

# The Exponent

October, 1986

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

## **BREAKFAST WITH A CEO (BWAC)**

**Frank Luerssen**  
Chairman and CEO of  
Inland Steel Industries

will host a breakfast at Inland Steel,  
30 W. Monroe, Chicago, IL at

7:30-9:00 a.m.  
October 28, 1986

Attendance is limited. Register  
by *October 20th* by calling Elisabeth  
Anderson at 312-491-3370 or Helen  
McCreery at 312-751-1454.

A BWAC is an informal discussion over  
breakfast led by and hosted by a CEO.  
Bring your questions about the company  
(its restructuring into a holding company  
this Spring), the man, and the industry (at  
a turning point in its history).

**Tuesday  
October 14, 1986**

## **BUILDING ON THE BASICS**

**SUE GIN**

The Metropolitan Club  
Sears Tower  
233 South Wacker Drive  
Room 6616 - 66th Floor

5:30 Cash Bar and  
Light Buffet  
6:30 Presentation

\$15.00 Members  
\$17.00 Guests

All reservations and cancellations must be received  
by 12:00 noon, Friday, October 10, 1986. There-  
after, reservations will be accepted as cancellations  
are received. Use RSVP form or call Debbie  
Mahnke at 875-7115, then mail the RSVP form and  
check.

**RSVP for October 14, 1986**

## **"BUILDING ON THE BASICS"**

Name \_\_\_\_\_

Daytime phone \_\_\_\_\_

Guest(s) \_\_\_\_\_

Amount enclosed \_\_\_\_\_ (\$15 members; \$17 guests)

Send form with check payable to University of Chicago  
Women's Business Group by 12:00 noon, Friday,  
October 10, 1986 to:

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

## President's Comments

by Sue Weeks

### 1986-1987 UCWBG Calendar

Now that summer is gone and the fall season is in full swing, I am looking forward to many interesting UCWBG meetings. It always seems like it is easier to get to meetings when the long days of summer are not luring me elsewhere. The October 14 meeting featuring Sue Gin as our guest speaker will be an exciting event. She is a very dynamic woman with an extremely interesting career history. Our annual meeting coming up in December always offers an excellent opportunity to meet other members.

The quality of our speakers always makes the meetings a valuable experience. The real purpose of our meetings, however, is to provide all members with a forum to meet each other. The true benefit of our organization is to allow each of us to talk with other members in different or similar career fields and to discover how many different facets of the business world our members represent.

Regardless of your career experience, whether it be

one or twenty-five years, there is always something that you can teach others as well as learn from them. I hope that you will add your experience and career knowledge to that which is represented at our meetings. It is the diversity of our members' career activities that gives our organization its character.

Breakfasts with CEO's also offer our members an opportunity not often available to people in the business world. To find out how the top executives of major firms view their responsibilities and the role of their particular firm in the larger business community can give each of us a perspective on our own career activities.

I know that the remainder of the programs for the 1986-1987 period will offer the same quality of speaker and member participation as those meetings now scheduled for the fall. I hope that you will be able to attend as many meetings as possible, schedules permitting. Most of our members lead very active lives as we learned from our Survey of Members. But, whenever you can, please join us so that as many members as possible will have the opportunity to meet you and share career experiences.



THE UNIVERSITY OF CHICAGO  
WOMEN'S BUSINESS GROUP

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

### BOARD MEMBERS

President: Sue Weeks 875-3633  
VP, Administration: Jo Anne McCarthy 454-7503  
VP, Programs: Kathleen Holoubek 875-2531  
VP, Internal Communications: Marge Waterstreet 786-0400  
VP, Membership: Linda O'Bryant 477-4929  
VP, Public Relations: Jane Ranshaw 281-0932  
VP, Career Management: Helen McCreery 751-1454  
VP, Finance: Irene Marquez 982-7000  
Past President: Barbaragail Dancewicz 782-0573  
Directors: Sally Hughes 357-5950  
Irene Tesitor 988-5589  
Julie Virgo 751-1454

### FLORIDA CHAPTER

Chairwoman: Agnes Roach (813) 885-8934  
Steering Committee Members: Nancy Clausen Kulp  
(813) 961-7494  
Karen Cody-Hopkins  
(800) 241-3669  
Sally Israel (813) 539-3889  
Margaret Powell (904) 247-1893  
Jane Renz (813) 425-3807

### D.C.-BALTIMORE CHAPTER

Chairwoman: Becky Hudecek  
(703) 759-7581  
Job Lines Vice-Chairwoman: Melanie Smith  
(301) 587-6484  
Program Co-Vice-Chairwomen: Marjorie Adams  
(301) 951-2571  
Karen Hershner  
(703) 524-0633  
Secretary/Treasurer: Lisa Lecker  
(703) 841-6180  
Director-At-Large: Leslie Downey  
(301) 294-5652

### *The Exponent* is published monthly by INTERNAL COMMUNICATIONS COMMITTEE:

Marge Waterstreet, VP, Pat Hackett  
Internal Communications JoAnn D. Hinz  
Nancy Bruggemeyer Katie S. Kenny  
Mary Patricia Chapin Sandy Miller  
Barbaragail Dancewicz Agnes Roach  
Phyllis Ezop Karen Schenkenfelder  
Address correspondence to: Marge Waterstreet, 2215 N.  
Bissell, Chicago, IL 60614, (312) 472-1159



## ...ON NEGOTIATING

The following article was taken from the October 1, 1986 issue of *Boardroom Reports* and is excerpted from *The Pre-Negotiation Planning Book* by William F. Morrison of Westinghouse Electric Corp.

□ Comparative options can be an effective negotiation offering. You present two possibilities to the person you're talking with—one that he can't accept, and one that you want. During a negotiation, you can use this tactic many times. Keep proposing different packages covering only a few specific points—and each time, formulate options so that one will be more acceptable to your opponent but give you what you want. *Caution:* If both options you offer are far from acceptable, the person you're negotiating with will reject both—and you may be unable to use the tactic again for some time. Be sure the option containing what you really want appears significantly better from your opponent's point of view.

## POSITIONS

**DATA ANALYST.** Must be familiar with Third Normal Form, Relational and logical modeling, formating and screen formating, IDMS. There is tremendous room for growth in this position. \$38,000. Contact Suze Delsing, Mark Boyens & Assoc., (312) 677-1821.

**SENIOR FINANCIAL ANALYST.** For development of an online credit system under IDMS and FOCUS for the leader of financial services. State of the art environment, frequent user interface nationally. \$45 - 50,000. Contact Suze Delsing, Mark Boyens & Assoc., (312) 677-1821.

**THREE POSITIONS FOR PLI AND FORTRAN.** Get involved with trust fund evaluation software. Outstanding benefits. Sophisticated environment. Serves 4 major markets: trust institutions, treasury departments, fund sponsors, investment managers. \$30,000. Contact Suze Delsing, Mark Boyens & Assoc., (312) 677-1821.

**ERNST & WHINNEY,** a major leading professional services firm, is seeking an individual to join its expanding Midwest litigation support consulting practice located in Chicago. Your typical client assignments will include claim damage, economic analysis, cost allocation, and contracts analysis forecasts. A minimum of 5 years contracts/project management experience in a construction environment would be desirable. This position offers you the opportunity to interface closely with officers of major corporations and top litigation attorneys while handling a range of complex and interesting cases of varying degree. For further information please forward your confidential resume to Mr. Richard Foxman, Department UC10, Ernst & Whinney, 150 S. Wacker Drive, Chicago, IL 60606.

**TELECOMMUNICATIONS** - Two positions. Salary open - High \$, Commodity Firm. Teamwork and high ethical values required. One position is a "hands-on" voice communication expert, responsible for Rohm Switch and all voice communications. Second position is Telecommunications Software emphasizing Data. Contact Synergistics Associates, 320 N. Michigan Ave., Suite 1002, Chicago, IL 60601. (312) 346-8782.

**DATA PROCESSING PROJECT LEADERS and SYSTEMS ANALYSTS.** Several positions. To \$50,000. Contact Synergistics Associates 320 N. Michigan Avenue, Suite 1002, Chicago IL 60601. (312) 346-8782.

**PROJECT LEADER.** High exposure position with major Chicago corporation. Looking for a strong system's analyst with 4 years of experience with COBOL, TSO and CICS. Added plus would be SPS. Activities of the job will be design (40%) and new systems development (40%). Leadership skills required to manage staffs up to five professionals. Salary up to \$40K. Call Kathy McCague, Joyce Knauff & Associates, Box 624, Wilmette, IL 60091, (312) 528-8312.

**HARDWARE DEVELOPMENT MANAGER.** Liaison between research and development engineering for a firm that is creating a unique product which consumers will use through their electronic and telephone equipment. The ideal candidate should have an engineering degree (EE) and have been involved in a R&D project from conception, documentation to prototyping. Specific experience is to include LANS, hardware packaging, touch tone telephone concepts. Salary up to \$60K. Call Kathy McCague, Joyce Knauff & Associates, Box 624, Wilmette, IL 60091, (312) 528-8312.

**DIRECTOR, STRATEGIC PLANNING.** Well established (1910) diversified corporation with annual sales of \$500 million. Headquartered on the Eastern seaboard (not metro New York), the company is cash-rich and intent on diversification through development and acquisitions. Currently engaged in: exploration and production of crude oil and natural gas, marine transportation, commercial real estate, and light manufacturing. Duties involve: working with senior corporate management, reporting to the Vice Chairman, establishing the first formal strategic planning and business development function; developing long range strategic plans for the corporation; providing advisory services to operating management. Must have 5 years' experience in corporate positions dealing with issues in most of these areas: strategic planning, business development, merger/acquisition planning and analysis, financial analysis, marketing, organization development. Must demonstrate clear potential and ambition for general management. Compensation to the high five figures. Contact: Gordon B. Edward, Edwards & Sowers, Inc., 150 North Michigan Ave., Chicago, IL 60601, (312) 781-7370.

**CONSULTING** - Opportunities in consulting—information systems as well as general management consulting—with the large public accounting firms and general management consulting firms. Relevant experience required. Salaries: to the \$60's. Contact: Gordon Edwards, Edwards & Sowers at (312) 781-7370.

**MANAGER MARKET MANAGEMENT** - Travel related company. Develop strategic and tactical process for successful marketing of new products. Need solid marketing skills with exposure to product planning and development, along with strong analytical capabilities and interpersonal skills. Salary: 70K Range. Contact Ed Westfall at (312) 394-2400.

**COMMUNICATIONS SPECIALIST** - Travel related company. Work in areas of Advertising, Promotions, Seminars Trade Show, Audio Visual etc. Successful candidate will have 1-3 years experience in advertising related business and possess excellent writing skills. \$30 - 40,000. Contact Ed Westfall (312) 394-2400.

**MARKETING/ PRODUCT PLANNING ANALYSTS** - Travel related company. Market and product analysis in various areas within company, 1-5 years experience. Electronic/Distribution background a plus. Salary range \$35 - 60,000. Contact Ed Westfall (312) 394-2400.

**FINANCIAL SERVICES CONSULTANT** - International consulting firm. (Chicago office). Corporate/Business Strategy, Mergers and Acquisitions, Product Planning and Development, Distribution, Pricing, Human Resource Management, Performance Measurement etc. Successful candidate will have 2-8 years experience dealing with Strategy, Marketing plus Organizational Issues in a Financial Services environment. Contact Ed Westfall (312) 394-2400.

**FINANCIAL PLANNING ANALYST** - Fortune 200 company based in Chicago. Responsibilities include long and short range financial planning, reviewing capital requests and some exposure to cost accounting. One to three years experience required. Salary: low \$30's. Contact Kevin Foley, Foley Associates, (312) 830-2997.

## DREAM JOBS

by Phyllis Ezop

When asked what "dream job" they would like, women responded differently from men according to statistics reported in the July 28, 1986 issue of the *Wall Street Journal*. The data — the results of a study conducted by the advertising agency D'Arcy Maisius Benton & Bowles — revealed that men had a greater tendency to select "dream jobs" such as running a large corporation or other relatively aggressive and adventurous roles. Women were more likely to choose "dream jobs" in fields that are traditionally acceptable.

Both men and women dream of becoming entrepreneurs, the most popular "dream job" selected by 38% of the men and 47% of the women. The second choice for men, picked by 30% of the male respondents, was professional athlete. Tour guide — a response given by 30% of the females — ranked second among the women. For men, the next three choices were president of a large corporation (28%), forest ranger (27%), and test pilot (25%). For females, the next three most popular were flight attendant, novelist and photographer — each chosen by 27% of the women.

## Suggestions for Speaking to an All Male Audience

by Phyllis Ezop

The August 1986 issue of *The Toastmaster*, the monthly magazine published by Toastmasters International (an organization devoted to helping its members develop public speaking abilities, communications skills and leadership potential), listed ten steps to help women deliver successful presentations before an all male audience:

1. Be prepared for an attack. Men often challenge one another, but women grew up thinking they should back down when challenged. Women need to remember that a challenge is not an attack on them personally.
2. Never apologize. Concentrate on what you have to say instead of whether or not the audience is comfortable with a woman speaker.
3. Work on your attitude. Women often feel powerless before an all male audience. If you begin strongly and sustain a positive attitude, the audience will want to listen to you.
4. Develop your stance. Do not stand as if you are ready to fend off an attack. Wear shoes that are comfortable, but make you look good. Be sure the lectern is low enough or high enough for you.
5. Enhance eye contact. The only way to get people to believe what you say is to look them directly in the eye. Direct eye contact for one to three seconds is enough. Staring at someone in the audience for five seconds or longer will direct the attention of listeners toward that person and away from you.
6. Learn the equipment. If you will be using an overhead or slide projector learn how it works and practice with it. You don't want to give the impression that women know nothing about equipment.
7. Know your facts. Men who are not used to women presenters are sometimes overly critical. By knowing your information thoroughly, you can give a winning presentation. Hold back some of your statistics for the question and answer session.
8. Work on your voice. Women's voices are normally higher pitched than men's and the pitch rises when we are nervous. Thus, women often have trouble getting their voices to carry to the back of the room. Breathing exercises can help. Pull in the stomach as you exhale, taking twelve deep breaths in all. Filling the lungs and the diaphragm with air relaxes the lungs and lowers voice pitch. Speak loudly enough to project your voice to the back of the room. Check this level by watching listeners' faces. Pausing can be used to indicate that you are about to say something important.
9. Know your audience. Determine their level of expertise and exactly how much information they will need to know.
10. Use humor. Humor can win over critical audiences, smooth over controversial topics, and build rapport with the audience.

## A BOARD MEMBER YOU SHOULD KNOW

**Name:** Marge Waterstreet  
**UCWBG Board Title:** VP, Internal Communications  
**Works for:** Akzo Chemie America  
**As:** Advertising and Sales Promotion Manager  
**Lives near:** De Paul

**Went to school at:** St. Ambrose College (B.S. biology)  
 Northwestern University Medical School (MD.-PhD program in Pharmacology)  
 University of Chicago (M.B.A.)

**Other clubs:** Women's Advertising Club of Chicago (founded in 1916), Amnesty International

**Goals for UCWBG:** For members to develop professional and interpersonal skills that will help at work and at home

**Most important thing to me:** The health and happiness of the people I love

**I'd love to meet:** Dr. Mary Calderone, Executive Director of Sex Information and Education Council of the U.S.

**When I feel sorry for myself:** I talk to a friend

**Friends like me because:** I really listen

**Favorite cities:** Chicago by far! Then New York, London, Paris, Rome

**I hope I never have to:** Compete with a good friend for a job

**Hobbies:** Writing, reading, cooking, the arts, civil rights causes

**Hardest thing to do:** Aerobics

**Fascinated by:** Linguistics

**I'm a pushover for:** Anything chocolate

**In First grade I wanted to be:** A writer

**Few people know:** I went to med school

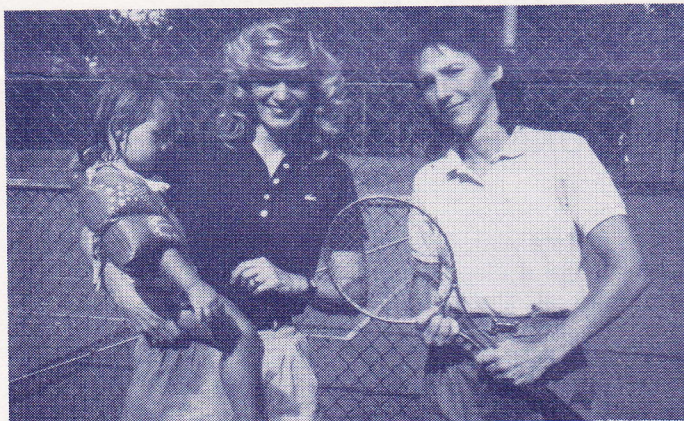
**My biggest fear:** To be mistaken for a Refrigerette

**I respect:** Forthright, caring dynamos who get things done

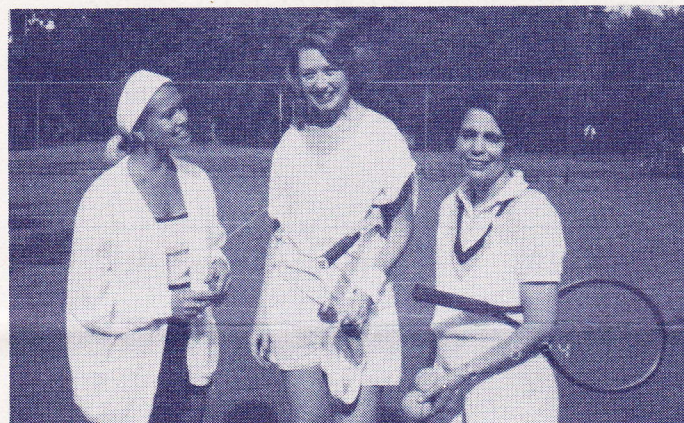
**My hot buttons:** Dishonesty, cruelty



At our August picnic stand Van Salmans, Linda O'Bryant, and Tom O'Bryant.



Barbaragail Dancewicz and Nancy Bruggemeyer.



Linda O'Bryant, Mary Condon, and Joanne McCarthy.



Kathleen Holoubek, Rozanne Cunico, Bob Cunico, John Dancewicz, and Nancy Bruggemeyer.



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




---

### CAREER CONNECTIONS

---

**Nancy M. Clauson, '81, 190:** Name change due to marriage, to **Nancy M. Kulp.**

**Susan K. Culker, '78, Campus:** To Manager of Financial Planning and Analysis, Huntington National Bank, from Senior Financial Analyst, Exxon. New business telephone: (614) 476-8300.

**Phuong-Hoa T. Do, '80, Campus:** To Aetna Life & Casualty, from Trust Investment Officer, Harris Trust.

**Beth A. Inlander, '77, 190:** Promoted to Vice President from Second Vice President, Credit Risk Management, Continental Illinois National Bank.

**Maureen E. Kelly, '76, Campus:** Vice President, Bank of America, moved from San Francisco to Los Angeles to finance the entertainment industry. New business address: c/o Bank of America, #5144, 555 S. Flower Street, Los Angeles, CA 90071, (213) 228-5222.

**Loretta L. Sanford, '83, 190:** Appointed to Board of Directors, Northern Cook County Private Industry Council.

---

### CAREER CONNECTIONS

Please let us know if you have **moved** or **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 (312) 664-7200 X4559 with information.

NAME \_\_\_\_\_ CLASS YEAR \_\_\_\_\_  
DAY PHONE \_\_\_\_\_ AGE\* \_\_\_\_\_

CAMPUS  
 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 (moved, started a new company, etc.)

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

HOME \_\_\_\_\_ PHONE \_\_\_\_\_  
 WORK \_\_\_\_\_ PHONE \_\_\_\_\_