

The Exponent

September, 1983

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

TERRY SAVAGE — FINANCIAL ANALYST WITH THE COMMON SENSE VIEWPOINT

Note: Terry Savage is the featured speaker at the September 28 joint meeting of the University of Chicago Women's Business Group and The Northwestern University Women's Professional Association. See Box to the right for details.

As financial analyst for WBBM-TV (CBS, Channel 2, Chicago), Savage discusses current business developments, analyzes the economic situation and offers ideas on personal financial planning. Her "Money Sense" segments air Monday through Friday on the Six O'Clock News.

She is one of a select few in the nation providing in-depth coverage of business and the economy on television on a regular basis. The *Chicago Tribune* said, "Savage helps people to understand not only what is happening in business, but why."

Her knowledge of the world of finance comes from first-hand experience. A founding member of the Chicago Board Options Exchange and a SEC registered investment advisor, Savage was a Chicago stockbroker and wrote a weekly investment advisory newsletter called "Options Trading Strategies." Now, Savage uses that experience as the basis for her economic analyses and personal financial planning advice.

Prior to joining WBBM-TV, Savage was financial analyst for WMAQ-TV (NBC, Chicago). She also hosted "The Stock Market Observer," a daily hour-long show on WCIU-TV (Chicago) featuring guest interviews on finance and investment, in addition to business reports and information on stocks and commodities.

She is a Phi Beta Kappa graduate of the University of Michigan and a former Woodrow Wilson fellow in American History and Economics.

WEDNESDAY
SEPTEMBER 28, 1983

VIEWS THEY DON'T ALLOW ME TO EXPRESS ON TV

featuring

TERRY SAVAGE
Financial Analyst, WBBM-TV, Chicago

Chicago Press Club
410 N. Michigan
(Wrigley Building-
Lower Level)

5:30
cocktails-cash bar
6:15
dinner & presentation

sponsored by

UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

in cooperation with the
NORTHWESTERN UNIVERSITY
WOMEN'S PROFESSIONAL ASSOCIATION

Members \$22

Guests \$25
(Females and males are welcome!)

Return the RSVP, on the back page, ASAP

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Submit articles & suggestions to:

U. of C. Women's Business Group

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Chicago, IL 60690



PRESIDENT'S PLATFORM

By G. Chris Keeley

A continuing theme of my platform messages has been to "get involved" in The University of Chicago Women's Business Group. I've sounded calls to women to join committees, to serve as resources to the programs, to call with suggestions, complaints, ideas or anything else that would support the networking purpose of this organization. I am now sounding another call: to serve on the nominating committee (2 members needed) and to nominate yourself for a position as an officer or committee member in 1984.

Under the By-Laws, the President is responsible for assuring that nominations are made for new officers each year. This is done through a nominating committee, which is composed of two members at large and three members currently serving on the Board. The annual election of officers is to be held no later than December 1. The three women from the Board are in place; I am now looking for two women from the at-large membership to serve on the nominating committee.

It is important that this organization continues to grow and continues to be infused with new ideas, new approaches, new members. To maintain this dynamism, we need more than "idea"

people. This organization needs leaders who are doers and "shirt-sleeve" type. We are looking for women who not only have vision, but who can take total responsibility for a function, including, at times, some dreary detail and follow-up work that comes with any volunteer organization.

Our By-Laws describe the officers and their duties as follows:

President — Call board meetings and chair them; act as liaison for outside groups; help establish and implement policies; decide issues in cases of even division of board members; assure nominations are made for new officers each year and foster continuity.

Executive Vice President — Work closely with the President and act in her absence.

Vice President, Finance — Act as treasurer, prepare budget, including dues recommendation, and keep track of income and disbursements.

Vice President, Membership — Solicit new members, welcome them; prepare membership directory.

Vice President, Communications — Prepare and send out meeting announcements; set up phone calling system; update mailing list; work with Vice President, Membership, to maintain updated directory; prepare and send out a regular newsletter.

Vice President, Programs — Plan, organize, and execute all aspects of membership meetings.

Vice President, Job Networking — Serve as liaison for career information and job contacts.

Administrative Vice President — Prepare and circulate minutes of board meetings and business meetings of the group; maintain by-laws; keep copies of all meeting announcements, correspondence, etc., and act as group archivist.

In addition, there are two standing committees. These committees are crucial to effectiveness of the organization. The By-Laws describe them as:

- the Program Committee, to be chaired by the Vice President, Programs. Members of this committee will plan, organize and execute all aspects of the meetings as required.
- The Membership Committee, to be chaired by the Vice President, Membership. Members of this committee will greet and introduce newcomers and members to each other and to the organization at all functions.

The Job Networking Committee, the Continuing Education Committee and the Communications Committee also need members to serve on special projects.

A myriad of rewards come to women who become involved in The University of Chicago Women's Business Group. They range from a personal sense of satisfaction, to a line on the resume, to developing leadership skills, to broadening job and social contacts.

If you are interested in serving on the nominating committee, or, if you would like to serve as an officer or committee member, please contact me. I can be reached at 995-2040 during the day or at 779-5788 after 6 p.m.

TALKING TOUGH

Are you talking your power away? Early social pressure to speak like "little ladies" means that women have developed speech patterns that are less incisive and more submissive than men's. Women have learned the polite language of cooperation and compliance: the smile, the nod, the "let's-work-this-out-together" approach. But to get into positions of power, women must be able to speak the language of power.

What are the submissive speech patterns by which women give power away? Experts point to seven major offenders:

Tag questions. These hybrid sentences are a cross between a statement and a question: "We should take action, don't you think?" Alone, the statement shows conviction and confidence. By adding the question, however, you surrender decision-making power to your listener. Although you've politely avoided a confrontation, you've also given the impression of being unsure of yourself or,

even worse, of having no opinion of your own.

Qualifiers. Such phrases as "kind of" and "sort of" are hedges that suggest you're not sure of the facts. Even when women use exact numbers, according to a study by Marjorie Swacker at California State University in Fresno, they often add qualifiers that hint at uncertainty: "about six books," "six or seven books," "around five or six books."

Disclaimers. When you preface an opinion with "I'm probably wrong, but" or "I'm not certain, but," you strip your opinion of power. Disclaimers may cushion you against criticism, since you always can come back with, "Well, as I said, I wasn't sure." But disclaimers invite listeners to disagree.

Fillers. "Um" and "uh" can fill up silence. Unfortunately, they also signal uncertainty and lack of preparation. They open the door to interruption—and interruptions, say sociologist Candace West and Donald Zimmerman, represent power: Someone has taken away your right to speak. It's probably no surprise that men interrupt

women far more frequently than the other way around, according to West and Zimmerman.

Lengthy requests. "I want a raise" is a power request. Here's a version that isn't: "I really hate to do it because I know business is off, but would it be all right if I asked for a raise?" The more a request is compounded, says linguist Robin Lakoff in *Language and Woman's Place* (Octagon Books), "the more characteristic it is of woman's speech." Apologies rob your request of focus. "Just as you don't want to be excessively jeweled when you dress," warns speech expert Dorothy Sarnoff, "you don't want verbal clutter when you speak. Edit."

Trying. Women often convey weakness and failure by overusing the word "try." They'll "try to" get figures rather than get them; they'll "try to" find information instead of finding it. While women intend to sound willing, they end up sounding frail and impotent.

Smiles and nods. Women smile and nod more often than men do in business conversations. In fact, says linguist Mary

TALKING TOUGH

continued

R. Key, author of *Male/Female Language* (Scarecrow Press), they smile more than males throughout their lifetimes. In studies of high- and low-status language behaviors, social psychologists Wendy McKenna and Florence Denmark have found that women are perceived as having greater potential for power positions when they smile less often and hold their heads comparatively still.

Defensive speech patterns, of course, are not restricted to women, nor do all women use them. Lakoff sees them as evidence of women's perception that they lack power in the real world. Language, in other words, reflects perception. But language also helps shape perception. "If we change the way we speak," says Susan Glaser, communication consultant and professor at the University of Oregon, "we can shape people's images of us."

Here are Glaser's suggestions for making your communication more decisive:

Monitor your speech. It's important that you listen to your own conversations for a few days to note the power-robbing devices you use. If you find an excess of submissive speech patterns, make a conscious effort to avoid them. Write down how you might have worded your ideas more effectively. Plan carefully what you want to say. Speech patterns, like any habit, can be changed by practice.

Talk in terms of yourself. Begin using "I, me, mine; this is how I see it." Take responsibility for your own thoughts, feelings and actions. Don't apologize for them.

Talk in specifics, not generalities. Don't feel compelled to be what Lakoff calls an "expert on euphemism" or a "repository of tact." Say what's on your mind. "You didn't turn in your report on time" is far more powerful than "we're just not all

Membership Update

by Bonnie Hughes

Is your directory listing correct? Have you moved, changed jobs or changed your name? If so, let us know by calling Bonnie Hughes at 941-1930 or mail the information to the University of Chicago Women's Business Group, P.O. Box 637, Chicago, IL 60690. Be sure to include these changes in your 1983 directory!



New Member

Linda Turner
1660 N. LaSalle #3706
Chicago, IL 60614
266-2871
Vice President
1st Nat'l Bank of Chicago
732-0103

Job Change

Constance Dunn to 1st Chicago Leasing
732-0836

Office Phone Change

Christine Schiever
732-8803

Name Change

Babu Jones is now officially Babu Mathew

Address Changes

Linda Bizzarri
1211 N. LaSalle #1903
Chicago, IL 60610
664-7164

Constance Dunn
450 W. Briar #9B
Chicago, IL 60657

Diane Carpenter
444 W. Fullerton #1008
Chicago, IL 60614

Mary Lee Corrigan
1636 N. Wells #1709
Chicago, IL 60614

Diane Di Giovanni
727 Clinton Place