (5 years or more) information about business expansion, franchising a business, going public, and obtaining government contracts

Special Entrepreneurs: information about purchasing and operating a franchise, working at home in a cottage industry, or developing a business in consulting, free-lance work, or direct sales

### EXHIBITS:

The public is invited to visit exhibits of interest to entrepreneurs.

### COST:

Full Conference	unlimited seminars, keynote addresses, lunches, breaks, and all conference materials	\$225
Individual Day	includes a lunch, breaks, all conference materials, seminars, and all keynote speakers for that day	\$90
Lunches	individual luncheon tickets will be sold prior to Wednesday, July 13	\$25

### RESERVATIONS AND INFORMATION:

Contact: Midwest Women in Business Conference  
339 East Chicago Avenue, Room 615  
Chicago, Illinois 60611  
(312) 649-6950; 649-6952



M I D S U M M E R



M E M O R A N D U M

TO: UCWGB members

FROM: Program committee

As noted in the June newsletter, an informal meeting of the UCWGB is scheduled for Thursday, July 28, from 5:30 to 7:30 pm at the Metro Club in the Sears Tower. Enter from the Franklin Street side and go to Room 6616 on the 66th floor. Parking is available at the south garage on Franklin.

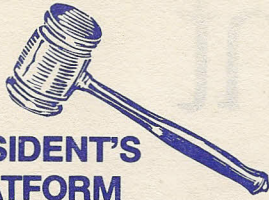
As (embarrassingly) not noted in the June newsletter, the cost is \$10. It covers drinks, hors d'oeuvres, and great conversation.

Return your RSVP---  
in this newsletter---  
ASAP!!!!!!!!!!!!!!!!!!!!

Editor: Barbaragail Danciewicz

Contributors: Chris Keeley  
Agnes Roach  
Nancy Lacey

Submit ideas/articles to:  
Communications Committee  
University of Chicago  
Womens Business Group  
P. O. Box 87588  
Chicago, IL 60680



## PRESIDENT'S PLATFORM

By G. Chris Keeley

A number of studies and an ever increasing number of articles, including an issue of Business Week, note the bleak employment picture for professional and managerial jobs in the 1980's and 1990's. In a study of the job market for college graduates from 1960 to 1990, Russel Rumberger, a research associate at Stanford University states that, contrary to popular belief, the American economy will not produce the widespread opportunities expected in high technology fields. In fact, employment growth in professional and managerial occupations in the 1980's will be smaller than either the 1960's or 70's. Some thought-provoking figures and predictions include:

- between 1960 and 1970, 36% of new jobs were professional/managerial
- between 1970 and 1980, 45% of new jobs were professional/managerial
- between 1980 and 1990, only 28% of new jobs will be professional/managerial
- in 1960, two-thirds of college graduates were employed in professional, managerial, or other high level occupations
- in 1970, nearly three-fourths of college graduates were holding such jobs
- in 1980, high level job opportunities had decreased to below the 1960 level

The contrast between the 1960's and 70's and 1980 was especially strong in high level job opportunities for women. A greater proportion of female college graduates were working in clerical jobs in 1980 than in 1960. The improved job opportunities for women in the last 20 years have been eliminated by the declining opportunities overall by 1980.

High technology will not foster the hoped for growth of managerial jobs in the technology-related areas. Although designed by high paid professionals, the new high-tech factories are managed and staffed by fewer than hoped for managerial/professional workers. Rumberger states that new job opportunities for janitors will be three times the number of new jobs for computer system analysts.

The impact of these employment trends on the female MBA is clear. Good and better jobs in management will become increasingly difficult to find. The opportunities for promotion will be fewer, and the competition for promotions will be keener. The conclusion is inevitable: women will need to develop better contacts and more effective networking skills to stay in the race for the jobs available. Also, more women MBA's will probably start their own businesses. The UCWBG is important. Join in.



SAVE THESE DATES!!

UCWBG  
CALENDAR OF EVENTS

- September 14  
7pm (Wednesday)  
Professional Dressing:  
What's In, What's Out,  
What's Right for You  
Louise W
- September 28  
Dinner (Wednesday)  
Views They Don't Allow Me  
to Express on TV  
Terry Savage  
(Joint Effort with North-  
western University Women's  
Professional Association)
- October 22  
10am (Saturday)  
Consulting for Women:  
Faster Track for Success?  
John Gallagher
- November 12  
Brunch (Saturday)  
Banking: Now and Tomorrow  
(First of planned Industry  
Update Series)  
Kate Markin
- December  
(Tentative)  
Investment Seminar/Tax  
Sheltered Investments  
Gene Mackevich
- January  
(Tentative)  
Oral Presentation Skills  
Joan Downing

CLICK...CLICK...CLICK...

An idea under consideration is one or several Saturday photo sessions at the 190 building or somewhere in the Loop where members could get an updated head shot at a less expensive rate than your typical studio. We all write business articles from time to time, speak on a program, receive an acknowledgement of an achievement, or whatever, and are asked for a glossy

photo for publicity. You dig into your archives and come up with your college graduation picture or maybe a photo taken when you started at your company five years ago. Both make you look younger, but just don't fit your current image.

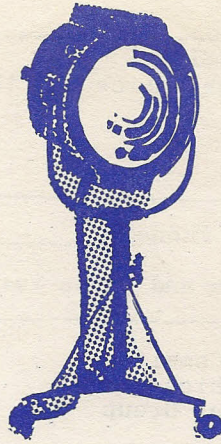
To make this work, we need a photographer and some people to be photographed (remember--mass production cuts cost!).

So, if you're interested in participating in the session and/or if you are a portrait photographer (professional or good amateur), indicate so on the form on the back page of this newsletter. After there is a better assessment of the interest, a specific time(s) and cost will be established. Return your form by August 10.



## ENTREPRENEUR'S SPOTLIGHT

FOCUSING ON



By Agnes A. Roach

In 1969, entrepreneur Linda Clark started LMC Consulting Company. Her strategy then, and now, was to utilize a number of associates for a given project, but to keep the firm small enough to personally supervise each job. In addition to the close attention she gives to her business, she also gives close attention to a number of organizations to which she belongs. These groups allow her to keep her knowledge level in-tune and to make valuable contacts. Linda has served as Chapter President of the American Statistical Association, as Vice President of the Independent Business Association of Illinois, on the Board of the Chicago Association of Commerce and Industry, and as a Delegate to the White House Conference on Small Business. She has published numerous technical articles, and her firm has published the 1977 Metropolitan Chicago Major Employers Guide. She is listed in Who's Who of American Women, the World Who's Who of Women, and Who's Who in the Midwest.

Linda has a B.S. from the University of Michigan with a major in math and minors in physics and chemistry. Her MBA concentrations were in finance and quantitative methods. Before the GSB she worked for the University of Chicago in research positions at Billings Hospital, and then went to Armour & Co. where she established the Mathematical and Statistical Section of the OR Department. Overlapped with both of these positions and her MBA in the 190 program were free-lance consulting projects resulting from her contacts at Billings. Most of these were computer-based.

With both corporate and consulting experience, Linda decided that if she could land some consulting projects 'cold', without prior contacts, she would begin her own firm. She did; LMC Consulting was born in 1969 and incorporated in 1970.

LMC Consulting Company specializes in the use of computers and in mathematical and statistical techniques and their applications. LMC provides a service, a solution or improvement, not just a computer pro-

gram. Areas in which LMC is involved include operations research, statistics, market research, design and analysis of experiments, modeling, simulation, systems analysis, and programming. Clients come from industry, associations, and health care/research.

Most of the services offered by LMC, and the personal involvement of the President, have remained the same over the years. However, with the growth of computers a new service was added recently. LMC became an OEM (Original Equipment Manufacturer) so that clients can purchase recommended hardware from LMC along with the software.

Her client mix varies with the economy and other factors, but to date her income level has never been adversely affected. Linda indicates that she earns "at least" 25% more than if she were not self-employed...and enjoys it 1000% more! She remains very enthusiastic about her experiences as an independent consultant. "Come on in, the water's fine!" she recommends.



UCWBG PHOTO SESSION

Yes, I'm interested, assuming the price and time are right

No, I'm not interested

Comments on idea \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

I know a photographer. Her/his name and phone is: \_\_\_\_\_

Mail this form to: Communications Committee  
University of Chicago  
Womens Business Group  
P.O. Box 87588  
Chicago, IL 60680



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Women's Business Group  
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