

The Exponent

JULY 1985

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

Member Profile

AGNES ROACH: WOMAN IN TRANSITION

by JoAnn Hinz

As was the case for many of us, the University of Chicago MBA marked a turning point for Agnes Roach. For Agnes, though, this was part of a continuous spiral of career transitions and growth. In gaining her business acumen, Agnes has worked in fields as diverse as the steel business and health care.

When asked about how she managed career changes, Agnes emphasized planning and preparation. To this end, Agnes holds degrees from Northwestern, Yale, and the University of Chicago. Once Agnes decided to become involved in the "real" business world, she obtained her MBA and chose a consulting position in basic industry.

Agnes found that in this first position, "It seemed that I was learning more and more about less and less." Once she concluded that she did not want to pursue a career with the company, Agnes resigned her position, took a vacation with her family, and began to investigate what type of career would draw upon her knowledge and experience more broadly. She settled on financial planning. Agnes is now manager of the newly opened branch office of Stahel Financial Planning, Ltd. at One Magnificent Mile in Chicago.

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Serving on a Board of Directors

Mark your calendar for the evening of Monday, August 26, when Jean Allard will speak about the path to the corporate boardroom. She will discuss the need for a strategy, how to get on a board, and the responsibilities and liability of being part of a board. Allard is a partner in the law firm Sonnenshein Carlin Nath & Rosenthal and is a member of three boards of directors.

IS YOUR BUSINESS A ZOO?



Barbara Whitney of the Lincoln Park Zoological Society will pass along her experience and know how at our July 9 meeting.

DETAILS INSIDE

Tuesday, July 9, 1985

IS YOUR BUSINESS A ZOO?

a presentation by

BARBARA T. WHITNEY

Executive Director

Lincoln Park Zoological Society

East Bank Club	5:30-6:30 p.m.
500 N. Kingsbury	Cash Bar
Chicago, Illinois	6:30 p.m.
\$20, members	Dinner
\$22, guests	

All reservations and cancellations must be received by noon, Friday, July 5, 1985. Thereafter, reservations will be accepted as cancellations are received. Use RSVP form or call Kathy O'Connor or Susan Pieck at 875-7147, then mail the RSVP form and check.

MARKETING: CREATING A PRODUCT IMAGE

How do you begin a successful marketing process? Barbara Whitney began with creativity and vision. Starting in 1975, as the executive director of the Lincoln Park Zoological Society, she took a tired, old, rundown zoo and gave it a dynamic new image. Through direct marketing techniques, special events, and a private funding program, she has given the zoo the image of a place on the go. She single-handedly built a staff of 30 and increased annual revenues from \$250,000 to \$4.5 million.

Barbara Whitney's story is one of self-initiative and marketing expertise. We look forward to learning from her knowledge and experience. Becoming a successful marketer is important for everyone, regardless of business field, so join us July 9.

RSVP for July 9, 1985

Is Your Business a Zoo?

Name _____

Daytime phone _____

Guest(s) _____

Amount enclosed _____ (\$20 members; \$22 guests)

Send form with check payable to University of Chicago Women's Business Group by noon, Friday, July 5, to: University of Chicago Women's Business Group, Program Committee, P.O. Box 637, Chicago, IL 60690.

AFTERHOURS

by Barbaragail J. Danczewicz
1985 UCWBG President

Recently I attended another one of those testimonial dinners in honor of a business executive whose "accomplishments and commitment to service stand as a model to us all." There were almost a thousand important business people in that room. The executive was Goldie B. Wolfe, the first woman Senior Vice President of Rubloff, Inc. Goldie is also a member of the respected Economic Club of Chicago, the famed *Chicago Network*, and on the boards of United Charities and Michael Reese Medical Research Institute, among others. As I listened to the speeches and the praise, and a review of all of Goldie's past history (including working on an MBA at the U of C!) and awards, two things became very clear:

1. *Awards beget awards.* In order to get your name out in front as a candidate for the really big honors, you need to have been awarded lots of other honors beforehand. Those names are not picked out of the blue.
2. *Awards (success) outside of business often lead to awards (success) in business, and vice versa.* As individuals approach the top echelons of business, accomplishments and involvements on and off the job become more inextricably woven. Successful business leaders don't live in a business vacuum. They understand the value of contributing their abilities and money to something besides "work", and they work hard at their extracurricular ventures. In her book "The Six-Figure Woman", Lois Wyse states as her final maxim, "Use your talent for something besides your own business...and give it away".

After the dinner, Goldie and I were discussing how too many women get so caught up in working their way up the corporate ladder that they ignore everything else. This will get them to certain levels, but ultimately will be their downfall. And, its not very efficient. As Goldie put in in her usual straightforward style, "tonight I had the opportunity to present my business card to every person here". Not only that, but the media coverage was also valuable.

Its important, however, not to tip the scale too far the other way and be perceived as a dilettante without serious intentions. Pick your civic and humanitarian endeavors carefully says another key award recipient I talked with recently. But be sincere in your desire to be involved; don't do it just to add to your credentials. Others will see through your intentions and eventually you'll lose their respect. Lost respect can be the final blow in business.

Goldie's dinner was but one more reminder to (as the cable TV ads say) "Get Connected". I've noticed in *Career Connections* that several UCWBG members have been chosen for non-profit boards and for various awards. We have some well-connected talent within our group. Get to know these persons better by attending meetings and getting involved on a committee. And don't forget to let everyone know what you do "afterhours" by sending a notice to *Career Connections*.



PITCH IN: We are doing something different this month that I hope will start a trend. Two of the jobs listed were submitted by members themselves rather than by search firms. I'd like to encourage everyone to keep Job Lines in mind when you hear of an opening in your own organization. If a formal job description is already available, just forward it to me. Otherwise, if you'd rather not write one up yourself, just put me in touch with the appropriate person to get the information. We'd also like to encourage each of our members to initiate a contact with their personnel department to make them aware of a great opportunity to reach a very high-powered audience on a monthly basis at no charge. We are sensitive to the confidentiality of our sources and would be happy to provide additional details to anyone who might be interested. This is something we've tried to do by mass mail previously, but we feel your direct contact might be a more effective means to interest employers. Thanks!

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.

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. 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.

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.

SENIOR ASSOCIATE, MANAGEMENT CONSULTING: Prestigious Chicago firm. DP consultant staff of 45+. Very large project. Salary to \$75,000. Same firm needs DP consultants at salaries from \$30,000 to \$55,000. Contact Synergistics Associates 346-8782.

MANUFACTURING & HEALTH CARE SYSTEMS CONSULTANTS: Major consulting firm in Downtown Chicago. 25% travel. Salaries from \$50,000 - \$70,000. Contact Pat Pedicone, The Clayton Group 953-2299.

DIRECTOR, SYSTEM DEVELOPMENT: \$3 billion Wisconsin firm. Number two position in very large-scale IBM environment. Salary \$70,000+. Contact Synergistics Associates 346-8782.

CASH MANAGEMENT SALES OFFICER: Sell cash management services to Canadian companies. Proven sales experience and knowledge of cash management products are required. Will consider lending experience also. International exposure is preferred. Salary \$40,000 to \$60,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

SENIOR PLANNING ANALYST: Major financial institution in Chicago. Responsible for business planning and financial modeling in both the mainframe and micro-computer environment. 3-5 years' experience developing financial models as well as financial analysis. Salary level in mid \$40,000s. Contact Kevin Foley, Foley Associates 830-2977.

STRATEGIC PLANNING ANALYST: Acquisition oriented Fortune 500 company seeking candidates with strong analytical and quantitative skills. Participate in key business development and planning projects with promotion into line management in two years. High potential profile with top school MBA is required. Will train; related experience not necessary. Salary \$35,000 to \$45,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

INSTRUCTIONAL DESIGN SPECIALIST: Responsible for the design and development of management training programs. Some stand-up training required but emphasis is in program design. Will create new programs and will modify or enhance ongoing programs. Excellent writing skills required. Salary \$40,000 to \$50,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

CAREER MANAGEMENT COMMITTEE

Michele Hunt, Vice President	
Career Management	951-6202
Betsy Anderson	492-3370
Ellen Carnahan-Walsh	329-3404
Sally Hughes	364-8804
Katie Kenny	664-7200 X4559
Wendy Rosenholtz	321-2968
Barbara Shafer	641-5775

INTERNATIONAL COMPENSATION AND BENEFITS

SPECIALIST: Opportunity for an individual to broaden knowledge of pensions and health and welfare plans to the international sphere. Also will participate in the review and design of executive level compensation and job evaluation programs. Offers good visibility and career growth throughout the organization. Salary \$35,000 to \$45,000. Contact Barbara Peterson, Edwards & Sowers 266-1100.

SENIOR CONSULTANT OR MANAGER: Management consulting practice seeking expertise in executive compensation. Will direct management development engagements with an emphasis in the design of executive incentive plans. Would prefer consulting experience but will consider related industry experience. Salary \$45,000 to \$55,000. Contact Barbara Peterson, Edwards & 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.

COMMERCIAL LENDING OFFICER: Will manage the commercial lending activities for Fortune 500 company clients. Must have lending experience and proven success handling large corporate accounts. Client base is growing and loan production offices are located in all major cities. Salary \$45,000 to \$55,000 with bonus potential. Contact Barbara Peterson, Edwards & Sowers 266-1100.

BANKING CONSULTANTS: Operational experience in economics, statistics and/or finance. Quantitative background ideal, systems experience a plus. Contact Synergistics Associates 346-8782.

SALES SUPPORT REPRESENTATIVE: A leader in Decision Support software, located on North Michigan Avenue, has an opening for a technical sales support rep. Responsible for pre-sales development of customized demonstrations utilizing both micro and mainframe software tools. Travel. Ideal opportunity for a financial analyst to broaden experience with the potential to move into sales. Experience with a Fortune 1000 company utilizing DSS tools preferred. Total compensation \$35,000 - \$45,000. Send resumes to District Manager, 166 East Superior, Suite 600, Chicago, IL 60611.

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

FINANCIAL ANALYST: \$800 million Chicago-based conglomerate. Responsibilities include strategic planning, capital planning, performance reviews and financial modeling. Total 3 years' experience. Salary in mid \$30,000s. Contact Kevin Foley, Foley Associates 830-2977.

FINANCIAL CONSULTANTS: Major consulting firm in Downtown Chicago. Experience in financial analysis or cost accounting. 25% travel. Salaries to \$50,000. Contact Pat Pedicone, The Clayton Group 953-2299.

DATA COMMUNICATIONS SPECIALISTS: Several positions for minicomputer systems engineers and customer support. Salaries to \$40,000. Contact Pat Pedicone, The Clayton Group 953-2299.

OS/MVS/CICS SYSTEMS PROGRAMMERS: Suburban locations. Salaries to \$45,000+. Contact Pat Pedicone, The Clayton Group 953-2299.

CONSULTANT: Tandem, TAL, COBOL experience. Suburban and Downtown locations. Salaries to \$45,000. Contact Pat Pedicone, The Clayton Group 953-2299.

ACCOUNTANT: SPSS, Inc., a leader in the development of data analysis and reporting software, has an immediate opening for an experienced staff accountant. In addition to responsibility for general accounting records and preparation of financial statements, the accountant will focus on evaluation and selection of new accounting software. We are looking for a professional with a solid accounting background and a high degree of creativity in the use of data processing solutions to accounting problems. Requirements include 2-3 years in public accounting, first-hand knowledge of the process of implementing automated accounting packages, excellent analytical skills and a CPA or MBA degree. Send resume of experience to SPSS, Inc., Administrative Recruiter, 444 N. Michigan Ave, Suite 3000, Chicago, IL 60611.

PIT TRADERS, DESK TRADERS, FINANCIAL ANALYST & MICROCOMPUTER ANALYST: LaSalle Street financial and commodity trading firm. Salary open. Contact Synergistics Associates 346-8782.

EDP AUDITORS: Senior and supervisory level positions in suburban and Downtown locations. Salaries to \$55,000. Contact Pat Pedicone, The Clayton Group 953-2299.

CAREER CONNECTIONS

MARGARET M. LOEBL, 190: To Options Specialist, Chicago Mercantile Exchange, from Research Associate, Lexecon, Inc. New business address: Chicago Mercantile Exchange, 30 S. Wacker Dr., Chicago, Illinois 60606, 312/930-3171.

ELAINE C. ROACH, '77, CAMPUS: To Account Supervisor on HFC, Needham Harper Worldwide, from Account Supervisor on Texas Instruments, McCann-Erickson/Houston. New business address: Needham Harper Worldwide, 303 E. Wacker Dr., Chicago, Illinois 60601, 312/861-0200.

CAROL L. RONAN, '77, 190: Promoted to Assistant Vice President, Investment Banking-Municipal Finance, Drexel Burnham Lambert Incorporated, from Associate.

LAURA SCHRAMM, '81, 190: Promoted to Vice President, First National Bank of Chicago, from Assistant Vice President.

Continued from page 1

She joined Stahel Financial Planning in 1983 as a personal financial advisor. True to form, Agnes became active in the International Association for Financial Planning and is now a Certified Financial Planner. Agnes enjoys working with both corporate and individual clients in financial planning, investment advice, and asset management services. She sums up her career path, "I am able to use all my background in the growing, exciting field of financial planning."

Agnes now provides the expertise that starts individuals and firms on a path of continual financial growth. This parallels her leadership and advisory roles in the U of C Women's Business Group. In addition to being one of the group's founders, Agnes launched the Job Network Committee and is currently instrumental in forming chapters of the U of C Women's Business Group in other cities.

Agnes lives in Lincoln Park with her husband, Dr. Ronald Ferguson, and her daughter, Roxann, who is the same age as our group.

JULIE VIRGO SELECTED FOR LEADERSHIP MEETING IN TURIN

Congratulations to Julie Virgo, who was selected by the Council for the United States and Italy to be one of twelve U.S. participants at an international young leaders meeting in Turin in June. Conference participants were chosen for being outstanding young leaders from the U.S. and Italy; Julie was the only woman who attended from the U.S.

The topic of the conference was issues raised by recent advances in technology. Julie spoke on the process of new product innovation and on public policy issues related to freedom of information.

THE ABC's OF NETWORKING

by Karen Schenkenfelder

Last May, *The Exponent* reported on a *Chicago* magazine article about The Chicago Network, a prestigious networking group for women. A sidebar to that article contained networking tips from Diann DeWeese Smith, a founder of The Chicago Network and head of communications and development at Mt. Sinai Hospital. Smith's strategy for networking can be summarized as follows:

1. Think about what networks you're already part of, such as schools, family, volunteer projects, politics or sports. Pick out the powerful people within these groups.

2. Fill out two three-by-five cards on each person, including the person's name, title, address and phone number. File the cards alphabetically and by category.

3. Send a letter; follow up with a phone call. Be brief and to the point; expect to have about three minutes. Don't be timid — people expect that you'll be able to return a favor someday. If the person you call thinks she can't help, ask to be referred to someone else.

Smith notes that only three out of ten networking contacts get results. Therefore, don't get discouraged, but keep in touch by means of professionally written letters. Smith suggests a goal of getting to know every outstanding local person in your field. She also recommends making use of women's professional organizations. Her tips in that regard include:

- Go to cocktail parties early.
- Know who members are and look them up.
- Join committees, get involved, get on the board. Even if the meetings are dull, you'll at least meet some people.

Networking has certainly worked for Smith. She found her job at Mt. Sinai through a contact in The Chicago Network.

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: CHANGED JOBS
(Include old and new title, PROMOTED
company, and other APPOINTED TO BOARD OF DIRECTORS
background information.) RECEIVED AWARD/RECOGNITION
 OTHER (started a new company, etc.)

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

HOME _____ PHONE _____

WORK _____ PHONE _____



**The University of Chicago
Women's Business Group**

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Please write . . .

- ...if you have news about a member
 - ...if you'd like to be on a committee
 - ...if you have ideas or suggestions
- It's *your* involvement that makes this group
work for *you*.