

The Exponent

MAY 1986

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

CAREER MANAGEMENT SEMINAR April 12th

by Irene Marquez

Suse Delsing, President and owner of Mark Boyens and Associates, led our first 1986 half-day Career Management Seminar. During her years of helping candidates prepare resumes and interview for positions, Delsing has found that many people, especially women, have given too little thought to managing their careers. Some cannot even define what they want their careers to be.

The essence of Delsing's approach is soul-searching. She encourages us all to inventory ourselves:

- What do you want to do?
- Where do you want to locate?
- For what organization do you want to work?

The first step in self-analysis is fact-finding. Try answering these questions:

Job History: Why did you take the positions you've had? What did you like and not like about each position? From what activities did you receive the most and the least satisfaction? What did you do to affect the outcome of each position or job change?

Education: Why did you choose your major? The school? How did you handle your college years?

Objectives: What are your short-term goals? What do you think of yourself as doing?

Activities: What are your hobbies? Do you belong to any professional organizations? Why or why not? How do you keep current in your field?

Fact-finding should help you determine your strengths and weaknesses and your "mission in life."

The next step is to take a hard look at skills: What are your skills? What skills do you need to acquire to get where you want to be? How is your field changing? What are you doing to keep up with your industry?

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RSVP for May 14, 1986

Manufacturing Off Shore

Name _____

Daytime phone _____

Guest(s) _____

Amount enclosed _____ (\$22 members; \$24 guests)

Send form with check payable to University of Chicago Women's Business Group by noon, Friday, May 9, 1986 to: University of Chicago Women's Business Group Program Committee, P.O. Box 637, Chicago, IL 60690.

WEDNESDAY
MAY 14, 1986

MANUFACTURING OFF-SHORE

Thomas D. Gleason
Chairman & CEO
Wolverine World Wide

Palmer House & Towers
Crystal Room
17 E. Monroe St.

5:30 Cash Bar
6:15 Dinner and
Presentation

\$22.00 Members
\$24.00 Guests

All reservations and cancellations must be received by noon, Friday, May 9, 1986. Thereafter, reservations will be accepted as cancellations are received. Use RSVP form or call Martie Monahan at 875-7115, then mail the RSVP form and check.

What are the considerations, the pitfalls, the rewards, and the likely future of manufacturing off-shore? How does one identify, negotiate, and ensure quality and timeliness in off-shore opportunities?

We are particularly pleased to have obtained Thomas D. Gleason, Chairman and Chief Executive Officer of Wolverine World Wide, as our May speaker.

Imported footwear accounts for about 35 percent of WWW's mix, a figure destined to increase according to the March, 1986 issue of *Footwear News Magazine*, which featured Tom Gleason and Wolverine World Wide as its cover story.

Tom Gleason joined WWW in 1970 at age 34 as executive vice-president of finance. Two years later he was named chief executive officer of this Rockford, Michigan Fortune 500 company.

Mr. Gleason holds a Bachelors Degree in English Literature (Holy Cross College) and MBA from the Harvard Business School. Between 1960 and 1970 when he joined WWW, he held various financial and marketing positions with Proctor and Gamble, American Bakeries, Quaker Oats, and Group Four Inc, (a financial consulting firm). He currently serves on the Board of Directors of the Huffy Corporation, Foremost Corporation of American, and the Union Bank and Trust Company.

President's Comments

by Sue Weeks

MEMBER SURVEY

We have had excellent response to the Survey of Members mailed to all members in April. If you have not yet completed and returned the survey, please do so to help us get the most accurate analysis of members' needs. If you do not live in the Chicago metropolitan area, we are also very interested in your comments. From the results of this initial survey we will be able to design a survey tailored specifically to the needs of the growing group of UCWBG members who reside in cities across the country.

As soon as the results of the Survey of Members are tabulated, we will report the results in the Exponent. The next step will be to respond to the survey findings, making any changes in our organization that are needed to better serve all members.

MEMBERSHIP DIRECTORY

Special thanks go to Linda O'Bryant, her Membership Committee and other volunteers who put in many hours of effort to produce the 1986 Membership Directory. The finished product is both professional and attractive. You should have received your Directory in mid-April. If you did not receive yours, please contact Linda.

CAREER MANAGEMENT SEMINAR

Irene Marquez and Helen McCreery did a great job organizing the April 12 Career Management Seminar with Suse Delsing, President of Mark Boyens &

Associates. If you missed this informative session, look for the article in the issue of the Exponent covering the highlights of the session.

The next Career Management Seminar is scheduled for June 14. The session will cover resume preparation techniques and presentation style in an interview situation.

FIRST ANNUAL UCWBG PICNIC

Kathleen Holoubek and the Program Committee have come up with a great summer event. We will have a picnic for members, family and friends. The date will be mid-August. Several members have mentioned an interest in a more casual social gathering to get to know other members. This should be just the event to do that. The picnic will be held at the new home of Barbaragail Dancewicz which she reports has over four acres of space for us, plus swimming and tennis! Look for more details in the June exponent and be sure to mark the date on your calendar.

GOLD COAST HOUSE WALK

The UCWBG Board has decided to make our membership list available to the Fashion Group of Chicago so that they may invite our members to their Gold Coast House Walk to be held on June 22. The Fashion Group of Chicago is directed by Mrs. Kathy Price, a popular 1984 UCWBG program speaker, and consists of professional women in executive and creative jobs in the fashion field. The purpose of the event is to raise funds for their Endowment Fund which provides scholarships to deserving women. Our list will be used exclusively for the purpose of inviting you to this interesting function.



THE UNIVERSITY OF CHICAGO
WOMEN'S BUSINESS GROUP
UCWBG • P. O. Box 637 • Chicago, Illinois 60690

The Exponent is published monthly by INTERNAL COMMUNICATIONS COMMITTEE:

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Job Lines

On March 24, 1986, The Wall Street Journal published a special supplement about the corporate woman. The Wall Street Journal supplement portrays the plight of the corporate woman rather negatively. Some of the articles featured in the supplement are summarized below and, if they seem negative, it is because they reflect the tone of what appeared in The Wall Street Journal.

Barriers to advancement at the very top.

Although many women joined major corporations as first level managers a decade ago, most are stuck in jobs with little authority and relatively low pay. Even those few women who have done very well find barriers as they begin to approach top corporate ranks. The greatest obstacle women face is that men at the very top — particularly men in their late fifties or older — do not feel comfortable with top executive women.

According to a survey by Korn/Ferry International, only two percent of 1362 top corporate executives are women. It's as if there is an "invisible glass barrier" keeping women from the top. Women typically reach this barrier just before being promoted to policy making levels.

Frustrated by the barriers, women are leaving large corporations to join smaller companies or to form their own businesses. The number of self-employed women has increased five times faster than the number of self-employed men.

Many corporate women believe, however, that the "glass barrier" will disappear with time. This is said to be most likely in industries like financial services, insurance and retailing, where women hold the most high level middle management positions.

Women on corporate boards

Women are now on the boards at 41% of 1350 major U. S. corporations (up from 13% a decade ago). Yet, an invisible "not for women" sign is still attached to most director seats. Women hold only three or four percent of Fortune 500 directorships. Only 25% of companies with women directors have more than one woman board member. The same handful of prominent women sit on multiple boards.

It is still largely a token situation. What has changed, however, is that female board members are no longer just relatives of the chairman or civic leaders. They are now seasoned businesswomen.

Today's women MBA students differ from older businesswomen.

The Wall Street Journal commissioned focus groups and follow up interviews to determine how today's women MBA students differ from business women who have been working ten years or more and earn over \$50,000 annually.

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JUNE 14 SEMINAR TO BE UP CLOSE AND PERSONAL

The June 14, 1986 Career Management Seminar will cover resume preparation and personal marketing. The morning kicks off with two groups of 15 studying the art of resume writing. At 10:30 the groups will join for a fast-moving workshop on personal presentation skills.

Please sign up now. Attendance will be strictly limited to 30.

CAREER MANAGEMENT WORKSHOP CAREER PLANNING

Date: June 14, 1986
Time: 9:00 am to 12:30 pm
Place: 190 E. Delaware, Room 301
Price: \$10.00 for members and guests
Leaders: John Poynton, Vice President
Executive Assets Corp.
Joyce Knauff, President
Joyce Knauff & Associates
Kathryn McCague, Consultant

This is the second of a series of Career Management programs to be offered in 1986. Our objective is to give the experienced career woman better tools for looking at where she has been, determining where she wants to go now, and developing a plan for getting there.

BE READY TO WORK! They promise to challenge and enlighten us with tough questions and exercises.

NAME: _____

GUEST(S): _____

DAYTIME PHONE: _____

AMOUNT ENCLOSED:\$ _____

Send this form with check made out to UCWBG to: Career Management Committee, P.O. Box 637, Chicago, IL 60690 by June 1, 1986. Attendance is limited to 30.

For information call Kathy McCague at 312-528-8312 or Helen McCreery at 312-222-4522.

The seasoned businesswomen were more likely to have started in a secretarial or clerical position, while today's MBAs enter management track jobs right away. The younger group is much more concerned with balancing careers and children.

The newer MBAs expect their men to treat them equally. The older women, however, tend to take primary responsibility for the household — even when they earn far more than their spouses.

According to a study by Korn Ferry International, 52% of successful women are single or divorced, while the comparable figure for men is only 5%. Numbers like these are leading many of the younger women to question whether success is worth the personal sacrifices.

Women plant managers

Although still relatively rare, women are beginning to be found managing major manufacturing plants. Ostensibly, there are few women plant managers because the position normally requires an engineering degree, still an unlikely educational choice for most women. Successful women plant managers, however, are often non-engineers. They may be former personnel managers who have demonstrated their ability to manage people and are capable of understanding technological processes despite their lack of an engineering background. In some major corporate plant management training programs — such as the one at General Electric, where 20% of the participants are now women — an engineering degree is required.

Some women have found fewer obstacles in plant management than in other fields. Blue collar workers are more straightforward than white collar and, thus, sexism is easier to deal with in the plant.

One woman plant manager reported that her greatest satisfaction lies in managing catastrophes. In a plant, "there's just more action and more of a sense of urgency".

POSITIONS

MARKETING POSITIONS: Marketing, pricing, and distribution management, at General Electric Information Services Company, Rockville, Maryland (near Washington, D.C.), a division of GE specializing in data processing and telecommunications services. Qualifications: MBA, 2-5 years experience (DP/telecomm experience a plus). Salary: \$40,000 to \$60,000. Send resume to Leslie Downey, GE employee and member UCWBG. (We have an employee referral program). 510 Ashford Road, Silver Spring, MD 20910 W: (301) 340-4000.

INFORMATION CENTER CONSULTANTS: 6-10 years MIS experience, 3-4 in Information Center environment. Tell-a-graph required. Compensation \$45-60. Contact Joyce Knauff & Associates, 251-7284.

PROJECT LEADER/SYSTEMS EDP AUDITOR: Financial systems experience required, CPA experience a plus. Individual who can evaluate the financial aspects of a large design and installation project. Compensation \$35-50. Contact Joyce Knauff & Associates, 251-7284.

SYSTEMS MANAGER/MARKETING CONTROLS: Big Eight firm. Requirements include MRP/manufacturing/systems analysis background. Hands on MIS experience a plus. Compensation in \$50 range. Contact Joyce Knauff & Associates, 251-7284.

DATA COMMUNICATIONS SPECIALISTS: Several positions from Sr. level to manager. NCT & VTAM. Downtown location. Salaries to \$50,000. Contact Pat Pedicone, The Clayton Group at 312-953-2299.

PROGRAMMERS AND MANAGERS: IMS, IDMS, model 204 or Total database experience. Various locations. Salaries to \$50,000. Contact Pat Pedicone, The Clayton Group at 312-953-2299.

PROGRAMMER ANALYSTS AND SYSTEMS ANALYSTS: COBOL, CICS, or fourth generation language (FORCUS, RAMIS, NOMAD). Two to five years experience. Salaries to \$40,000. Contact Pat Pedicone. The Clayton Group at 312-953-2299.

CONSULTANTS: Manufacturing, Banking, Health Care, Disaster Recovery, or Technical Support. Major consulting firm in downtown Chicago. Twenty-five percent travel. Salaries \$40,000 to \$70,000. Contact Pat Pedicone, The Clayton Group at 312-953-2299.

TECHNICAL SUPPORT OR SALES SUPPORT REPRESENTATIVES. For software and hardware vendors. Suburban and downtown locations. Travel. Salaries to \$50,000. Contact Pat Pedicone, The Clayton Group at 312-953-2299.

FINANCIAL SOFTWARE PACKAGE SUPPORT. Experience with MSA, McCormack and Dodge. Integral Systems Inc., or other software vendor package experience. Various positions, including project leader, systems analyst, vendor support. Contact Pat Pedicone, The Clayton Group at 312-953-2299.

SYSTEMS PROGRAMMER. OS/MVS. Experience, suburban location. Salary to \$40,000. Contact Pat Pedicone, The Clayton Group, at 312-953-2299.

INTERNAL BUSINESS CONSULTANT: Major financial corporation; Chicago location. IBM systems experience is required, although this is not an MIS position. Salary in the forties. Call Synergistics Associates (312) 346-8782.

TECHNICAL POSITIONS: Chicago commodities firm. Fortran, C, realtime commodity trading modeling experience desirable. Salary to \$50,000 plus bonus. Call Synergistics Associates (312) 346-8782.

HEALTH CARE/COMPUTER CONSULTANT PROJECT LEADER. Strong technical background in large IBM mainframes required. Very heavy travel to New York. Large staff & budget responsibility. Over \$50,000. Call Synergistics Associates (312) 346-8782.

DIRECTOR MIS—U.S. subsidiary of European bank. Chicago location. Banking applications required. \$50-\$65,000. Call Synergistics Associates (312) 346-8782.

INFORMATION SYSTEMS/PROJECT MANAGEMENT

Position available in Chicago for an information systems professional who can manage teams of consultants through mainframe systems implementation. Will also conduct management reviews of the information systems function, perform strategic information systems planning and handle vendor evaluation and selection. You should have 5-10 years experience in information systems analysis, design, programming and implementation as well as good communication skills. IBM experience is a definite plus. Richard Foxman, Senior Manager, Dept. UCWBG 5, Ernst & Whinney, (312) 368-1800.

MANAGER OF FINANCIAL ANALYSIS (Major Chicago-based Co.) Consolidation, analysis and validation of business group financial statements, valuation of acquisition candidates and various special projects of a corporate nature i.e.: dividend policy, studies, risk studies, discounted cash flow etc. Supervises staff of 2-4 MBA's. Requirements: MBA-CPA and 4-6 years Big 8 public accounting. Salary 60K. Ed Westfall, ELSKO, (312) 792-3400.

FINANCIAL CONSULTANT. Acquisition analysis and negotiation for a major real estate development company. Successful candidate will have functioned in an acquisition environment and possess proven financial analytical skills along with some knowledge of accounting and tax. Salary \$45-\$60,000. Ed Westfall, ELSKO, (312) 792-3400.

DATA PROCESSING: ACI—Automated Concepts Incorporated (ACI) is a national data processing consulting firm. Since 1966, ACI has provided services to many Fortune 500 and financial firms. Expertise involves the development of systems in mainframe, mini computer and micro computer environments. ACI currently has opportunities available in Chicago for project managers, systems analysts, data base administrators and programmer/analysts who have a minimum of 2 years' experience with IMS, CICS, IDMS, C, COBOL or assembler. Salary ranges are \$25,000 - \$50,000. Call Nancy Mora (312) 346-8640 or send your resume to Nancy at Automated Concepts Incorporated, 35 E. Wacker Drive, Chicago, IL 60601.

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The final step is research of the industry to find the organization that "fits" you. Research includes attending trade shows in your field; calling on colleagues and contacts who can keep you informed about what's happening in the industry; reading publications that specialize in your industry; etc.

Suse Delsing has used her approach with many people and has succeeded in getting them to think in the long-term about their working life. But, this is just the beginning, as our next half-day seminar will demonstrate with objectives and directions defined how to put together a resume and begin to market yourself.

Many thanks to Suse for a stimulating morning. We also thank her for the outstanding support she has given us with listings for Job Lines.

A BOARD MEMBER YOU SHOULD KNOW

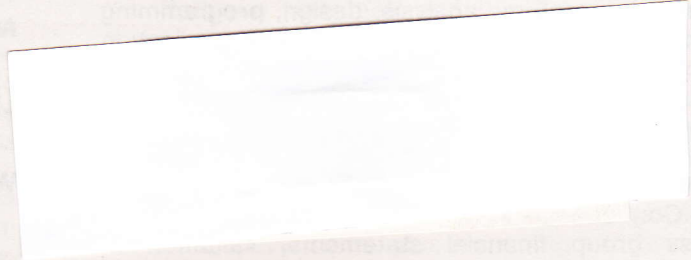
Name:	Linda Dianne Glascock O'Bryant
UCWBG Board Title:	V.P. Membership
Works for:	Self
As:	Writer (The Great American Novel)
Lives where:	There's great street life & friendly neighbors
Went to school at:	Many places: Univ. of Missouri; Northwestern Univ.; Univ. of II/Chicago
Other clubs:	Past President Chicago Alumnae Chapter of Delta Delta Delta; Wrightwood Neighbors
Goals for UCWBG:	Put self-importance behind and a sense of humor and service in front.
Most important thing to me:	Self-respect; living in the "Now"
Favorite movies:	"Cousin, Cousine" and 1940 romance movies
I'd love to meet:	Barbara Stanwyck
When I feel sorry for myself:	I binge on cookies or buy clothes
Friends like me because:	I'm honest (to a fault) with them
Favorite cities:	Chicago, London (almost all "big" ones)
I hope I never have to:	Be a waitress (too hard)
Hobbies:	Tennis on clay courts; trying new restaurants/food; researching the occult
Fascinated by:	The unknown and the unexplainable
I'm a pushover for:	Dogs and anything with fur!
In first grade I wanted to be:	An architect (but I couldn't spell it)
Few people know:	I've had psychic experiences
My biggest fear:	Not following my intuition
I respect:	Risk-takers and people who try (whether they make it or not)
My hot buttons:	Cruelty to animals; plight of homeless and elderly; pessimists

Lakeshore Club Initiation Fee Winner

Loretta Sanford '83, 190, at Kraft, Inc. was selected as the winner in a drawing at the April Board meeting.



The University of Chicago
WOMEN'S BUSINESS GROUP
 UCWBG • P.O. Box 637 • Chicago, Illinois 60690



CAREER CONNECTIONS

Katherine Abbott, '77, 190: Promoted to Assistant Treasurer from Senior Planning Analyst, at Container Corporation of America. New business telephone: 580-5219.

Linne Bourget, '69, Campus: New business address for Positive Management Communication Systems is 4120 North 41st Street, Arlington, VA 22207, (703) 527-9376.

Diane Dawson, '80, 190: Appointed to Board of Directors and became President of Dawson Sales Company, a food brokerage firm. New business address is Two Mid-America Plaza, Oakbrook Terrace, IL 60181, 954-7350.

Ann Marie Gannon, '83, Campus: Now with Management Compensation Group, 523 West Sixth Street, Los Angeles, CA, (213) 488-8570. New home address: 1010 4th Street, #2, Santa Monica, CA 98403.

Sally Kooser, '80, Campus: Joined the Asset Management Group of LaSalle Partners, Incorporated, from Director of Marketing-Tennis Rackets-Wilson Sporting Goods. New business address: 135 S. LaSalle Street, Chicago, IL 60603 (312) 558-5135.

Mary Alice Lightle, '75, 190: Co-Owner and managing director of Pittsburgh office of the Corporate Interviewing Network, 345 4th Avenue, Suite 1000, Pittsburgh, PA 15222, (412) 642-4333. Formerly Associate Vice President, Allegheny Health Services, Pittsburgh, PA.

Agnes Roach, '80, Campus: President of A.A. Roach Financial Planning, has been elected Vice President of the Tampa Bay Chapter of the Institute of Certified Financial Planners.

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

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

HOME _____ PHONE _____
 WORK _____ PHONE _____