

The Exponent

SEPTEMBER, 1986

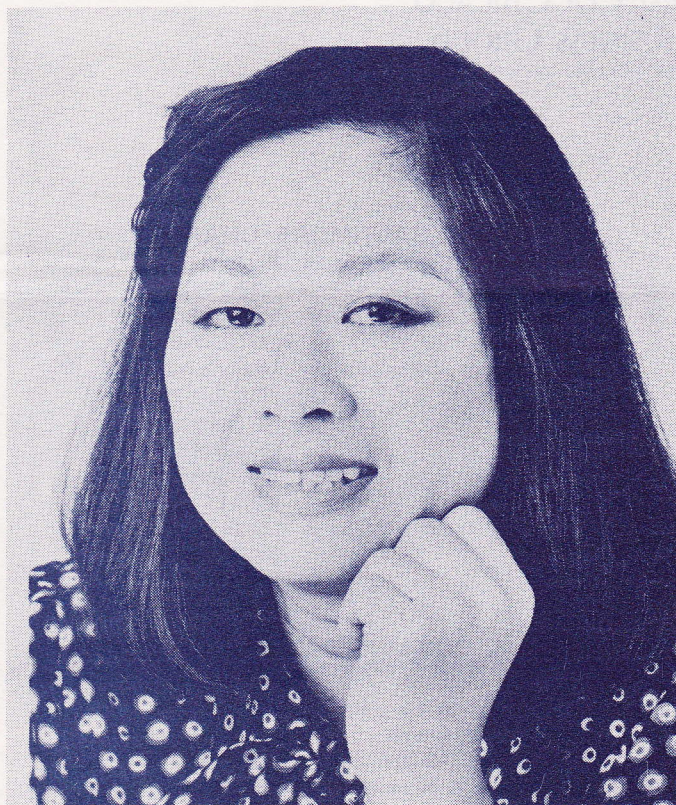
An Official Publication of the University of Chicago Women's Business Group

BUILDING ON THE BASICS

Nothing fancy, just food and shelter . . . as in Café Bernard, Halsted Street Fish Market, 8,000 meals a day at 15,000 feet, apartments and lofts in Lincoln Park, Old Town, DePaul, and more. Yet, from the top of her \$10+ million business, Sue Gin is still looking for the next great opportunity.

Ms. Gin started with a \$1,000 investment in an Aurora house (saving it from demolition) and has since moved through life insurance, condominium resales, restaurants, and, to the delight of Midway Airlines passengers, "real food" for airline meals. She has assisted in such diverse activities as underwriting the first "Do-it-yourself-Messiah" and founding The Chicago Network.

Sue Gin will be sharing her experiences and insight. Please join us for a fascinating discussion with this Chicago entrepreneur.



Sue Gin, owner and head of businesses worth \$10 million

**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. Thereafter, 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

First Annual UCWBG Picnic

A big thank you to Kathleen Holoubek, Program Vice President, and her committee for a terrific picnic. The food, the weather and the fun were great. Plus, thanks to Director and Past President Barbaragail Dancewicz for donating her lawn, tennis court and swimming pool two weeks after moving into her new home! I can't wait for next year's picnic.

We Need You!

As I commented in an earlier column, we are now in the process of identifying candidates to serve on the 1987 Board of Directors for our organization as well as volunteers to serve on committees. Please give every consideration to the contribution you might make in 1987. Time commitments can be structured to meet the available time in your calendar. Help from a lot of people makes it easy for everyone. Thanks for taking a few moments to decide how you might participate in 1987. Then be certain to give Barbaragail Dancewicz a call at 295-7931.

Membership Drive

The 1987 Membership Drive will kick off at the October 14 UCWBG meeting featuring Sue Gin as the guest speaker. We will be inviting all women alumnae in the Chicago area to give them a better idea of the activities of our organization and the interests of our members. We will also be inviting the Spring, 1986 graduates of the Graduate School of Business. So, be certain to attend and bring a friend who you think should join UCWBG.

Spring, 1987 Career Planning Conference

Mark your calendar now for Saturday, March 21, 1987. The UCWBG in conjunction with the Executive Program Club and The University of Chicago Graduate School of Business will be sponsoring a Career Planning Conference. The day long event will cover several aspects of career planning and should be a must attend event for all of our members interested in doing as much as possible to advance their personal career objectives. All alumni of the Business School in the Chicago area will be invited, including students in the 190 Program and the Executive Program. The Conference will be geared to the seasoned professional and will include speakers and panelists who are the top managers of Chicago's major recruiting firms.



THE UNIVERSITY of CHICAGO
WOMEN'S BUSINESS GROUP

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

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Ten Tricks to Keep Time Eaters Away!

The items below are from a Stress Workshop article by Robin Warshaw in the August 1986 issue of *Working Woman*.

1. To discourage drop-in visitors, turn your desk so you don't have eye contact with the door or hallway.
2. Take the lawyer's "billable hours" approach to meetings. Before scheduling one, make a rough calculation of the per-hour salaries of participants, then adjust attendance and meeting length according to the project's value.
3. Use car commuting time to catch up on your reading — by ear! There are dozens of books on managerial, business and personal topics now available on cassette tapes. Buy them in bookstores or rent them mail order.
4. When writing your to-do list, ask yourself, Is there anything here I can give to someone else?
5. Make telephone calls between 4:30 and 5:00 PM. People tend to keep those conversations brief to go home on time.
6. Set goals, deadlines and expiration dates for all committees.
7. If you are a "morning person," have your secretary hold all your calls or use a telephone-answering machine during those hours so you can concentrate on major projects. If you're not one, do the same for a period in the afternoon.
8. Put a "Do Not Disturb from 10:00 AM to Noon" sign on your door when you need to ensure the time to work alone.
9. Schedule desk-bound tasks you habitually procrastinate about for before 9:00 AM or after 5:00 PM. That way you'll have fewer distractions keeping you from completing them.
10. Steal a little extra time for backed-up paperwork by eating lunch in the office once or twice a week. On "eat in" days, be sure to take a minute or two for a few stretching exercises to invigorate you and release built-up stress.

For many of us, list making is nothing more than an exercise in good intentions; we diligently write our lists, but never seem to follow them. Lists can help you battle the time eaters only if you know how to use them effectively. Set up at least two lists; one, a daily to-do list of things to be accomplished, and the other for long-range plans and projects. Large jobs should be itemized on the daily list by their component parts. Limit the daily list to what can reasonably be accomplished in one day — about eight items maximum. "Some people put so many things down they exhaust themselves," says time-management expert Cadman.

Preparing the next day's list late in the afternoon helps you to evaluate what you've accomplished and plan calmly. If you find yourself moving the same item from list to list for several days without acting on it, consider delegating it to someone else or making it, absolutely, the next item you tackle.

BREAKFAST WITH A CEO (BWAC)

Richard M. Morrow,
Chairman and CEO of
AMOCO Corporation

will host a breakfast at AMOCO,
200 E. Randolph Dr., Chicago, IL at

7:30 a.m.
September 25, 1986

Attendance is limited to 15. Register by *September 17th* by calling Elisabeth Anderson at 312-491-3370 or Helen McCreery at 312-741-1454.

A BWAC is an informal discussion over breakfast led by and hosted by a CEO. Bring your questions about the company, the man, and the industry.

Put your list someplace where you'll see it — often. Patricia Handzel keeps her to-do list in an open spiral notebook on her desk. "I'm constantly looking at it," she says. "I really try to get everything done so I don't have to write it down again." HBO's Gail Sermersheim designed her own portable list on folded heavyweight paper, a format she finds more convenient to carry than elaborate notebooks. On it she jots down to-do lists for each day in a week. She carries the list in her purse in case an item occurs to her after working hours.

Good lists help you to plan by offering a reward — you get the satisfaction of crossing each item off the list as you accomplish it. That reward can be significant, especially when working on a multielement project or for a boss who rarely gives positive feedback on your work.

"Most of us end up doing many more things during the day than we put on the list the night before," Cadman observes. "You need to validate yourself for what you did get done."

POSITIONS

QUALITY ASSURANCE MANAGER: Fortune 200 company. Divisional Quality Assurance Manager for 14 plant division in packaging industry. Strong statistical QA experience with ability to manage 14 QA managers. Pennsylvania. Salary negotiable. Contact: John Grantham, 727 Eastowne Drive, Suite 100A, Chapel Hill, North Carolina, 27514 (919) 489-1991.

DIRECTOR ORGANIZATION AND PROFESSIONAL DEVELOPMENT: Large for-profit, Chicago-based multiple association management firm that provides a full range of services for effectively managing the needs of professional associations seeks management team member. Report to the CEO; manage a department of professionals who provide training products and

services for client associations. Specific functions: designing and implementing strategic plans; recruiting, training and motivating professionals to meet objectives; marketing services, interfacing with outside consultants, and developing operating budgets. Masters degree in organization development, behavioral sciences or adult education, plus 10 years experience required. Excellent training and presentation skills essential. Experience in developing, designing, packaging and marketing new products is ideal. Desired background includes corporate training and development, and consulting. Excellent compensation package includes profit sharing. Contact Debbie Silverman at: (312) 644-5105.

INFORMATION SYSTEMS: Several new staff and management positions have been created at Kraft in information consulting, software and business applications development. If you are a career minded and self motivated professional, our state-of-the-art environment will provide ample opportunity for rapid advancement. For a challenging career with very competitive salaries and benefits, contact Loretta L. Sanford at (312) 998-3325.

PRODUCT MANAGER/NEW PRODUCT DEVELOPER: Fortune 250 packaging corporation in the Carolina's. Reports to Director of Marketing for largest and fastest growing group in company. Deal with all major consumer products corporations. Requires product management experience with ability to provide leadership to R & D, Engineering, Production and Marketing. Salary: \$45K to 49K base, plus bonus up to 25%. Send resume and contact: John Grantham, 727 Eastowne Drive, Suite 100A, Chapel Hill, North Carolina, 27514 (919) 489-1991.

NATIONAL SALES MANAGER: Industrial Sales Division of Fortune 300 company with dominant market position; Southern section of U.S. Salary: up to \$65K base, plus bonus up to 50%. Send resume and contact: John Grantham, 727 Eastowne Drive, Suite 100A, Chapel Hill, North Carolina, 27514 (919) 489-1991.

EXPERIENCED ASSOCIATE: General management consulting; very well known and prestigious firm's Los Angeles office. Applicant must be very analytical and conceptual. Requires solid problem solving abilities. MBA is a must. Experience in any one of the following areas is positive: financial services, high technology, consumer products, energy, health care. Experience in any of the following functional areas is also positive, but not required: strategic planning, marketing and corporate planning. Contact Patricia Hamrick, Cors Marlar Sabage and Associates, (213) 553-5102.

PRODUCT MANAGERS: For very well known software house. Openings for project managers in the following areas: database products, communications products, and office automation products. Contact Patricia Hamrick, Cors Marlar Sabage and Associates, (213) 553-5102.

DIRECTOR OF SYSTEMS/APPLICATIONS AND HARDWARE: \$75,000 plus bonus. Contact Tom Olson, The Thomas Company, 1030 N. State Street, Suite 29B, Chicago, IL 60610.

TELECOMMUNICATIONS: Senior Voice and Data Positions Open. Experience with micro and mini computers desirable. Highly regarded growing firm. Service organization located downtown. Excellent interpersonal skills, professional business approach and highly motivated to work as a team member a must. Salary open. Contact Synergistics, 312-346-8782.

DATA CENTER MANAGER: Manage a large IBM data center for a \$350 million corporation that is tops in its field. Salary to \$55,000. Contact Synergistics, 312-346-8782.

SENIOR FINANCIAL ANALYST: Fortune 500 company at the group level. Responsible for planning analysis, and review of unit operations. Interface with sales and marketing. Requires 2 years of analytical/financial experience. Salary mid-30's. Contact Kevin Foley, Foley Associates (312) 830-2977.

MANAGER, MANUFACTURING CONTROLS: Big Eight accounting firm is looking for a Project Leader with 6 to 10 years of experience with MRP I or II systems (closed loop). This position reports to a partner within the manufacturing group. Travel approximately 30% and compensation is \$50K range with bonus. Call or send resumes to Kathy McCague, Joyce Knauff & Associates, Box 624, Wilmette, IL 60091, (312) 528-8312.

DIRECTOR, DATA CENTER: Number two person in the MIS organization of this outstanding firm located in the northern suburbs. The select candidate will have 60 people to handle on a day-to-day basis. Must understand the operation side as well as system software and had the responsibility of a large Data Center. 6-10 years experience, decision-maker, high energy level coupled with good technical expertise. Salary to mid-70's. Contact Joyce C. Knauff, Knauff & Associates, P.O. Box 624, Wilmette, IL 60091 (312) 251-7284.

HARDWARE DEVELOPMENT MANAGER: Act as a liaison between R&D, the systems development groups, and upper management. Problem solving role offering solutions. Ideal would be 4-6 years as an Product Manager in an EE capacity with an MBA to offer a broad business approach. The firm is a capital venture firm striving to create a very unique product. Salary in the 50's. Contact Kathy McCague, Joyce C. Knauff & Associates, P.O. Box 624, Wilmette, IL 60091 (312) 251-7284.

INFORMATION SYSTEM CONSULTING PROJECT MANAGEMENT: We have a position available in Chicago for an information systems professional who can manage teams of consultants through mainframe systems implementation. Also conduct management reviews of the information systems function, perform strategic information systems planning and handle vendor evaluation and selection. 5-10 years' experience in information systems analysis, design, programming and implementation; good communication skills. IBM experience a definite plus. Contact Mr. Richard Foxman, Senior Manager, Dept. UCW9, Ernst & Whinney, (312) 368-1800 for more information.

ASSISTANT DIRECTOR - MIS to \$45,000. Large IBM mainframe. Profitable steel distribution firm located in Midway Airport area. Contact Synergistics Associates, 320 N. Michigan Ave., (312) 346-8782.

PROJECT MANAGER - Data Processing. Install MSA packages, G.L., A/R, A/P and Fixed Asset for \$800,000,000 distribution and manufacturing firm in near west suburbs. Synergistics Associates, 320 N. Michigan Avenue, (312) 346-8782.

DATA PROCESSING CONSULTANTS - Big 8. Contact Al Borenstine, Synergistics Associates, 320 N. Michigan Avenue, Suite 1002, Chicago 60601, (312) 346-8782.

THREE HUMAN RESOURCE POSTIONS -

1. Implementing a benefits plan and job design
2. Recruiting and orientation
3. Training and development

SALARY: \$50,000 area + bonus. Contact Tom Olson, (312) 787-2412

ACCOUNTING MANAGER: For large international law firm headquartered in downtown Chicago. Requires "hands-on" accounting supervisor/manager experience, ability to work well with legal and clerical staff. Previous experience in finance or administration of professional services firm is desirable. Duties include managing and directing the work of a staff of twenty. Responsible for financial accounting and reporting, cash management, coordination of annual audit review, budgeting, improving accounting systems. Position reports to CEO. Call Bob Hughes (312) 871-1400.

A BOARD MEMBER YOU SHOULD KNOW

Name: Sally Hughes

UCWBG Board Title: Director

Works for: Pansophic Systems, Inc.

As: Product Development Manager

Lives in: Lakeview - South of Wrigley Field

Went to school at: University of Michigan

Other professional groups: Association for Computing Machinery, IEEE, Data Processing Management Association, Citizens United for Baseball in the Sunshine

Goals for UCWBG: Improve the effectiveness of the group as a network

I'd love to meet: A good carpenter

When I feel sorry for myself: I go for a run

Friends like me because: I'm easy going

Favorite places: Chicago, London, Western Montana

I hope I never have to: Fill out another form

Hobbies: Travel, fly fishing, backpacking, mystery novels, old houses

Hardest thing to do: Find time to do everything I'd like to

I'm a pushover for: Popcorn, chocolate, and unblended Scotch Whiskey

I respect: People who take pride in their work

My hot button: People who underestimate others

DC-Baltimore Chapter

by Lisa Lecker

The DC-Baltimore Chapter held its second annual brunch on Saturday, July 19 at the Marriott Hotel in Bethesda, Maryland. Attendance at the program was great. Fourteen women attended with eleven of the women having attended the first brunch. This was the third program for 1986. Everyone enjoyed "catching-up" with each other and finding out about future programs.

The next program for the DC-Baltimore Chapter will be on Saturday, November 8. Bloomingdale's will hold a fashion seminar featuring casual dress and accessories. Please contact Marjorie Adams or Karen Hershner for more information. We look forward to seeing you there!



Irene Marquez (left), Sue Weeks (center), and Julie Virgo (right) present Dean John Gould with a UCWBG check for \$2,500 for the University of Chicago Business School Fund. An Amoco matching grant doubled this contribution.



THE UNIVERSITY of CHICAGO
WOMEN'S BUSINESS GROUP
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CAREER CONNECTIONS

N. Gwyn Cready, '86, Campus: To Brand Assistant, Beecham Products, from Assistant Director, Annual Fund, University of Chicago. New business address: P.O. Box 1467, Pittsburgh, PA 15230.

Christina L. Fink, '80, 190: To Consultant, Educational Specialty Practice from Senior Associate, General Practice, at Korn/Ferry International.

Lisa P. Harding, '83, Campus: To Senior Business Analyst, Corporate Development, Inland Industries, from Project Consultant, Inland Steel Co. New business address: 30 W. Monroe, MC6011, Chicago, IL 60603, (312) 899-3947.

Sally G. Hughes, '76, 190: To Manager, Product Development, Pansophic Systems, Inc., from Director, Systems Development, InnerLine. New business address: 1250 E. Diehl Road, Naperville, IL 60566, (312) 357-5950.

Carolyn Mainguene, '81, 190: To Director, Trading Evaluation Products, from Director, Business Planning, at SEI Corporation.

Claudia A. Martancik, '76, Campus: To Vice President, from Manager, at Naron & Wagner, Chartered. New business address: 1919A West St., Annapolis, MD 21401, (301) 266-6604.

FORTUNE TELLS WHY WOMEN MANAGERS ARE BAILING OUT

by Phyllis Ezop

A woman MBA appears on the cover of the August 18, 1986 issue of *Fortune* magazine, but she is neither wearing a business suit nor shown in a corporate office. Instead, dressed casually in a sweater, slacks and sneakers, she is seated near a sewing machine with her young child. A 1976 University of Indiana MBA and former IBM executive, she now works part time running a computer programming consulting business from her home.

According to *Fortune*, there are many others like her. In fact, *Fortune* estimates that one out of four of the best women MBAs from the class of '76 have quit the managerial workforce. Some choose to work part time while raising children; others are just fed up with the hassles of corporate life and would rather run a one-person consulting firm from home.

Fortune compared the career paths of both male and female MBAs who graduated from 17 top business schools in 1976. Although 69% of both the men and the women joined large corporations or professional firms upon graduation, significantly more women than men

had left the management track after ten years. Many of these women are working part time, if at all.

Fortune has learned that other studies confirm this finding. For example, data from New York's Pace University MBAs who graduated between 1976 and 1980 indicated that 21% of the women do not work full time. The comparable figure for men is only 1%.

Many women drop out because they realize that their chances of landing really important positions are relatively low — especially when compared with men. Others are stifled by the organizational rigidity of large corporations. Another possible reason for the bail out is that the number of female corporate managers is still too small for women to feel comfortable in that role.

Fortune reports that, for the most part, companies are reacting slowly to the exodus of women. Only a few large firms are beginning to take steps to solve the problem. For example, Touche Ross, a Big Eight accounting firm, allows women with small children to work four-day weeks while remaining on the partnership track — however, it takes longer to make partner this way.

Editor's Note: In Last month's Exponent, we misprinted Phyllis' name. We apologize and want to thank Phyllis for her timely and interesting synopses of business articles about women each month.