

The Exponent

AUGUST 1985

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

THE CORPORATE BOARDROOM: STRATEGIES FOR GETTING THERE

by Nancie Noie

You can put yourself on the board of directors of your own corporation—but you need a strategy. Should you actively sell your experience and expertise to management? Should you work behind the scenes and wait to be asked? Should you establish yourself first as an outside director with other, perhaps smaller, corporations? What about serving as director of a voluntary, not-for-profit organization? How do you get to the corporate board? And what are your responsibilities—and liabilities—once you've made it?

Jean Allard, a partner in the law firm of Sonnenschein Carlin Nath & Rosenthal, will answer these and other questions at the August meeting of the UCWBG. Allard, formerly a vice president for business and finance at the University of Chicago, currently serves on the board of Commonwealth Edison Company, LaSalle National Bank, and Maremont Corporation. She also is a member of the Economic Club of Chicago and has recently been named to the executive committee of the Commercial Club of Chicago. Allard also is a key player in The Chicago Network, which was featured as the cover story "When Women Mean Business," in the May 1985 issue of *Chicago* magazine.

Join us for an informative presentation!



Jean Allard

Monday
August 26, 1985

THE PATH TO THE CORPORATE BOARDROOM

a presentation by

Jean Allard, Partner
Sonnenschein Carlin Nath & Rosenthal

Midland Hotel 5:30-6:30 Cash Bar
Frank Lloyd Wright Room 6:30 Dinner followed
172 West Adams, Chicago by presentation

\$18.00 Members
\$20.00 Guests

All reservations and cancellations must be received by Thursday, August 22, 1985. Thereafter, reservations will be accepted as cancellations are received. Use RSVP form or call Sue Weeks or Lyn Stupay at 875-7115, then mail the RSVP form and check.

RSVP for August 26, 1985

The Path to the Corporate Boardroom

Name _____

Daytime phone _____

Guest(s) _____

Amount enclosed _____ (\$18 members; \$20 guests)

Send form with check payable to University of Chicago Women's Business Group by noon, Thursday, August 22, to: University of Chicago Women's Business Group, Program Committee, P.O. Box 637, Chicago, IL 60690.

To Use or Not To Use . . .

by **Barbaragail J. Dancewicz**
1985 UCWBG President

Lately I've received an increasing amount of calls and letters regarding usage of the UCWBG membership directory for business solicitation. Some of it's negative, some of it's positive, but none of it's in-between. That's to be expected, however, since these individuals are usually reacting to a specific mailing.

If you look on the inside cover of your directory, you'll find in bold print "FOR MEMBERS' USE ONLY." That statement has always been included to dissuade members from passing along the directory to their friends who are selling something (insurance, cosmetics, jobs, etc.). It has been a tacit understanding that the directory was to be used as an informal networking tool among members. As the membership has grown, however, it seems there is an increasing temptation to use our list for mass mail solicitation purposes — from our members to our members.

Some recent uses include:

- A letter from a financial planner at a large insurance company soliciting clients.
- Private sale notices from two different retailers of women's business clothing.
- A letter from a medical testing firm offering a \$20 discount to UCWBG members who participate in a test (costing \$120 normally) to establish baseline information about their individual development of osteoporosis.
- A letter from an individual asking members to participate in what was essentially a "chain letter" process, but included an order for some business pamphlets for \$5 each to legalize the process.

Some members have been outraged by some of these solicitations. They feel it is an abuse of their membership and want it stopped! Among the suggested actions are as follows:

- Potential solicitors should be required to submit their mailing to the Board for approval.
- Criteria need to be established for acceptable and unacceptable solicitations/notices and stated in the front of the directory.
- Members who use the directory in violation of these criteria should be terminated from the group and not be allowed to rejoin (and thus acquire subsequent directories).
- Members who violate the criteria should be publicly embarrassed in some manner, such as a notice in the *Exponent* of their indiscretion.

Other members are excited and pleased that our members are starting to use our membership network for what they consider normal business purposes! These persons indicate that as long as some members are able to derive a benefit from the mailing, then it's a positive situation. We all receive this type of mail from dozens of sources, they state, and we take advantage of what we want and toss the rest. This situation is no different, and should not be controversial, they say. Also, these persons feel it's impossible to police how the list is used.

What do *YOU* think? If you've formed an opinion on this, drop me a note or give me a call. Written correspondence should be sent via the UCWBG, P.O.

Box 637, Chicago, IL 60690. Call me at home (944-0595) or at my downtown office (872-0573). Following the birth of my second child, I've been working at home more often than downtown lately, so try home first. I'll pass along your specific comments and the intensity of the response to the Board, and we'll determine what additional action might be appropriate.

Also along similar lines, I'd appreciate your comments regarding the following:

- Sale of our membership list to sellers of products and services, with subsequent revenues utilized to subsidize member benefits (and hold down dues and program costs).
- An advertising insert in the *Exponent*, for members and/or others, with subsequent revenues used for subsidization.
- Offers of discounts or special privileges to members from restaurants, retail firms, publications, or other sources.

These items have been discussed from several perspectives by the Board and I think your input into future discussions would be valuable.

Thank you.

Is Your Business a Zoo? Report of the July Meeting

by **JoAnn D. Hinz**

At the July meeting, Barbara Whitney gave members an enlightening account of her ten-year adventure as Executive Director of the Lincoln Park Zoo. Her mission there now is to acquire revenues and direct their expenditure to improve the zoo. Thanks to Whitney's efforts, the goal of making the Lincoln Park Zoo the finest urban zoo while keeping admissions free has been achieved.

When Whitney first embarked on her adventure, she did not feel well prepared. As a promoter of charitable events and a freelance writer, she had never worked with operating plans or budgets. However, Whitney believes that her saving grace was her commitment to a worthy dream of making the Lincoln Park Zoo a Chicago landmark. In pursuit of this dream, Whitney was idealistic, enthusiastic, naive—and right.

To begin, Whitney had no large existing resources to work with. Fund raising had to be cost effective. Whitney developed a marketing strategy around using communication power to gain people power to obtain a broad and diverse base of

Continued on page 5

Published monthly by
INTERNAL COMMUNICATIONS COMMITTEE:

Karen Schenkenfelder, VP,
Internal Communications
Mary Patricia Chapin
Barbaragail J. Dancewicz
Phyllis Ezop
JoAnn D. Hinz
Katie S. Kenny
Jane Ranshaw

Address correspondence to: Karen Schenkenfelder, 148 N. Humphrey, Oak Park, IL 60302.



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 Patricia 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.

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

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.

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

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

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

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

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 Patricia Pedicone, The Clayton Group 953-2299.

SENIOR OPERATIONS ANALYST: Fortune 500 company in Chicago. Responsible for financial and operations analysis of manufacturing facilities. Three years' analytical experience with some exposure to cost accounting. Salary in upper \$30,000s. Contact Kevin Foley, Foley Associates 830-2977.

PROGRAMMER/ANALYSTS: IMS DB/DC, OS/MVS, IDMS or CICS experience. Chicago and suburban locations. Salaries to low \$40,000s. Contact Patricia Pedicone, The Clayton Group 953-2299.

MANAGER, SYSTEMS AND PROGRAMMING: Manufacturing and distribution applications experience desired. OS/MVS IMS environment, staff of 9. Located near O'Hare Airport. Salary to \$50,000. Contact Synergistics Associates 346-8782.

CAREER CONNECTIONS

DIANE ROHN BRUHL, '78, Campus: Promoted to Director, Marketing Research and Planning, Citicorp Diners Club, from Assistant Vice President. New business telephone: 312/380-5449.

ALISON L. CHUNG, 190: Moved to 472 Hazel, Glencoe, IL 60022.

ALICE L. CONNERS, '82, 190: To Group Manager, Product Planning, Baxter Travenol, from Business Development Manager, Abbott International Ltd. New business address: Baxter Travenol, Route 120 & Wilson Road, Round Lake, IL 60073, 312/546-6311, ext. 2540.

SYDNEY DRELL, '83, Campus: To Product Manager, Del Monte Corporation, from Assistant Brand Manager, The Quaker Oats Company. New business address is One Market Plaza, San Francisco, Ca. 94117 New home address: 433 Locust St., San Francisco, CA 94118 415-563-5176.

COLEEN HALL, '82, 190: Moved to 807 Lenox, Glen Ellyn, IL 60137.

SHARI R. HOLMER-LEWIS, '84, 190: To Assistant Dean and Director, MBA Program, College of Business Administration, University of Illinois at Chicago, from Administration Manager, Student Affairs, Northwestern University Medical School. New business address: MBA Program Office, College of Business Administration, Box 4348 (M/C 077) 103 Grant Hall, University of Illinois at Chicago, Chicago, IL 60680, 312/996-4573.

TERI KURASCH, '87, 190: Promoted to Assistant Vice President and Assistant General Counsel of the Federal Reserve Bank of Chicago, from Assistant Counsel.

DEBORAH L. MILLER, '81, 190: Promoted to Marketing Manager, Functional Chemicals, Nalco Chemical Company, from Product Manager, Agricultural and Food Products.

EMILY MUGGE, '79, Campus: New business address is c/o Pacific Telesis, 595 Market St., Room 2850, San Francisco, CA 94105. As of December 1, 1985, her home address will be: 729 Liquid Amber Place, Danville, CA 94526.

NANCIE E. POULOS, '75, Campus: Promoted to Assistant Vice President, Prepaid Legal Services, The Signature Group, from Senior Marketing Manager.

AGNES A. ROACH, '80, Campus: Forming AA Roach Financial Planning, offering personal financial planning and investment services for individuals, couples, and business owners, through offices in Chicago and Tampa, Florida. New business address: 5130 Eisenhower Blvd., Suite 300, Tampa, FL 33607, 813/885-8934. Chicago phone: 312/248-1220. New home address: 13714 Chestersall Dr., Tampa, FL 33624, 813/961-4889 (after August 22).

TERESA C. SHERRY, '85, 190: To Associate, Hayes/Hill, Inc., from Senior Research Engineer, Katalco Corp. New business address: Hayes/Hill, Inc., 312 W. Randolph St., Chicago, IL 60606, 312/984-5250.

FRANCES J. TURISCO, '80, Campus: Moved to 53 Ledyard Rd., Winchester, MA 01890.

SUZANNE WEISS, '79, Campus: Promoted to Manager, Mileage Plus, United Airlines, from Business Planning and Analysis Representative. New business telephone: 312/952-4275.

YOUR CLAIM TO FAME — IT'S FREE FOR THE ASKING

by Linda O'Bryant

Most of us can't afford, nor do we need, our own public relations agent. But on those rare occasions that you do, let UCWBG help.

The next time you get a promotion, change jobs, get an award or recognition, start your own business, etc., be sure to fill out the Career Connections form in the newsletter. We publish this information in our newsletter and then send it to the local Chicago papers (Crain's, Sun-Times, Tribune and Today's Chicago Woman), national women's magazines and the UC Alumni Notes.

However, we want our members known everywhere! So next time you send in a Career Connections form, also indicate any other places you would like the announcement to appear, i.e., your hometown paper, an industry or trade magazine or paper, your undergraduate school, etc. You supply the name and address (and black-and-white glossy photo if you have one on hand), and we'll do the rest. It's a great way to let old friends and family back home know you are alive, well, and advancing in the ranks of the business world.

Many large corporations provide this information to the trade press, but if yours doesn't, try us. You have nothing to lose and fame to gain. Remember it's FREE!

Report from the DC-Baltimore Chapter

The first meeting of the UCWBG's DC-Baltimore Area chapter was an unqualified success. We met for Saturday brunch at the Bethesda, Maryland, Marriott. Seventeen alumnae, or 22 percent of those in the area, attended. Numerous others indicated interest but were unable to attend due to scheduling conflicts. From this group, we received six additional membership subscriptions, bringing total membership in the chapter to 14 (17 percent of area alumnae).

The meeting served three functions. In most cases, it was our first contact with each other, and so began our networking. In the course of the meeting, each of us briefly introduced ourselves to the group. In addition, the UCWBG was introduced. To illustrate membership benefits, copies of *The Exponent*, *JobLines* and the ever-valuable directory were circulated. Finally, our chapter objectives were outlined, and ideas for chapter activities and programs were introduced. Several members expressed interest in having other members speak. Also, we discussed piggybacking networking events onto programs of other organizations, such as the existing Business School Club.

As proof of the enthusiasm of the group, several people volunteered to help with future meetings and with *JobLines*. Our next meeting is planned for September, and we already have two possible programs lined up for then.

All in all, we are off to a good start.

Rebecca Hudecek, Chairperson
Lisa Lecker, Secretary/Treasurer

September Sales Conference Announced

The National Network of Women in Sales, will hold a conference titled "Raise Your Sales for Success" September 13-15 at the Sheraton International at O'Hare. A series of weekend workshops and panel discussions will set the stage for Terry Savage, who on September 14 will present "Personal Financial Planning in an Uncertain Economy." Some of the satellite presentations will include: From Competition to Cooperation, Assertiveness, Women's Voices and Power, Mid-Life Career Changes, Time Management, and How Marketable Am I?

Networking opportunities include a Friday night hospitality suite, Saturday night banquet, and Sunday brunch. For reservations and further information, call (312) 577-1944. The cost to nonmembers is \$125 before August 1, 1985 and \$150 thereafter.

Is Your Business a Zoo?

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continuing support for the zoo. The first task was to portray an image of the zoo by using a direct mail program with printed materials that were light-hearted and fun. As a result of slogans such as, "You Belong in the Zoo," along with other campaign efforts, the membership has increased from 2,000 to 14,000.

Another part of the campaign was to attract trend-setting people with diverse backgrounds to participate on volunteer boards. To begin this effort, Whitney used her insight of the key to success for working with volunteers: "Never ask for more than what the prospective volunteer will likely give." To this end, she asked for a small number of trend setters to participate in several brainstorming sessions on how to attract other volunteers. This tactic was eminently successful.

The third part of Whitney's marketing strategy was to sponsor special events to attract people to the zoo. These events include the Zoo Ball, Super Zoo Picnic, the Farm in the Zoo Dinner Dance and, for one and all—caroling to the animals.

Perhaps the A.D.O.P.T. program at Lincoln Park Zoo is typical of the fourth part of Whitney's strategy of incorporating the zoo into the community. By adopting an animal, anyone can become part of a very special zoo family.

Although beset by private doubts and overcoming or coping with an unending stream of day-to-day problems, Whitney found that her strategy worked. A \$25 million rebuilding program was financed. American Express chose the Lincoln Park Zoo as the best candidate for it to use to obtain its own marketing ends, as well as to donate something to the zoo for every American Express purchase. The Lincoln Park Zoo was the right cause for American Express because it is upbeat and demographically compatible with their customers.

Whitney closed her talk by saying that the heart of planning now is to continue to make the zoo the best possible for the 2,000 animals that live there and all the people who visit.

Please make the following changes to your Directory.

- Erin Kato's address is **5930**, not 5430, N. Drake.
- Hally Dunn lives in **Oak Park**, not Lombard, and her work number is 751-0576.



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 _____