

# The Exponent

October-November, 1984

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

## GETTING STARTED...

Share a fascinating evening finding out what it really takes to start your own business. Leslie Hindman, entrepreneur, made the decision at age 27 to start Leslie Hindman, Inc. Auctioneers. With plenty of vision, but admittedly limited practical experience, she has built a successful business in a very short period of time.

With every decision resting on her shoulders, Leslie has become an expert in the details of what it takes to run a thriving business. In the limelight she is a pro at running an auction. Behind the scenes she is a business executive dealing effectively with a range of other professionals, including her bankers, accountants, public relations and advertising advisors.

Join us to find out what it takes to make it all click in your own business. Plus, Leslie has agreed to answer any questions on how to get your best buy at an auction!

## IT'S THAT TIME AGAIN...

1984 has been a resounding success for the UCWBG! Join us for another eventful year. In a short time you'll be receiving 1985 membership information. Dues are still \$35, and we'll be sending out a little something extra to new and renewing members to introduce our new logo. See you in '85!

TUESDAY  
OCTOBER 16, 1984

## WHAT IT TAKES TO BUILD A SUCCESSFUL BUSINESS

A Presentation By:

**LESLIE HINDMAN**

President, Leslie Hindman Auctioneers

Metropolitan Club  
Sears Tower  
66th Floor

5:30-6:30  
Open Bar & Light Supper  
6:30-7:30 Presentation

**\$15.50 Members**

**\$17.50 Guests**

All reservations and cancellations must be received by 12:00 noon, Friday, October 12, 1984. Thereafter, reservations will be accepted as cancellations are received. Use RSVP form or call Agnes Roach or Susan Kirby at 682-1900, then mail the RSVP form and check.

**NOTE:** Parking is available on the street, or in the lot across from the Sears Tower on Franklin Street.

Published bimonthly by

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## CIP'S CORNER

By Mary Cipriano

As I had indicated earlier in the year, one of the thrusts of our group for this year was to sponsor more involvement of our members with other U of C alums.

Those of you who attended the Chicago Board of Options Exchange Meeting in August, had the opportunity to talk with the Dean and some of our more illustrious alums.

In November, the U of C sponsors the annual Business Forecast Luncheon. You are strongly encouraged to participate in this program. It is your opportunity to tune in to a larger network, that is, the University of Chicago, GSB,

Alumni. This includes some very influential business leaders in our community...some people you should know.

We sometimes tend to overlook the importance of good business contacts. It is imperative to set up lines of communication with the people in power. This is obviously easier if there is a common base of reference...same industry, or perhaps, same school.

We worked very hard to get our degrees and establish our credentials. But as we all know, the upward climb is tough, and our success depends not only on what we have done, but who we know.

Editor's Note: The Conference Center indicates that they are expecting a very big turnout this year due to the presidential election and its effect on the economy. Normally 1800-2000 people attend, and the "seats in the infield" (their words) are taken by the end of October, at the latest. This is a *Big Event* and it's important to reserve early. It's also a great way to subtly let your clients and work associates know where you got your MBA, which may be of value to you.

### UCWBG Tables Available at EFL

The UCWBG is reserving several tables at the Economic Forecast Luncheon for members and their guests. You may wish to reserve directly through the Conference Center at 962-7572. However, our tables are an option available to our members, who may wish to sit with some persons they are acquainted with. Also, we're reserving these tables early to get good seats for our members. If you are interested in sitting at a UCWBG table, return the form on the back page of this newsletter no later than October 26. These reservations are only being taken by mail. However, you can call Mary Cipriano (937-2225) or Agnes Roach (280-0064) should you have a question. Should you need to make last minute changes in your reservation, these will be made on a first-come, first-serve basis, and every effort will be made to accommodate your needs. If, however, you cancel after October 26 and there are no other persons on a waiting list for our tables, you will forfeit the amount paid.

## 1984 Business Forecast Luncheon

**NOVEMBER 27, 1984**  
(Tuesday)

- WHERE: Conrad Hilton Hotel  
720 S. Michigan Avenue
- WHEN: 11:15 (Reception); 12:00 (Luncheon)
- WHO: Dean John P. Gould, Moderator  
Walter D. Fackler } Forecasters  
Michael Mussa }  
Joel Stern }
- COST: \$36.00
- Reservations: Call the Conference Office at  
(312) 962-7572 or return the Form  
on the Back Page.

**Reserve Early! Reserve Early!**



## FIRST EXECUTIVE BREAKFAST A SUCCESS

"Where can I buy Vegemite in the United States?"

"What plans do you have to respond to a changing market for Tupperware?"

"Will you tell us what some of the more serious problems were in putting together two corporations and merging staff and operating divisions?"

"How do you identify management potential in a decentralized company such as Dart & Kraft?"

A relaxed and gracious host, John Richman barely had time to enjoy his breakfast in the elegant executive dining room of Dart & Kraft's headquarters as members of the UCWBG questioned him on issues from the "ridiculous to the sublime."

Accompanying the Chairman and CEO were Mardie P. MacKimm, Vice President, Public Relations, and Robert R. Schuldt, Vice President, Management and Development. A well prepared group of attendees asked questions concerning long-range planning, product mix and new product development, acquisition and growth philosophies, plans for improving management communication and the corporate policies and responses to federal regulation. The hour and one half passed quickly and reluctantly for all attending, and the session of lively conversation came to an end.

All attending felt they had really gotten a feel for the management personality which so greatly influences this giant consumer products company.

### EXECUTIVE BREAKFAST SECOND IN A SERIES

**November 6, 1984, 7:30 a.m.**

Donald F. Craib, Jr.  
Chairman & Chief Executive Officer  
Allstate Insurance Group  
Northbrook, Illinois

Attendance limited to fifteen. Register early.

Return form below to: Elisabeth S. Anderson  
Director Corporate Relations  
Northwestern University  
555 Clark Street  
Evanston, Illinois 60201

Phone for information: 492-3370

#### CAREER MANAGEMENT COMMITTEE

Sally Hughes, Vice President  
Career Management .....364-8800  
Betsy Anderson .....492-3370  
Ellen Carnahan-Walsh .....329-3404  
Katie Kenny .....664-7200 x4559  
Barbara Shafer .....641-5775  
Wendy Rosenholtz .....321-2968

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Amount enclosed \_\_\_\_\_

You will be mailed information about the company with directions.

(\$5.00. Members Only. Make check payable to University of Chicago Women's Business Group.)

Yes, I want to come to the  
Breakfast with a CEO at  
Allstate Corporate Offices  
on November 6 at 7:30 a.m.

## CAREER CONNECTIONS

Mail form to CAREER CONNECTIONS, UCWBG, P.O. Box 637, Chicago, Illinois 60690 or call LINDA O'BRYANT at 477-4929 with information

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

TYPE OF CHANGE \_\_\_\_\_

(Changed companies; changed jobs within the same company; promoted with new title - and more money; made partner in firm; started own company; made director of company/organization; received an award/recognition; elected to office or committee chair; received grant/scholarship; won sports event, etc.

BEFORE

AFTER

Company/Organization  
or Event \_\_\_\_\_

Title/Position/Award \_\_\_\_\_

Background Information \_\_\_\_\_

## POSITIONS

**MANAGER, PRODUCT DEVELOPMENT:** Downtown Chicago location. To manage staff of 18 in development of software application package under OS/IMS. Requires 5 years systems development experience; 1-2 years management experience. Salary to \$45,000. Call Synergistics Associates at 346-8782.

**SENIOR MANAGER:** Major downtown CPA firm. Looking for manager of financial systems. No programming required. Major emphasis on implementation and design of financial systems. Call Synergistics Associates at 346-8782.

**SENIOR FINANCIAL ANALYST:** Fortune 500 company in northern suburbs. Reports to Manager, Financial Analysis and Planning. To develop annual business plans, review capital requests, analyze operating results, develop budgeting system. Will get international exposure. Requirements: 3-6 years financial planning or analysis. Salary to \$38,000. Call Kevin Foley, Foley Associates, inc. 830-2977.

**FINANCIAL ANALYST:** Division of Fortune 500 company in western suburbs. Reports to controller. To provide analytical support to various senior managers to review business and capital plans and develop budgeting system. Requirements: 2-3 years financial experience with micro computer background. Salary to \$40,000. Call Kevin Foley, Foley Associates, Inc. 830-2977.

**BUSINESS PLANNING ANALYST:** Fortune 500 company in northern suburbs. To implement long range business strategies at operating level. Experience: Maximum of 4 years in a corporate development of strategic planning environment. Salary in mid \$50s. Call Kevin Foley, Foley Associates, Inc. 830-2977.

**MANAGER, SYSTEMS SERVICES:** Downtown financial services firm. Manage systems development. Prior on-line analysis experience desirable. At least 4 years in systems management required. Salary to \$50,000. Call Jim Ellis, Edwards and Sowers 266-1100.

**TRAINING MANAGER:** Large north suburban company. Develop and conduct management training programs. Requires 4-6 years management training experience. Salary in mid \$40s. Call Jim Ellis, Edwards and Sowers, 266-1100.

**CONTROLLER (CFO):** Real estate services firm located downtown. Handle all accounting, tax, cash management and tax structuring client real estate transactions. Prefer 3-5 years public accounting experience. Salary \$45-50K, plus bonus and profit sharing. Call Jim Ellis, Edwards & Sowers, Inc. 266-1100.

**COMPUTER MANAGEMENT CONSULTANTS:** Major search organization on assignment for three big eight firms, including some out of town locations. Openings at all levels; two to ten years appropriate experience required. Contact Synergistics Associates at 346-8782.

**SENIOR MANAGER:** Indianapolis location of big eight firm, insurance industry specialization. Salary to \$55,000. Call Synergistics Associates at 346-8782.

**INFORMATION SYSTEMS CONSULTANTS:** Big eight accounting and management consulting firm. Positions available in Chicago and Indianapolis. Typical engagements include long range planning, requirements definition, system selection and implementation, project management, and operational reviews. Requires three to ten or more years experience designing and managing the installation of information systems using database, networking or structured development technologies. Undergraduate degree required; graduate degree desirable. Contact Richard Foxman at 368-1800.

## CAREER CONNECTIONS

### JOB CHANGES

**RENEE COLWILL '81:** To student at the UNIVERSITY OF TEXAS SCHOOL OF LAW (Austin) from investment banking-Bond Department, CONTINENTAL BANK. Congratulations on scholarship from University of Texas. New phone during the week: 512-472-5964.

**LISA PAGE HARDING '83:** To Staff Consultant, Iron Production Area, INLAND STEEL from Engineering Supervisor, AT&T COMMUNICATIONS. New office phone: 219-853-7532 (Hammond, Indiana).

**KATIE KENNY '90:** To planner with Development Department, CHICAGO TRANSIT AUTHORITY, from Program Coordinator, CHICAGO AREA TRANSPORTATION STUDY. New address and phone number are: Merchandise Mart Plaza, P.O. Box 3555, Chicago, IL 60654; 312-664-7200 X4559.

**HELEN I. McCREERY Exec '84:** To Strategic Planning Analyst, CHICAGO TRIBUNE from Executive Assistant to the Chief Operations Officer, ARGONNE NATIONAL LABORATORY. Congratulations on your recent honor as Valedictorian of the 1984 Executive Program class! New phone: 312-222-4522.

**MARCIA MORTON '84:** To MIS Field Consultant, BEATRICE COMPANIES from Project Manager, AMERICAN MEDICAL ASSOCIATION. New office address: 200 South Wacker Drive, 19th Floor, 312-993-3971.

**LORETTA L. SANFORD '83:** To Corporate Recruiter, KRAFT, INC. from Senior College Relations Coordinator, CONTINENTAL BANK. New office address: 1 Kraft Court, Glenview, IL 60025, 312-998-3325.

### PROMOTIONS

**TZU-CHEN LEE '81:** Promoted to Assistant Vice President and Manager, Market Research, Support and Loan Product Management, THE CROCKER BANK (San Francisco) from Senior Loan Product Manager. New office phone 415-477-5575.

## It's a Bird... It's a Book... It's Our New Look!

When the University of Chicago Women's Business Group was formed in 1980, its Board of Directors was extremely busy establishing by-laws, recruiting members, and putting together programs. As a way of identifying this exciting new venture, they borrowed the familiar University of Chicago shield with phoenix and book and incorporated it with our name in an Old English typeface. It looked traditional and credible, and was easy to accomplish.

Today with a membership of nearly 300 women, it is time to stand on our own. However, as a growing alumnae group of the University, we don't want to lose our heritage, just distinguish it. Therefore, the Board commissioned the development of a new

look, and a new identity for the UCWBG has evolved. It still reflects our university motto "Let knowledge grow that life may be enriched", signified by the phoenix and book, but is more contemporary and differentiates us from the crowd of other alumni groups.

The new logo reflects a simplified version of the Book of Knowledge and the legendary bird who lived 500 years, burned itself on a pyre, and rose from the ashes to live again. The type is Peignot Medium Weight, a contemporary upper case face printed in a bright navy blue color on a light grey background. (John Malloy would certainly approve!)

Over the years some other symbol may evolve, but for now we hope you identify with and like our professional new look.



THE UNIVERSITY OF CHICAGO  
WOMEN'S BUSINESS GROUP  
UCWBG • P.O. Box 637 • Chicago, Illinois 60690

(Editor's Note: The Board wishes to thank our VP of Public Relations, Linda O'Bryant, for all her efforts in coordinating the new logo development.)

## OPTIONS ANYONE??

Friday, August 3, 1984 was one of the largest trading days in history. Consequently, rather than the expected opportunity to see the new Chicago Board Options Exchange in the quiet of a Saturday morning, we had the unique opportunity to see it *roaring* in action. All the traders, specialists, and others were out on the floor attempting to match all the transactions of the preceding day before the trading resumed on Monday. It added a realism to our program that would have been impossible to plan.

Robert Bassi, Director of Communications at the CBOE, detailed some of the uniqueness of the new structure itself and its flexibility for growth of the exchange in the future. He showed a videotape explaining some of the mechanics and financial restrictions of options, and then explored the

future of options...some of the financial instruments that might evolve and the possibility of 24-hour, round-the-clock trading.

Deborah Clayworth, Vice President, Research Department at the CBOE, expertly explained the details of certain types of transactions with amazing clarity. We later learned she has a University of Chicago MBA. No wonder she's so good, we all remarked!

Dean Gould provided some interesting insight into the future of the business school that certainly gave us reason to be proud of our training ground. Harry Johnson discussed the fundraising, and other activities of alumni, and urged our support as volunteers in these efforts. (No, she didn't ask for money, just time!)

Those who opted to spend their Saturday morning at this program overwhelmingly expressed it was well worth it.

## Jane Byrne— An Experience

The presentation by former Chicago Mayor Jane Byrne to our group on September 11 provided many of us the opportunity to learn about a different side to this publically feisty woman. Rather than discussing all the specific administrative aspects of running Chicago, Jane focused on the details of one major event during her administration to explain the politics, the bureaucracy, the frustrations, and the satisfactions of running a city. That one event was the short period of time she and her husband moved into Cabrini Green, an inner city public housing project plagued with an astronomical crime rate.

With suprising candor, and revealing a more caring side to her personality than usually appears in the press, Jane discussed how she finally realized what needed to be done to improve the situation and to what lengths she had to go to accomplish that improvement.

During the question and answer session, she discussed how she got where she did, and her support from former Mayor Daley. As one of Daley's commissioners, she had considerable power and influence. However, those were the 60's, and "women's lib" was just beginning. She recalled with poignancy how she wore a hair bow and let men open doors for her, while at the same time deftly accomplishing a tremendous amount legislatively and otherwise. They didn't realize what hit them, until one day one man told her she could "take off the hair bow now, it doesn't fool us anymore. We've figured out you're a tough businesswoman underneath it". Some of her examples of how things were accomplished revealed masterstrokes of corporate gamesmanship. She expressed relief and pride that women could now compete on a more equal basis with men, that is, without resorting to maneuvers behind the hair bow.

Jane's recollections of her "experiences" were an experience for us all.

# RSVP - Economic Forecast Luncheon

Tuesday, November 27, 1984

Please reserve \_\_\_\_\_ seats at the UCWBG tables at the University of Chicago Economic Forecast Luncheon. These are \$36.00 each. Enclosed is a check for the amount of \$ \_\_\_\_\_, payable to the University of Chicago Women's Business Group.

Send this form and your check, no later than October 26, 1984, to the following:

University of Chicago  
Women's Business Group  
Economic Forecast luncheon  
P.O. Box 637  
Chicago, IL 60690



**The University of Chicago**  
**Women's Business Group**  
UCWBG • P.O. Box 637 • Chicago, Illinois 60690

**RSVP FOR October 16, 1984**

**"WHAT IT TAKES TO BUILD A SUCCESSFUL BUSINESS"**

NAME \_\_\_\_\_ DAYTIME PHONE \_\_\_\_\_

GUEST(S) \_\_\_\_\_

AMOUNT ENCLOSED \_\_\_\_\_ (\$15.50 Members; \$17.50 Guests)

Send form with check payable to University of Chicago Women's Business Group by 12:00 noon, Friday, October 12, 1984, to:

**University of Chicago Women's Business Group**  
**Program Committee**  
**P.O. Box 637**  
**Chicago, IL 60690**