

The Exponent

June-July, 1984

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

AL FRESCO AFFAIR— A UNIQUE MIDSUMMER MEETING!

By Agnes A. Roach

Are corporate cultures born or made? Can they be remade? How does one identify a firm's culture? These are only a few of the topics that will be addressed by the July speaker, Roxanne Decyk.

First as Corporate Secretary, and presently as Vice President, Administration at Interantional Harvester, Ms. Decyk has been involved with developing company goals, analyzing management style, and developing a corporate value statement at Harvester. She has spent a year researching corporate cultures and will share her findings on July 10.

Want to know what is this thing called 'Corporate Culture'? What does it mean to traditional American business? How does a firm change its culture? These are just some of the questions Roxanne Decyk will answer and illustrate from her experience at International Harvester. Insight into types of corporate cultures can help you shine at your current firm or choose a firm whose personality suits your own.

To take advantage of July's usually nice weather, this program will be held on the rooftop patio of Flair House. Built in 1883, Flair House was restored to its original Victorian elegance in the late 1960's by Lee Flaherty, President of Flair Communications. It has won several awards for renovation and beautification.

In case of rain the program will be in the conference room (drawing room) of Flair House.

RESERVE NOW!!

**Tuesday
July 10, 1984**

CAN CORPORATE CULTURE BE CHANGED?

A presentation by

ROXANNE J. DECYK

Vice-President, Administration
International Harvester

Rooftop Patio
FLAIR HOUSE
214 W. Erie
(parking available
on street)

5:30-7:00 p.m.
Cold buffet
and drinks
7:00-8:00 p.m.
Presentation

\$13.50 Members
\$16.00 Guests

All reservations and cancellations must be received by 12:00 noon Friday, July 6, 1984. Use RSVP form on last page or call Agnes Roach or Susan Kirby at 682-1900, then mail the RSVP form & check.

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CIP'S CORNER

by Mary Cipriano

A few weeks ago I was asked to attend a University of Chicago Graduate School of Business Alumni Association Board of Directors Annual Meeting on behalf of the University of Chicago Women's Business Group (Did you get that? What a mouthful!) A selected sampling of other graduates and I were asked to provide input and feedback on issues facing the school. I'd like to report briefly on that experience because I think it is of interest to all of us.

There was a general orientation meeting first. An interesting bit of information given was that applications are down, which is also true at other schools. However, there are still plenty of qualified people trying to get into the UCGSB. They also noted that women comprise only 20% of entering students. This percentage peaked and has been constant since 1979. Hopefully our women's group can be of some help in increasing that figure.

Later we broke into small groups which addressed the following issues:

- A. Admission—What should be the criteria for student selection?
- B. Marketing the GSB—How can it better market itself and its resources?
- C. Alumna Placement—What level of service should be offered?

I attended the "marketing" session, handled by Harry Davis. It turns out that Harry and J. Walter Thompson have been given the challenge of marketing the GSB more effectively. In his inimitable way, which any of you

who had a Harry Davis class can imagine, he had us describe the current image of the school versus the image it *should* be projecting. The results: we thought its image is conservative, introverted, and inaccessible. (Not too flattering to most people, huh?) We noted that this was how it is *perceived*, not necessarily the way it *is*. In terms of actual change, it was suggested that the school remain specialized and quantitative, but more electives be provided to broaden and soften its image (and provide some useful, practical education to students). Also, it was felt the school should intensify its public relations effort regarding both the faculty and alumni.

Throughout the day I was impressed by the commitment of Dean Jack Gould and other staff to bring the school into the 80's. Jack specifically is seeking ways to develop a stronger network among alumni. He's also looking at involving alumni in the admissions process. As a group, the Board of your women's group has seen this effort taking shape and I thought you, as UCWBG members and alumnae, should know about it. We've received excellent assistance from Larry Havercamp and the alumni office in recruiting new members and other projects. If you have any specific comments or suggestions about our involvement in improving the school, please give me a call.

I'm expecting to see some changes which not only benefit the school, but us, as alumnae.

merchandise grouped, who the primary customer would be, and the functional and emotional values people find in housewares. Next, the Food Preparation Action Planning Team (APT) shopped the competition nationwide. They noted prices, took slides of merchandise presentation, and gathered as much information as possible. (We got a change to look at some of these slides on May 22 to compare for ourselves.)

The APT conducted many focus groups with consumers, and found that people overwhelmingly enjoy "browsing" for kitchen items. So merchandising presentation is crucial. However, the focus studies also found that people are very concerned about their safety, so the "charmingly cluttered" look that has been in vogue in some trendy shops lately was turned down by the focus groups. What they did like was warmth, organization of goods which are accessible to examination and self-selection with a "personality" created by a well defined attractive floor area, with distinctive features, uncluttered appearance, related items adjacent, and warm lighting. (Look for these attributes next time you're "browsing" and assess your reaction!)

The APT researched its historical customer in a number of ways. They also looked at major demographic and economic trends.

Along the way, the APT continually analyzed the research info to translate it into tangible concepts and ideas. While it certainly pleased all of us University of Chicago grads to learn how highly quantitative the process was, it also became clear that at some point the analysis does become an art as well as a science. The research can assist decision making, but in the final analysis individual interpretation becomes crucial.

After all the decisions were made about what was right for the Food Preparation Shop, the forward progress for the "Store of the Future" was not complete. The "internal negotiations" were just beginning. All those other departments had been doing similar research and analysis too. And sometimes their conclusions didn't synchronize with each other. For example, the APT's research indicated they should move outdoor grills elsewhere. That worked out fine, as the Patio and Garden Shop willingly took these high ticket

INSIGHT INTO PLANNING SEARS "STORE OF THE FUTURE" — A REVIEW

by Barbaragail J. Danciewicz

If you missed this program on May 22, you missed something very interesting. Kathy Price's presentation was much more than a review of market planning techniques. The strategic process that was discussed is applicable to many types of business situations.

Kathy's focus was the food preparation shop in Sears' "Store of the Future". Food preparation products are part of a large industry totalling over three billion dollars, and growing. Changing lifestyles, including gourmet cooking and the use of microwaves, have had a substantial impact on the product

lines, product mix, and presentation of merchandise in this area of a Sears store. While this area may have involved more or less change than some, Kathy stressed that the process used in conceiving the new shop was indicative of the process that went on in every merchandise line at Sears for the past three years.

That process involved research, analysis, and change...again and again...until finally success!

Kathy's research began with a 1978 Ira Glick study on consumer attitudes on housewares. This study indicated how the customer wanted

PROMOTIONS:

MAUREEN E. KELLY, '76: Vice President, BANK OF AMERICA, Chicago has been transferred to San Francisco, California to start the bank's LEVERAGED BUYOUT GROUP. New address: Home - 2845 Pierce Street, San Francisco, CA 94123, phone 415-931-1270. Work - Bank of America, 42nd Floor, #5133, San Francisco, CA 94104.

JOB CHANGES:

KAREN G. KARSON, 190: To Strategic Planning Analyst, STANDARD OIL COMPANY OF OHIO from Senior Business Analyst, FIRST NATIONAL BANK OF CHICAGO. New work address: Standard Oil Company of Ohio, Midland Building, Cleveland, OH 44115.

MARGARET G. WATERSTREET, '83, 190: To Product Manager, Home Health Care Products, GAMBRO, INC. from Marketing Communications Manager, TRAVENOL LABS, INC. New work address: Gambro, Inc., 23872 North Kelsey Road, Barrington, IL 61101, phone 312-382-3000.

If you have been PROMOTED, CHANGED JOBS, started your OWN COMPANY, become a DIRECTOR, OFFICER, COMMITTEE CHAIR in other civic or social groups, received an AWARD, GRANT/SCHOLARSHIP, etc., don't be modest - please let us know. Remember SUCCESS breeds SUCCESS!

Take a few minutes to fill out the CAREER CONNECTIONS form below or call Linda O'Bryant at 280-2800 (work) or 477-4929 (answering machine).

JOB SEARCH TIPS

Beginning a job search? The UCWBG is a valuable resource. Due to our practice of listing positions in JOB LINES, we have developed contacts at several executive search firms. We frequently know of members currently conducting a job search and what strategies they are employing. We are also on the look out for useful information sources on companies, opportunities, and people. If you are contemplating a job change, use the Career Management Committee as a resource for information, mutual support, and for expanding your list of contacts.

One source of information available to us alumnae is the Career Resource Center of the Placement Office on campus. It is a full placement library and another source for names of decision makers in companies. The Center is located at Stuart 331 on campus and is open during the Spring and Summer from 9 a.m. to 5 p.m., Monday through Friday.

POSITIONS

VICE PRESIDENT AND GENERAL MANAGER: Washington D.C. area. Privately held software company is looking for an experienced computer software or service executive to lead sales, marketing, customer support, administration, and training for a newly formed micro software company. Salary to \$100,000. Call Sally Hughes for more information - 329-3458.

MANAGER OF OFFICE AUTOMATION: Downtown location. Three supervisors, total staff of forty. Emphasis on strategic planning for work processing, PC's, local area networking, education and training. Salary to \$45,000. Very good career path. Contact Synergistics Associates - 346-8782.

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

MANAGER, SYSTEMS & PROGRAMMING: \$800 million known corporation in food industry, Loop location. Responsible for professional staff of 16 to 20 using IBM 4341 DOS/VS. Position reports to Director of MIS. Salary to high forties. Contact Synergistics Associates at 346-8782.

INFORMATION SYSTEMS CONSULTANTS: Big eight accounting and management consulting firm. Positions available in Chicago, Denver, Minneapolis, 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.

CAPITAL PLANNING ANALYST: Fortune 500 manufacturer. Located in the Loop. Duties include a review of all major capital requests. Requires 1-3 years total experience with exposure to capital planning and analysis. Salary to the upper 30's. Call Kevin Foley, Foley Associates - 830-2977.

SENIOR OPERATIONS ANALYST: Fortune 500 manufacturing company located in the Loop area. Prepare and present analysis, research and recommendations relating to operating units' performance. Evaluate forecasts and plans. Capital analysis and competitive studies are also included. Requires 1-3 years total experience in financial analysis in industry or 1-3 years Big 8 experience. Call Kevin Foley, Foley Associates - 830-2977.

CAREER MANAGEMENT COMMITTEE

Sally Hughes, Vice President	
Career Management	329-3458
Betsy Anderson	492-3370
Ellen Carnahan-Walsh	329-3404
Katie Kenny	793-3460
Barbara Shafer	641-5775
Wendy Rosenholtz	321-2968

CAREER DEVELOPMENT SEMINAR X MOTIVATING WITHOUT MONEY: PERKS THAT PULL THEIR WEIGHT

Don't miss this valuable opportunity to learn all about perks on Saturday, June 16 from 10 a.m. to 12 noon at the 190 East Delaware Building. Register (\$5) today on the form provided below or reserve your spot by phoning Ellen Carnahan-Walsh at 975-0057 (home) or 329-3404 (office). Both compensation and benefit consultants from A.S. Hansen will provide up-to-date:

- information on the motivational issues surrounding cash versus noncash compensation.
- insight into trends and patterns of perks by industry and/or organization type.

—lists of various perks, including enumeration of the advantages/disadvantages and tax considerations of each from both the employer and employee viewpoint.

Don't miss this chance to find out what your options may be.

RECENT ARTICLES IN THE PRESS

The May 21, 1984 issue of *InfoWorld* has an interesting article titled, "Inside the Computer Industry: The Five Most Powerful Women". Read about an investment analyst, a market researcher, a venture capitalist, a distributor, and a software publisher and how each made it to the top of the field.

CAREER CONNECTIONS

Mail form to CAREER CONNECTIONS, UCWBG, P.O. Box 637, Chicago, Illinois 60690 or call LINDA O'BRYANT at 280-2800 (work) or 477-4929 (home) 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 _____

CAREER DEVELOPMENT SEMINAR X MOTIVATING WITHOUT MONEY: PERKS THAT PULL THEIR WEIGHT

SPEAKER: Compensation and Benefits Consultants from A.S. Hansen, Inc.

DATE: Saturday, June 16, 1984

TIME: 10:00 a.m. - 12:00 p.m.

PLACE: 190 E. Delaware

COST: \$5.00 — Checks should be made payable to "U of C Women's Business Group".

Career Development Seminar X - June 16, 1984

Name of member _____ Firm _____ Phone _____

Guest(s) _____ Firm _____ Phone Amount Enclosed _____

Return form by June 13 to:

Career Management Committee
U of C Women's Business Group
P.O. Box 637
Chicago, IL 60690

Or call Ellen Carnahan-Walsh at 975-0057 (evening) or 329-3404 (day)

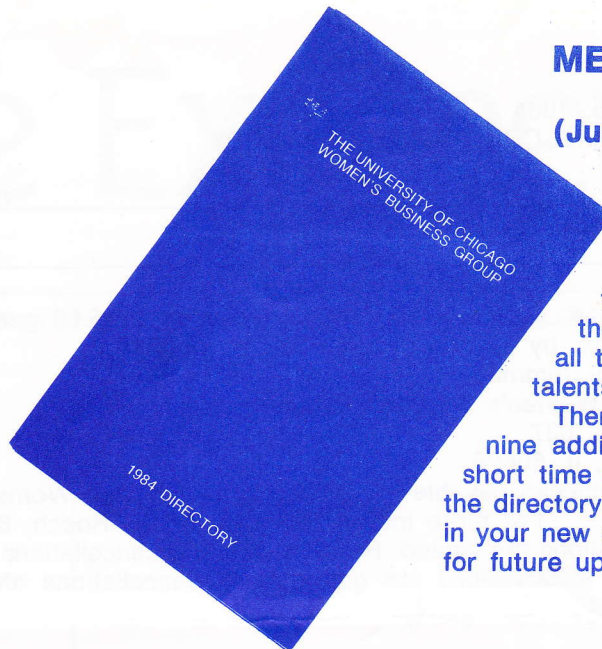
products. But the APT's research also indicated they should move garbage cans elsewhere. But did "elsewhere" want garbage cans? That problem took more negotiating.

There was the ultimate problem of how to coordinate the overall "look" of the store while maintaining the specialized "looks" of the shops within it. And could any economies be made in signage or display hardware if everything was different? There was the very complicated problem of determining adjacent departments and locations within the store. Square footage allocation was another big issue. The APT, and others, needed to find a balance between future needs and current return per square foot. Kathy's discussion of all of these coordination problems was particularly fascinating.

So were her comments that no matter how well decisions have been researched, analyzed, and negotiated, there seems to always be someone who wasn't communicated to and goes their own merry way. In the APT's case, it was an interior designer who decided to change the color of the quarry tile floor in the Shop, without mentioning it to the APT. All the research indicated the area needed to be a "warm" color, so warm red tile was chosen. When the tile arrived for the prototype store, the boxes were opened and it was *gray*. The designer liked the look; the research didn't. Finally, after "negotiations" the gray was shipped out and the warm red shipped in. (Don't you wish it always ended this way? Ah, the power of research!)

The new Food Preparation Shop plan is being applied to almost 100 stores this year. The sales results are confidential, but Kathy told us the increases are "electrifying"! In conclusion, Kathy stated that "all we really did, after analyzing our business and the industry trends, was to ask our customer what she really wanted...and then give it to her!"

Kathy gave us what we wanted too. Her presentation was informative, interesting, and insightful. Also, in response to a question about her career strategies, Kathy reviewed her experiences in climbing the corporate ladder at Sears. It was an inspiration to all of the others climbers present.



MEMBERSHIP UPDATE (June-July, 1984)

As you know, the UCWBG has a terrific new 1984 directory. Our thanks to Irene Marquez and the Membership Committee for all their hard work and creative talents in bringing this to fruition. There's good news, too. We have nine additional members just in this short time since the printing. Below is the directory information. Cut and staple in your new directory, please, and watch for future updates.

Pat Fuller, '84, 190
2746 Broadway
Evanston, IL 60201
864-0539

Marilyn Hackett
1530 N. Dearborn Parkway
Chicago, IL 60610
642-7742

Peggy J. Kane
632 Naples Ct.
Glenview, IL 60025
299-7345

Barbara Klauer
1369 Groton Lane
Wheaton, IL 60187
682-9763

Sandra L. Mallien-Davis, 79, Exec
166 W. Eugenie St.
Chicago, IL 60614
337-3117

Sharon McKee, 190
1931 N. Howe
Chicago, IL 60614
787-4140

Pamela Strateman, 80, Campus
2800 Lake Shore Drive
Chicago, IL 60657
348-0433

Ruth Ann Watkins
1814 N. Sedgwick
Chicago, IL 60614
944-5649

Diana Williams, '74, Campus
2400 N. Lakeview
Chicago, IL 60614
248-4907

Account Systems Engineer
I.B.M. Corporation
1 IBM Plaza
Chicago, IL
245-5132

Owner & President
Word Algebra!, Inc.
645-1191

Manager Municipal Bond Operations
Midwest Securities Trust Co.
120 S. LaSalle
Chicago, IL 60603
368-2502

President
Signet, Inc.
166 W. Eugenie
Chicago, IL 60614
337-3117

Mkt. Mgr., The Media Ctr.
American Hospital Association
840 N. Lake Shore Drive
Chicago, IL 60611
280-6687

Account Executive
Information Resources, Inc.
150 N. Clinton
Chicago, IL
726-1221

VP, Section Mgr.
Harris Bank
111 W. Monroe
Chicago, IL 60690
461-2334

JULY 10, 1984
CAN CORPORATE CULTURE BE CHANGED?

NAME _____ Daytime Phone _____

Guest _____

Amount Enclosed _____ (\$13.50 members; \$16.00 guests)

RSVP with check by 12 noon Friday July 6, 1984 to:

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

Make checks payable to: University of Chicago Women's Business Group

For more information call: Agnes Roach, 682-1900.

NOTE: Reservations are limited. Reservations and cancellations will not be taken after noon, July 6. Reservations are guaranteed. Cancellations after the deadline will not be refunded.



University of Chicago
Women's Business Group
P.O. BOX 637 • CHICAGO, IL 606



SAVE THESE DATES!!

June 16

CAREER DEVELOPMENT SEMINAR:
Motivating Without Money: Perks that Pull their Weight
190 E. Delaware, 10 a.m.-12 noon, \$5.00
Call Ellen Carnahan-Walsh, 329-3404

July 10

GENERAL PROGRAM:
Can Corporate Culture Be Changed? featuring Roxanne Decyk
Flair House, 214 W. Erie, 5:30-8:00 p.m. \$13.50
Call Agnes Roach, 682-1900

August 4

CONTINUING EDUCATION:
Options as a Risk Management Tool, featuring Robert Bassi
Chicago Board of Options Exchange, 9:00 a.m.-12:00 noon

November 27

UNIVERSITY OF CHICAGO ECONOMIC FORECAST LUNCH:
Conrad Hilton Hotel—Watch for details to come in the Fall from the GSB Alumni Office.

A DIRECTORY OF CHICAGO AREA WOMEN'S ORGANIZATIONS...

... is available from Leigh Communications, Inc. Price is \$10. 35 pages. Order by calling 951-7600 or writing to Leigh Communications, Inc., 676 St. Clair, Suite 1800, Chicago, IL 60611. Linda O'Bryant, UCWBG VP, Public Relations has a copy if anyone needs some specific information but not the entire book. Her numbers are (w) 280-2800 and (h) 477-4929.