

The Exponent

May 1985

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

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO) APRIL MEETING

by Helen McCreery

Evelyn Echols, founder and president of International Travel Training Courses, Inc. and Echols International Hotel Schools, Inc., gave the following advice after receiving the 1985 Woman Business Owner of the Year award:

- Do not immerse yourself in your career to the exclusion of all else. Develop all aspects of your life, for each aspect strengthens the others.
- Help others. Those of us who are successful have an obligation to do so.

Ms. Echols is 70 years old, is a vibrant speaker, and has ambitious plans for the next 20 years of her life.

Gloria Steinem — well-known advocate of issues involving women, and editor and writer of *Ms.* magazine — addressed "Women of the 80's: The Second Wave."

Ms. Steinem urged women and men to look at the reality of the feminist movement. We understand the plight of women and minorities — we can define inequalities, measure them, and trace their history. But in reality we have raised hopes and possible consciousness, but we have effected little measurable improvement in the plight of women and minorities. Gross inequities in pay still exist; women are not in top-level jobs; work at home is still not considered work.

In fact, according to Ms. Steinem, we have an ever-growing backlash against equality centered in the White House. The frustration of dealing with the current administration is that there is no lack of understanding or fear of moving forward too fast, as has been the case in past administrations. Rather, there is a clear desire to "turn the clock backwards." Ms. Steinem observed that we are now in the second wave of the feminist movement, wrestling with the difficult task of effecting change.

The most pervasive themes shared by women worldwide are:

- Achieving reproductive freedom — a health issue, as well as a political issue. Ms. Steinem suggested that control of reproduction is critical to social control in a society.
- Redefining and revaluing work — all productive activity is work, and until this concept is accepted, those engaged in work at home (or other non-work work) will suffer in status and in compensation.
- Democratic families — until the family is democratic, the early social training of all children will

make acceptance of women as leaders in the nonfamily world nearly impossible.

- "Culture" — the many messages that surround us continue to reinforce old-think and make social change especially difficult. We must raise our awareness of the messages sent by TV commercials and shows, organized religion, and other cultural "ceremonies" that tend to dishonor groups of people.

Women face tremendous difficulty in organizing for social change, according to Ms. Steinem, because we are dispersed. We have *no* country, *no* history, *no* neighborhood — not even a local bar — to rally around. In addition, we must still fight the deep cultural belief that has been drilled into all of us worldwide, (Continued on page 4)

Directory Info

You should have received your directory by mail one to two weeks ago. If you did not, please give Helen McCreery a call, and one will be sent immediately. Also, please check the directory for accuracy and let Helen know of any corrections or changes you would like made. The Membership Committee sincerely regrets any errors, but definitely wants to correct them!

Additional directories can be obtained for \$5 each; the charge is to cover printing and mailing costs. *Please note* that directories are for members' use only.

Some corrections, changes, and additions are below. Also, please attach the enclosed insert to page 3. Names received after the directory had gone to press will be issued as part of a supplement in the June newsletter. (If you joined before March 20 and are not in the directory, please call Helen McCreery.)

- On page 5, Joan Allison works at *Searle*, not *Seattle*.
- On page 7, Linda Burney now lives at 400 E. Randolph #2814, Chicago, IL 60601.
- On page 9, please add an *asterisk* to Renee Colwill's name. (She was our VP-Finance last year.)
- On page 23, Deborah Paul's work number is now 828-4207.
- On page 25, Agnes Roach should now have *CFP* added after her name.
- On page 25, please add an *asterisk* to Wendy Rosenholtz's name. (She is a current director.)
- On page 26, Karen Schenkenfelder's place of business is now her home; cross off the old business address and phone number.
- On page 30, Julie Virgo is at Ste. 3342, not 334-2.
- On page 30, Louise Wasso works on *N.*, not *W.*, Michigan.
- On page 44, Deborah Paul is now in *Banking-Investment*, rather than *Banking-Commercial*.

Tuesday
May 14, 1985

CONSULTING: TWO PERSPECTIVES

a presentation by

Daniel T. Carroll
Chairman and President
The Carroll Group, Inc

River Club 5:30 - 6:30 p.m.
Lower Level Open Bar & Hors d'Oeuvres
200 S. Wacker Dr. 6:30 p.m.
Chicago, IL Presentation

\$15.50 Members
\$17.50 Guests

All reservations and cancellations must be received by Friday, May 10, 1985. Thereafter, reservations will be accepted as cancellations are received. Use RSVP form or call Lyn Stupay or Sue Weeks at 875-7115, then mail the RSVP form and check.

The Role of Consulting

What role do consultants play or should they play? How can you get the most for your investment as a client?

Dan Carroll's impressive, varied background qualifies him to discuss consulting from the perspectives of client and consultant. From 1954-1972 he worked for Booz Allen & Hamilton, Inc. in Chicago, becoming President of the Management Consulting Division in 1970. He then served as President of Gould, Inc. (1972-1980) and President and CEO of Hoover Universal, Inc. from 1980-1982. In 1982 he formed The Carroll Group, Inc., a general management consulting firm. In addition, Carroll is well known for his *Harvard Business Review* article, "A Disappointing Search for Excellence," critiquing the now famous book.

Join us and benefit from Dan Carroll's years of accumulated knowledge as both a consultant and a top-management client. It promises to be a fascinating evening.

RSVP for May 14, 1985 Consulting: Two Perspectives

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 noon, Friday, May 10, to: University of Chicago Women's Business Group, Program Committee, P.O. Box 637, Chicago, IL 60690.

Some Noteworthy Reading

by Karen Schenkenfelder

Internal Communications Committee members have spotted two articles of interest. Space doesn't permit reprinting them in their entirety, but this summary may help you decide whether to look them up.

The April issue of *Self* has an article by Michael Korda titled "Do You Know the Business-Lunch Niceties?" Korda emphasizes that the purpose of taking a client to lunch is to please and/or impress him or her, not to have a good time yourself (though you could, of course). This means that you have to find out where the other person wants to go; if you don't know, ask. Korda also makes the following points:

1. Learn to handle the entire situation. Know what to tip (generally 15 percent to the waiter and 5 percent to the maitre d'). When making a reservation, make your company sound important. Get to the restaurant first, in case there are any problems to solve (such as a bad table or a lost reservation).
2. You needn't have a drink just because your guest does, and you needn't try to eat the same thing as your guest. Diet meals aren't a great idea, though; if you're trying to lose weight, Korda recommends ordering a "respectable meal" and picking at it.
3. If the purpose of the meal is serious business, do that part either before the meal is served or after you've finished eating. Steer the conversation in the direction of business early on, so that your guest doesn't leave before you've accomplished your objective. If also helps to order as soon as possible to avoid distractions from a waiter who wants to tell you about the day's specials.
4. Don't rush, but don't let a lunch drag out longer than necessary. If you've closed a deal, get the check and go before your guest changes his or her mind.
5. If the guest has trouble with the idea of a woman paying, do not fight on feminist grounds if you want the guest's business. Point out that it's the company that's paying and that he can pay next time.
6. Find out in advance if the restaurant takes your credit card. If you eat there often, ask to open a house account.
7. Define the objective of the lunch in advance. When inviting your guest, state the objective.

In the May *Chicago* magazine is an article by Grant Pick titled "When Women Mean Business." Pick describes an organization called The Chicago Network, an invitation-only women's network with the stated purpose of demonstrating there are a "substantial number of women who have attained a high level of accomplishment, leadership, and influence." The article uses anecdotes told by members to describe the history of TCN and some of its benefits. Pick also reports some general networking guidelines gleaned from an interview with TCN member Dianne DeWeese Smith.

Published monthly by

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POSITIONS

BUSINESS CONSULTANT: National consulting organization, downtown Chicago. Consult in general business, finance, systems and marketing. 4-8 years' relevant experience in one or more of these areas. Opportunity to broaden business experience into other functional areas. Travel. Salary \$35,000 - \$50,000. Contact Bob Bartz, Edwards and Sowers 266-1100.

MANUFACTURING SYSTEMS CONSULTANTS (2): Major national consulting organization in Loop. Manufacturing systems consulting primarily in Chicago area. Salary \$60,000 - \$70,000. Contact Bob Bartz, Edwards and Sowers 266-1100.

MANAGER, FINANCIAL ANALYSIS/BUSINESS DEVELOPMENT: Fortune 500 company located in Chicago. Very high profile position. Manage a staff performing big-picture financial/business analysis project work related to acquisitions, new business started from within, new product lines, and other special projects that are financially oriented. Prefer related experience with management responsibility. \$50,000 to \$55,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

BOND TRADER — PERSONAL TRUST: Major Chicago bank. Responsible for buying and selling bonds for three bond fund groups and two money market funds with assets totaling more than \$500,000. Will participate in presentations with portfolio managers to trust clients on investment capabilities. Requires 2 to 3 years' experience in bond trading with knowledge of taxable and nontaxable bonds. \$35,000 to \$45,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

SENIOR PORTFOLIO MANAGER/OFFICER LEVEL: Major Chicago bank. Manage the investment portfolio of large family accounts. Make all investment decisions for client accounts. Requires extensive experience in personal portfolio management. \$65,000 to \$75,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

PERSONAL TRUST PORTFOLIO MANAGER: Major Chicago bank. Manage 150 personal trust accounts. Make all investment decisions for the portfolio of each individual trust account. Requires 2-3 years' experience in personal portfolio management. \$30,000 to \$35,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

SENIOR FINANCIAL ANALYST (PLANT): Chicago-based Fortune 500 company. Reporting to Plant Controller. Responsibilities include developing annual manufacturing budgets, capital planning, and cost analysis. Occasional supervision. 5 - 6 years' related experience in plant environment. Salary in upper \$30s. Contact Kevin Foley, Foley Associates 830-2977.

RELATIONSHIP MANAGER: Major Loop bank. Institutional pension investment recommendations and heavy client contact. At least two years' institutional pension investment experience including portfolio performance evaluation and statistical background. Salary: \$40,000 to \$60,000. Contact Barbara Peterson, Edwards and Sowers 266-1100.

SYSTEMS CONSULTANT: Firm located in downtown Chicago. 3-8 years' systems experience, large IBM mainframe and user business systems. Database and some detail design a strong plus. Some travel. Compensation to the mid \$40s. Excellent career advancement opportunity. Contact Bob Bartz, Edwards and Sowers 266-1100.

PROFESSIONAL RECRUITER/FIRST-LEVEL OFFICER: Major Chicago bank. Respond to the recruiting requirements within three major departments of the bank: Corporate Finance, Investments and Human Resources. Actively involved in hiring MBA candidates. Requires a minimum of 4 years' experience in placement positions. High level of professionalism is necessary. Position reports to a Vice President. \$30,000 to \$35,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

SENIOR BUSINESS ANALYST: Fortune 500 company. Reports to Director of Strategic Planning. Responsibilities include preparation of long-range business strategies. 3 to 6 years' total experience in planning, capital budgeting and/or financial analysis. Mid \$40's. Contact Kevin Foley, Foley Associates 830-2977.

SENIOR COMPENSATION ANALYST: Headquarters compensation and benefits position of \$7 billion division. 3-6 years of salary administration and executive compensation experience. Responsibility will also include international benefits and sales compensation activities. Salary from \$35,000 to \$45,000. Contact Barbara Peterson, Edwards and Sowers 266-1100.

CAREER CONNECTIONS

CAROLINE (CARRIE) BELLOCK, 190 '79: To Marketing Manager, New Business Development at Rusty Jones, from Senior Development Center Specialist at United Airlines. Telephone 312-453-5925.

MARGUERITE MOORE CALLAWAY, '84: To Owner-Principal of Marguerite Moore and Associates, providing consulting services to health care institutions and providers in the areas of staff evaluation and development, makret analysis, provider-user agreements and human resource utilization. Telephone. 507-281-1001.

KAREN SCHENKENFELDER, 190 '82: Started a freelance business to assist consultants in preparing clear reports, to edit and manage production of books, and to provide other editorial services. Telephone 312-383-1296.

BARBARA SHAFER, 190: To Account Executive from Automation Marketing Representative at KLM Royal Dutch Airlines. Telephone 312-861-9292.

DALE ANNE REISS, 190 '70: To Co-Managing Partner of the newly opened Chicago branch of Los Angeles-based CPA firm Kenneth Leventhal and Company, from Senior Vice President and Controller, Urban Investment and Development Company.

CAREER MANAGEMENT COMMITTEE

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UCWGB People

Sharp-eyed readers spotted Kathy Ofsthun in *Crain's Chicago Business*. She's in an ad for Carson Pirie Scott's Corporate Level. The ad tells about her career at Searle and shows Kathy modeling a khaki linen dress. You look great, Kathy!...Congratulations to Agnes Roach, who has successfully completed the courses required for the Certified Financial Planner designation. Now that she's a CFP, maybe she'll model for Carson's, too...We know you're busy, but take a few minutes to contact a member of the Internal Communications Committee with news about members. You could even send us news about you; *The Exponent* is a targeted medium for promoting your business or career.

NAWBO MEETING (continued from page 1)

namely, that men are more important than women. On a positive note, Ms. Steinem suggested that we, the businesswomen of the world, may have a chance with this administration because of the *business* in our name. She urged us to champion feminist issues actively and keep the second wave moving — "a movement implies people who are moving!"

In closing, Ms. Steinem challenged us all to do at least one outrageous, feminist thing for ourselves in the next 24 hours. That challenge is passed on to you, the reader. For, as Ms. Steinem pointed out, that one outrageous act may make the next one not so outrageous, and the next even less outrageous. Chances are you will have made the world, and especially women, better off.



THE UNIVERSITY OF CHICAGO
WOMEN'S BUSINESS GROUP

UCWBG • P.O. Box 637 • Chicago, Illinois 60690



CAREER CONNECTIONS

Please let us know if you have made any changes in your career lately. Send information to CAREER CONNECTIONS, UCWBG, P.O. Box 637, Chicago, Illinois 60690, or call KATIE KENNY at 664-7200 X4559 with information.

NAME _____ CLASS YEAR _____ CAMPUS

DAY PHONE _____ AGE* _____ 190

*Crain's Chicago Business requires age

TYPE OF CHANGE:
(Include old and new title,
company, and other
background information.)

- CHANGED JOBS
- PROMOTED
- APPOINTED TO BOARD OF DIRECTORS
- RECEIVED AWARD/RECOGNITION
- OTHER (started a new company, etc.)

Please indicate any changes to home or business address/phone.

HOME _____ PHONE _____

WORK _____ PHONE _____