



The Exponent

MARCH, 1987

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

Register Now For The:

**CAREER PLANNING
CONFERENCE
MAKING CHANGE
WORK FOR YOU**

Saturday
March 21, 1987
The Palmer House
17 East Monroe
Chicago, Illinois

Just as corporations must plan strategically to take advantage of market conditions for their products and services, so must you, the executive. The Career Planning Conference will be a forum for discussing strategies for managing your career by managing change in today's intensely competitive business environment. Topics range from moving up within your company to starting your own business. Panel presentations and discussions will be led by experts in executive search, top executives, successful entrepreneurs, and clinical psychologists. The high caliber of the panelists addresses the career needs of experienced executives, especially those in their 30's and 40's.

Contact:

Conference Office 312/702-7572
University of Chicago Graduate School
of Business
1101 E. 58th Street, Chicago, IL 60637
or use card sent to you with Career
Conference Planning Brochure.

Conference Schedule

8:30 a.m. Registration/Coffee and rolls
Monroe Ballroom Foyer, 6th Floor



Introductory Remarks

John P. Gould (MBA '63, PhD '66) is Dean and Distinguished Service Professor of Economics, Graduate School of Business, University of Chicago.

9:00 a.m.



Opening Speaker

Jean Allard is a partner in the law firm of Sonnenschein Carlin Nath & Rosenthal. She will speak on "Change: Is This Fun!"

9:15 a.m.

10:00 a.m. Coffee Break

10:30 a.m. Panel Sessions
(Choose one)

Panel A—Changing Careers

Panel B—Changing Jobs Within
Your Field

Panel C—Assessing Your
Situation: Fine Tuning

Panel D—Starting Your Own
Business

12:30 p.m. Lunch with Keynote Speaker
—Monroe Ballroom, 6th Floor



Keynote Luncheon Speaker

Ferdinand Nadherny is President, Chief Operating Officer, and a Director of Russell Reynolds Associates, Inc., an international executive recruiting firm. Mr. Nadherny's talk is entitled "Leading Business into the '90's."

1:30 p.m. Panel Sessions
(Choose one)

Panel A—Changing Careers

Panel D—Starting Your Own
Business

In Keeping With Our 1987 Theme Consider These Sessions For Expanding Your Visions

Changing Careers

This workshop will explore why you should (or should not) change careers, losses to anticipate if you do, methods to help identify a better career fit, and how to make the transition. Within the transition phase, you will identify barriers to changing careers, resources useful to overcome barriers, and action plans. *Because of the large amount of material to cover, this workshop will be very fast paced.*



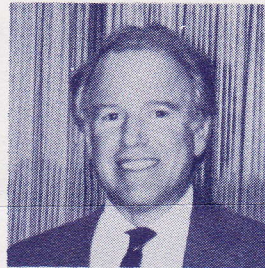
Dianne Carter, Ph.D., is a licensed clinical psychologist with 15 years experience as a management consultant specializing in work-related problems. She is a popular speaker and author.



Beatrice Barnes Young is Senior Vice President and Operating Head of the Chicago area division of Harbridge House, a consulting firm specializing in financial and human resource training.



Joseph E. Jannotta (MBA '67) is Chairman, Jannotta Bray & Associates, a human resources and outplacement firm.



Mead Montgomery is President, Herrschner's Inc., a mail order marketer of craft products, and President, Montgomery, Shelton & Co., a private merchant banking and business development firm.



Diana Conley is President and Operating Director of Computerland Stores in Downers Grove, Joliet, and Aurora.



**THE UNIVERSITY OF CHICAGO
WOMEN'S BUSINESS GROUP**

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

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Career Planning Conference The First Step Of Strategic Planning: Assess Your Situation

Assessing Your Situation: Fine Tuning

You have been smart or lucky or both; you have a pretty good position with a good organization and you want to stay with it. What can you do to enhance your current situation and improve your chances for continued success? This panel knows that answers come not from the so-called experts, but from the individuals who are living in the situation. The panel's job is to help you ask yourself the critical questions that need to be addressed.



Bill Meyer, Ph.D., is Chairman and Chief Executive Officer of Rohrer, Hibler & Repogle, an international firm of consulting psychologists.

Other Panel Members

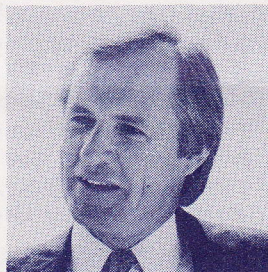
Louise O'Sullivan (XP-44) is President of Groen, a manufacturer of foodservice and industrial processing equipment for restaurants, hotels, hospitals, and food processors.

Richard H. Medland is Vice President, Human Resources at The First National Bank of Chicago.

Explore Career Options In Your Field

Changing Jobs Within Your Field

Career planning does not end with selecting a particular profession. New job experiences must be added to enhance the basic skills. Panel experts will present the issues to consider when molding that perfect career. Top human resource professionals will discuss job planning, job changes and their timing, and the experiences common to candidates for top positions. From the other side, successful senior executives will tell how they structured their careers and their strategic decisions that won for them the highest position in their field.



James J. Drury III (MBA '66) is Managing Director of the Chicago office of Spencer Stuart, a multi-national executive search firm.

Other Panel Members

Robert C. Eimers, Ph.D., is Vice President-Human Resources of Household International, a major multi-industry corporation with businesses engaged in financial services and manufacturing.

Frederick B. Rentschler is President and Chief Executive Officer, Beatrice U.S. Food.

Michael E. Murphy is Executive Vice President and Chief Financial and Administrative Officer of Sara Lee Corporation.

Not too soon to register
for this promising future event

TUESDAY APRIL 21, 1987

Managing Within the Organization

Marjorie Lange Lucchetti
Senior Vice President
R.R. Donnelley & Sons Company

The River Club 200 S. Wacker Drive	5:30 pm	Cash Bar and Light Buffet
	6:30 pm	Presentation

\$16.00	Members
\$18.00	Guests

All reservations and cancellations must be received by 12:00 noon, Friday, April 17. Thereafter, reservations will be accepted as cancellations are received. Please use the RSVP from below or call Suzanne Klein at 559-2888 and leave a message on the voice mail system. Please mail the RSVP form and check.

Marjorie L. Lucchetti is Senior Vice President of Sales, R.R. Donnelley's Book Group. In that role, she is responsible for \$130 million in sales with 35 people reporting to her.

Consistently Lucchetti has been the first woman at Donnelly in new areas. She will talk about managing up, managing down, mentorship and career planning.

RSVP for Tuesday, April 21, 1987

Managing within the organization.

NAME _____

Daytime Phone _____

Guest(s) _____

Amount Enclosed _____

Send form with check payable to the University of Chicago Women's Business Group. Check should be received no later than Friday, April 17. Send to:
**University of Chicago Womens Business Group
Program Committee
P.O. Box 637
Chicago, IL 60690**

PRESIDENT'S MESSAGE

Listed below are some of the 1987 goals and objectives your UCWBG committees have set for 1987. I think you agree that the plans are aggressive and clearly focused on the 1987 UCWBG theme: *Expanding Personal and Career Visions*.

Your comments and help on any of these items are welcome. Please feel free to call your committee vice presidents; their names and telephone numbers are listed inside the front page of each newsletter.

PUBLIC RELATIONS

The Public Relations Committee has set ambitious goals for 1987, including the following:

- Increase name recognition and visibility of the UCWBG by deliberate reference to this organization and/or its activities in GSB publications and the press.
- Promote interest and attendance at UCWBG meetings, seminars, and other sponsored events through a planned series of information releases to appropriate media.
- Broaden the exposure of the public business community and professional women to the UCWBG through inclusion and/or reference at least twice during 1987 in such nationally read periodicals as *MBA Magazine* and *Executive Female* and through participation in at least one professional forum.
- Strengthen the UCWBG's relationship with the GSB through direct contact with GSB administration.

Contacts you have with the press are especially valuable to this committee; so if you can help, please give Marilyn Tedesco a call at 835-0082.

PROGRAMS

The Programs Committee's goal is to appeal to the entire UCWBG membership by providing:

- Broad-based programs that address
- Business knowledge and
- Professional and social contacts.

The Programs Committee plans to focus on many of the business-related topics respondents rated the highest on our 1986 survey. Networking through topical discussions and social functions will also be encouraged.

The committee is very interested in your program ideas and speaker suggestions. If you can help, give Lorena Blonsky a call at 726-1841.

MEMBERSHIP

The Membership Committee's target is 470 members for 1987, a 10% increase over 1986. Expect your membership directory, which may have an improved networking section, in April.

A primary goal of the committee is to improve membership records; anyone with expertise and/or an interest in this area is encouraged to contact Dianne Carpenter at 998-2964.

CAREER MANAGEMENT

You can look forward to at least three career management workshops and three Breakfasts with a CEO (BWAC) this year.

In addition, a concerted effort to expand Joblines listings to include additional corporations and positions outside the Chicago area is being made. Membership participation is needed to make this effort successful;

so please remember Joblines and call Loretta Sanford at 998-3325 if you know of or are considering listing a position.

INTERNAL COMMUNICATIONS

Expansion is the clear goal of internal communications. The committee plans to:

- Introduce new features, such as topical articles and items that address the needs of those *not* undergoing career change,
- Obtain news from outside the Chicago area,
- Widen the scope of communications beyond the newsletter, and
- Encourage members to publish.

The committee is always interested in material you have to submit and has professional editors who will help with your creative efforts. Give JoAnn Hinz a call at 346-8640 if you would like to participate.

CHAPTER DEVELOPMENT COMMITTEE

The Chapter Development Committee is particularly interested in chapter communications and plans to:

- Set up a "one-contact system" to assure that chapter needs are met promptly,
- Investigate networking approaches and techniques, and
- Possibly develop a hot line for chapter communication.

In addition, the committee will be contacting national members regarding the formation of new chapters and working with current chapters to develop chapter guidelines and to assure an open interchange of ideas.

Ann Cothran, VP-Chapters, asks that members interested in helping call her at 388-3900 (X531).

ADMINISTRATION

Administration is focusing on two key areas:

- Records retention and custody and
- Incorporation of bylaws changes.

The committee is now seeking help with record retention especially in the areas of classification, indexing and retention policy. Please call JoAnn McCarthy at 454-7503 to volunteer.

Again, I look forward to what has already started out as an active year. Hope to see you at our first conference, March 21st!

Helen Hodges,
President
University of Chicago
Women's Business Group

Committee Meeting:

You are invited to attend a program committee meeting on Wednesday, April 4, 1987 at Korn/Ferry International Conference Room, 120 S. Riverside Plaza, Suite 918. Call Lorena Blonsky 726-1841 for further information.

Career Management Presents:

BREAKFAST WITH A CEO SERIES

There may be no such thing as a free lunch, but there *is* a free breakfast. Thanks to the generosity of some Chicago corporations, the "Breakfast With A CEO" series has been a most rewarding experience for the members attending.

INFORMAL

These events have also been an overwhelming success among the executives hosting them. Richard Morrow, Chairman, Amoco, and a Trustee of the University of Chicago, was delighted with the meeting. He asked that we invite him to host another breakfast and reported his enthusiasm to Jack Gould. Bob Nottelmann, President, Inland Steel, stole our idea. "I was impressed with the candidness that an informal setting like the breakfasts can generate. The lack of a formal program or structured format lends itself to an open discussion of issues not normally raised. Since my meeting with you I have started a monthly series called 'Lunch With the President' for twelve of our employees from different areas of the company. The format is the same, and at the end of each one I feel I have a dozen new friends within the organization who better understand my views."

SPONTANEOUS

The events are entirely spontaneous. Attendance is limited to ensure that all can participate. Usually the host attends alone, although some have brought human resource or public relations personnel along. After a few brief remarks, members begin asking questions about the industry, market, company, or economy. Each meeting has had a slightly different flavor, due to the nature of the questions and the host.

LIVELY DISCUSSION

Don Craib, former Allstate Chairman, kept a lively discussion going on his favorite topic, venture capital. He built the company into the largest venture capitalist in the country and finds it exciting to invest in small growing fields. John Richman, Chairman, Kraft, Inc., brought with him staff members who helped answer many questions about personnel development. Questions revolved around the issue of identifying potential in employees in a company as diverse and decentralized as his. Jim O'Connor, Chairman, Commonwealth Edison, talked about the recent problems his company is facing with the Illinois Commerce Commission concerning rate relief and presented his views on the local economy and the future of the city and suburban area.

OPEN COMMUNICATION

Attendees have been fascinated by the openness of the executives. All have been anxious to answer any questions and share details of their companies' day-to-day operations. A member attending her own chairman's meeting said, "I know him fairly well and see him often, but in a speech or one-on-one there is always an agenda, never an opportunity to really find out what's on his mind. This was great!"

Take advantage of this unusual opportunity!

BREAKFAST WITH A CEO (BWAC)

Weston Christopherson
Chairman of the Board
THE NORTHERN TRUST COMPANY

will host a breakfast
at his corporate offices in
the Loop area

7:30 a.m.
April 9, 1987

Attendance is limited to 15.
Register by April 1 by
calling Elisabeth Anderson
at 312-491-3370.

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.

Consider . . .

**TIME IS THAT WHEREIN THERE IS NO
OPPORTUNITY, AND OPPORTUNITY
IS THAT WHEREIN THERE IS NO
GREAT TIME.**

HIPPOCRATES

**THE MORE COMPLICATED THE
PLAN, THE MORE COMPLETE THE
MAYHEM.**

CRUMBO



In keeping with career management goals, this issue has positions in a diversity of fields for the following states: CA, CT, IL, MN, NY, PA, WI and a small city in the Carolinas. Contact those of interest now - for a promising current or future move.

POSITIONS

VICE PRESIDENT, DIVISION HEAD—Top-tier New York money center bank, seeking seasoned managers for key management roles in major non-credit areas of the bank. Will work with senior executives (SVP, EVP) on special projects which may include possible acquisitions, strategic marketing, utilization of technology, etc. This will lead to a permanent senior level management position within 3-12 months. Background requirements: Track record of excellent general management experience (managing at least 25-30 people) within the Financial Services Industry; Proven success in marketing and operations management; Excellent influence management skills and leadership ability; P & L responsibility and Consulting background and international experience a plus. Salary: \$80-100,000, total \$125-150,000. Contact Marc Lesser, London August Associates, Inc., 400 Central Park West, New York, NY 10025.

FINANCIAL MANAGEMENT—An outstanding Financial Services Firm seeks a unique LBO/M&A Finder/Analyst/Transactor to handle business from A to Z. Requires superior academic achievement plus two to five years' related work. Incisive analytical skills, convincing communicator, sound business acumen, and successful negotiator. Compensation: abundant combination of base salary, bonus, profit sharing, equity potential. Contact B.V. Lunden, Jonathan Ross Associates, Inc., 125 Main Street, Westport CT. 06880. Phone(203) 227-7258 or (203) 226-6738.

MERGER/ACQUISITION PROFESSIONAL—Top tier financial services firm is expanding an already significant presence in the M&A area. Individuals with either Wall Street or industry M&A experience in the following areas are sought: Chemicals, Metals & Mining, Insurance, Broadcasting & Media. Compensation will be in the \$80-125,000 base plus 100-200% bonus, depending on experience range. Contact: Charles West, Chanko-Ward Ltd. 2 West 45th Street, Suite 1201, New York, New York 10036 - (212) 869-4040.

DIRECTOR OF CORPORATE ACCOUNTING—for AM International, a fast growing Fortune 300 manufacturer. The Director will be responsible for overseeing the preparation of all consolidated financial statements, recommending company-wide accounting policy and reviewing division activity to insure compliance with policy. Ideal candidate will have a CPA and significant public accounting experience. Superior analytical, technical accounting, and communication skills required. Salary-upper 40s. Contact Roger Parfitt,

Assistant Corporate Controller, 333 W. Wacker, Suite 900, Chicago, Illinois 60606.

FINANCE AND ACCOUNTING MANAGEMENT—\$4+ billion corporation that is a leader in transportation, distribution and business services. 1 to 5 years total professional experience in merger and acquisition analysis, budgeting, forecasting or "Big 8" accounting/auditing. The positions are located in an attractive Southern city. Salary competitive. Contact: Pamela J. Ford, Ford Associates, 2701-C W. 15th Street, Suite 168, Plano, Texas 75075.

For the following four positions, contact John Grantham, 727 Eastowne Dr., Suite 100A, Chapel Hill NC, 27514 - (919) 489-1991.

DIRECTOR OF STRATEGIC PLANNING—Fortune 350 corporation headquartered in the Carolinas. Small city, salary \$65,000 + bonus up to 25% of salary.

CORPORATE ENVIRONMENTAL ENGINEER—Paper industry located in Carolinas. Salary: \$35,000.

PLANT MATERIAL MANAGER—Chicago location. Salary: \$40-43,000

PROJECT/PROCESS ENGINEER—Packaging industry located in Pennsylvania. Salary: \$40,000.

DIRECTOR HUMAN RESOURCES—Immediate opening in Philadelphia. Reports to Chairman of the Board of \$700 million private holding corporation. New position. Will establish policies, procedures and practices, set salary structures and career paths, handle benefits and pension needs. Will review acquisition considerations for human resource and benefit costs, recommending changes. Possibility of future union negotiations. Develop administrative performance monitoring and measurement systems, budget and strategic planning for computerization. Salary: \$50,000 + bonus. All resumes must include salary history for consideration. Contact: Susan Stanton, Kenzer Corp.-Financial Services Search Group, 777 Third Ave., New York, N.Y. 10017.

For the following 3 positions, contact: Al Bornstein, Synergistics Associates, 320 N. Michigan Ave, Suite 1803, Chicago, IL 60601, (312) 346-8782.

DIRECTOR MIS—Minneapolis location. System 36/38 experience required. Salary: \$63,000 + bonus.

SYSTEMS PROGRAMMER—Chicago Loop location. Hands on (60%) and initiate planning capacity function (40%) on large IBM mainframes. Salary: \$50,000.

SYSTEM PROGRAMMER CHANNEL PROGRAMMING—Newport Beach, California location. IBM PC is a plus. Vendor. Salary: open.

For the following three positions, contact Latham International, Ltd., 156 5th Avenue, Suite 1025, New York, NY 10010.

INDUSTRY ANALYST/INVESTMENT RESEARCH

—Automotive, Telecommunications, Publishing, Financial Services, Entertainment—(\$75-\$125K). Join a prominent investment management firm as part of a prestigious investment research team. Expansion of staff has created several new positions to cover each industry indicated above. We offer an exceptional opportunity for a planning, consulting, lending marketing or finance professional to apply his/her industry expertise on Wall Street. As an industry analyst, you will be responsible for strategically assessing and evaluating an industry from a broad business perspective and recommending investment decisions. There will be extensive client contact and some travel. 3-10 years solid experience in one of the specified industries, a 1st tier MBA, and strong quantitative skills are required. Extremely high earnings potential as well as a fast track to partnership offered. Interested parties please send resume, or letter to: Sharon Nadell.

BUSINESS PLANNING—(\$50-\$75K) We offer a challenging assignment to join a dynamic group of planners in a major consumer products company in the Greater New York area. This position provides outstanding growth opportunities for a fast track, highly motivated individual who has an MBA and at least 2 years experience in consulting, strategic planning or financial analysis. Required is a commitment to planning, as well as the desire and ability to thrive in a fast-paced, aggressive environment. Interested parties please send resume, or letter to: Crist Inman.

HEALTH CARE INDUSTRY—Management consulting/Investment Banking (\$50-\$70K). A unique environment that blends corporate finance, technology and market assessment in a consulting role. Project oriented responsibilities include, investment banking activities, evaluating potential mergers and acquisitions within the health care industry. Strong presentation skills, a 1st tier MBA and 5-10 years experience in marketing within the health care industry required (product management, sales or market analysis). This is a very profitable prestigious consulting boutique with a highly regarded reputation. Interested parties please send resume, or letter to: Crist Inman.

PRODUCT MANAGER—Several positions available with consumer package goods companies throughout the midwest. Send resume to: Karen Bloom, Plaza, Ind., 55 E. Monroe, Suite 3834, Chicago, IL 60603.

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.

For the following 3 positions submit resume in confidence to Mr. Richard Foxman, Ernst & Whinney, 150 S. Wacker Dr. Dept. WBG3C, Chicago, IL 60606. All inquiries will receive response.

INFORMATION SYSTEM CONSULTING-INSURANCE

—Expanding information system practice. Chicago position for information systems professional to participate in mainframe and minicomputer systems implementation projects, including analysis and design. Additionally, position responsible for management review of information systems functions, strategic information systems planning, and vendor evaluations and selection. 3-5 years experience in insurance industry in information systems analysis, design, programming and implementation. Financial and accounting systems applications experience is highly desirable. IBM experience is a definite plus.

ORGANIZATIONAL CHANGE CONSULTANT—Expanding Chicago based human resources consulting practice. Position is highly visible with project leadership responsibilities, Requires Demonstrated skills in facilitating and managing organizational change. MBA with specialization in organization behavior is desirable.

FINANCIAL OPERATIONS CONSULTING-INSURANCE

—Ernst & Whinney, a leading professional service firm, is seeking an individual for their Chicago office. Position will be in charge of projects including cost management, and case mix systems implementation, flexible budgeting, contract performance analysis, pricing and rate setting, general operation and financial management studies. 5-7 years financial management experience and supervisory experience required. CPA desirable.

For the following 2 positions contact: Kevin Foley, Foley Associates, 241 Gingerbrook, Bartlett, IL 60103, (312) 830-2977:

MANAGER FINANCIAL PLANNING—Fortune 500 company based in Chicago. Position involves supervising 4 financial analysts, long and short range financial planning, reviewing capital requests, operations and financial modeling. Experience required: 4-5 years financial planning, 1½-2 years supervisory experience. Salary: Low 40's.

FINANCIAL ANALYST—Fortune 100 company based in Chicago. Financial planning, cost accounting, reviewing division performance. 1½-2 years financial analysis or cost accounting requires. Salary: Low 30's.

Respond to the following 3 positions as indicated to Lefkowitz Inc. 845 Third Avenue, 18th Floor, New York, New York 10022. No phone calls.

NEW BUSINESS/SALES DEVELOPMENT—Senior salesperson needed to handle new business development efforts of small, dynamic consulting firm in corporate and marketing communications. Individual will have primary responsibility for developing new business plan, contacting client prospects, making sales presentations. Must be experienced in selling a service, with a background in business development for communications consulting, public relations, advertising or design

preferred. Limited travel. Growth and bonus potential. Send resume and salary requirements to Barbara E. Shrager.

ACCOUNT MANAGEMENT—Account management position available with small, dynamic consulting firm in corporate and marketing communications for Fortune 1000. Responsible for primary client interaction, typically at senior management levels. Requires full understanding of business world, and the initiative and flexibility for multiple assignments. Growth and bonus potential. Send resume and salary requirements. Barbara E. Shrager.

COPYWRITING—Dual function position available at small, dynamic consulting firm in corporate and marketing communications. Primary responsibility is writing: annual reports, brochures, advertising copy for clients. Also promotion and public relations. Appropriate individual may also serve on some projects as account manager or account assistant. Requires business understanding especially financial services and professional writing experience in public relations, advertising or journalism. Requires flexibility for multiple assignments. Growth and bonus potential. Send resume, writing samples and salary requirements to Stephanie Brown.

For the following 2 positions, please send resumes or call Joyce Knaut, Joyce C. Knauft & Associates, P.O. Box 624, Wilmette, IL 60091, (312) 251-7284.

SENIOR INFORMATION CONSULTANT—Leader in the consumer products field is seeking an individual with 5 + years experience within MIS and/or the Information Center. The consultant must be able to consult to various business units in the use of personal computers and office systems technology plus mainframe time-sharing. Must have a strong business orientation in order to recommend the use of technology to solve business problems. MBA, Excellent oral and written communication skills, IBM mainframe experience, and a consultative approach. This position has more emphasis on business analysis. Compensation to the mid-50's.

SR. MANAGER, PRINCIPAL PARTNER—Leading consulting firm seeking an individual who can head up an office in Milwaukee in the consulting services area. Must have a minimum of 10 years experience within MIS and a good track record with another consulting firm such as a Big "8". Compensation is open depending on years of experience. Will relocate.

PERSONNEL REPRESENTATIVE—New position in growing Chicago consumer products company. Review and refine job descriptions/personnel requisitions, develop recruitment sourcing strategies, monitor advertising and agency relations. Responsible for applicant correspondence, review and screen resumes, coordinate the interview process, develop employment recommendations. Develop/monitor MBA/college relations programs and internships/summer hires, coordinate recruitment materials. develop, implement and monitor Affirmative Action Plan. 3-4 years Personnel experience in corporate environment, 2 years recruitment experience including college relations program.

Salary: mid 30's-40's. Contact: Tammy Lee, Gregory Michaels & Associates, Inc. 8410 Bryn Mawr Ave, Suite 400, Chicago, Il, 60631, (312) 399-9077.

HEALTH CARE MANAGEMENT CONSULTING—Coopers & Lybrand's Health Care Consulting Group has two openings in the Strategic Planning and Marketing practice in Chicago. The available positions are Manager and Staff Consultant. Qualifications for the Manager include 5-7 years experience overall in the health care industry with a minimum of 3 years experience in health care marketing and planning consulting. Staff Consultant qualifications include 2-3 years experience in the health care industry with previous health care consulting experience highly desirable. Both positions require a master's degree, preferably in business or health administration. Salaries competitive. Qualified individuals should send a resume and current salary information to Leih Merigian, Manager, Internal Recruiting-MCS, Coopers & Lybrand, 203 North LaSalle Street, Chicago, Illinois, 60601.

MANAGER OF ACCOUNTING RESEARCH & PROJECTS—Phila. area, Fortune 200 with operations worldwide. Responsibilities include managing and directing project teams in diverse assignments such as acquisitions & mergers, taxes, and financing; Researches and reviews financial policies, accounting and financial measurement control concepts; and develops or revises new policies to maintain consistency with management and regulatory agencies. Requires MBA, CPA and 7-10 years of related experience. Base salary: to \$55,000. Send resume to: Paul C. Romeo, Romeo Hudgins & Assoc., Ltd., Executive Search, 900 East Eighth Ave., Suite 300, King of Prussia, PA 19406, Phone: (215) 337-1560.

For the following 2 positions, contact Tom Olson at The Thomas Company, 1030 N. State St., Suite 29B, Chicago, IL 60610, (312) 787-2412.

PROJECT MANAGER ACCOUNTING/ FINANCIAL—New position. Capable of handling a great deal of autonomy in achieving objectives. Developing audit/controllership function of MIS department. Salary: \$40-55,000.

MANAGER RESOURCE PLANNING—Position will understand business from an operational perspective, dissect into various pieces, study it, understand it and create computerized model of business. Heavy interpersonal and business skills as well as quantitative skills. Salary: \$60-65,000 Base plus bonus.

If you know of any positions open in your company, or have a favorite executive search firm, please contact Loretta Sanford, VP Career Management or a member of her committee.

Negotiating Skills

David Hahn of Motivational Systems suggested the following "motivated sequence" at the UCWBG's November 15, 1986 Negotiation Skills Workshop.

1. *Get the attention of the other person.*

The negotiating session must be focused on the topic before negotiations start. Use such techniques as chit chat on related products and/or reviews of prior meetings to gain focus.

This is a good time also for last minute enhancements of credibility. (Refer back to the January 1987 issue of *The Exponent* for ideas on building credibility.)

2. *Establish a need for change.*

If the person you are negotiating with does not know a change is needed, your job is to sell the need, then proceed with the negotiation.

If the need is already established, your job is to review the need, then proceed with negotiation.

3. *Satisfaction of the need.*

Once the need is established, a proposal can be made and clarified. Dave suggests that you "layer" your message or proposal by slicing it into small layers or segments, clarifying each as it is presented.

Be ready to answer opposition at this point, but keep your answers at the explanatory level.

4. *Visualization.*

Visualization is the point where you attempt to sell. Use the WIIFM (What's in it for me) approach and help the person envision what positive things will happen if they accept. The emphasis should be on mutual benefits.

Dave suggests you use the primacy/recent rule: give your strongest argument first and the second strongest last.

Active listening is a key skill at this point. If you haven't read *People Skills* or *Getting to Yes*, you should consider doing so!

5. *Action*

Finally, some action must be agreed to. Small-step psychology is suggested, i.e., "Don't go for the whole basket at once."

Most experts agree that something must be gained at each negotiating session, even if it is only an agreement to meet again.

Any concessions made should receive reciprocal concessions. When negotiating don't give everything away right away. If you do, you'll have nothing left to bargain with.

At the next session, repeat the motivated sequence. Dave noted that negotiations take time and you may find it's not in your best interest to start negotiating too early. Keep in mind "that the incentive to resolve differences *increases* as you move closer to deadline." So, take your time, if at all possible, and let the urgency fall on the party across the table, not you.

Small Business News from the Illinois Small Business Bulletin.

SMALL BUSINESS WEEK has been designed by President Reagan for May 10 through May 16 to pay special tribute to the nation's fourteen million small business owners. The Small Business Administration will be presenting prestigious awards for outstanding achievement to a Small Business Person of the Year in each state plus to small business advocates and other leaders who have contributed to the strengthening of small business.

DCCA's Small Business Assistance Bureau is coordinating state-wide activities which have been planned for Small Business Week at the community and state levels. The Small Business Assistance Bureau will be compiling a "Calendar of Celebration-Small Business Week '87." Join us in making this year's Small Business Week extra special by contacting the Illinois Small Business Hotline at 1-800-252-2923 to share your planned events with the rest of the state.

WOMEN'S BUSINESS ADVOCATE, along with DCCA's Small Business Assistance Bureau, Governor Jim Thompson, SBA and the SBDC network are pleased to announce, "Women in Business '87," a unique opportunity for today's women entrepreneurs to share and discuss business questions and resources with successful businesswomen. The conferences are scheduled for March 11, Southern Illinois University—Carbondale; March 25, Blackstone Hotel, Chicago; April 1, Holiday Inn, East Peoria; April 7, Ramada Inn, Danville. Women interested in exploring business potential and wishing to further develop business savvy and talents should contact Luanne Schwaninger at 312-263-2383 or the Illinois Small Business Hotline at 1-800-252-2923 for registration information.

GOVERNOR'S COMMISSION ON SCIENCE AND TECHNOLOGY has established the Illinois Ceramics Advisory Group to creatively link university research and business communities in the development of new technologies and applications for Illinois ceramics businesses. The group is surveying such businesses as it plans for future activities. To receive a copy of the survey or for further information, contact either John Straus at 312-917-3982 or the Illinois Small Business Hotline at 1-800-252-2923.

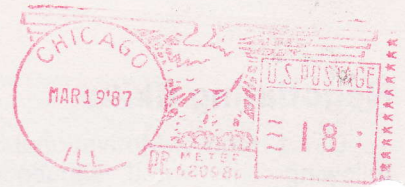
ILLINOIS SMALL BUSINESS INCUBATORS, established through a DCCA program, are physical facilities used to house very small enterprises and business start-ups. Illinois is a leading state in promoting this economic development tool and is one of only twelve states which have established format programs of financial and technical assistance to support the development of small business incubators. The purpose of an incubator is to create jobs by improving the chances that fledging businesses will succeed. Incubators offer advantages to new small firms such as shared services, inexpensive space and access to management assistance and financing. To receive further information contact the Illinois Small Business Hotline.

ILLINOIS SMALL BUSINESS HOTLINE . . . 1-800-252-2923



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

PRESORTED
FIRST CLASS



EVENTS

EVENTS

EVENTS

In keeping with our 1987 theme: *Expanding career and personal visions*, the UCWBG recommends that you attend the upcoming events:

- Career Planning Conference** March 21, 1987
- Breakfast with a CEO** April 9, 1987
- Weston Christopherson*
- The Northern Trust Company*
- Managing Within the Organization** April 17, 1987
- Majorie Lange Lucchetti*
- Senior VP of R.R. Donnelly*

CAREER CONNECTIONS

Gabriella M. Clapp-Burgos, '86, 190: Has a new job as Associate, Elected Officer at Bankers Trust Co. Investment Bank. Gabriella was previously a First Scholar at the First National Bank of Chicago. New home address and phone: 347 W. 57th St. Apt. 21E, New York, NY 10019 — (212) 582-1059. New work address and phone: 280 Park Ave., 12E, New York, NY 10017 — (212) 850-4239.

Susan L. Rettig, '78, Campus: Promoted to Sr. Consultant, Corporate Compensation to Director Compensation Benefits and Systems Specialty Business Group, Baxter Travenol, Deerfield, IL.

Maureen Kelly, '76, Campus: Has a new job with the Bank of America, 555 South Flover St., Los Angeles, Ca 90071. Day phone: (213) 228-5222. New home address: 1634 Herrin St., Redondo Beach, CA 90278.

Marla J. Reynolds, '84, 190: Has a new job e Carnation Company as Manager of Sales Forecasting. New home address and phone: 947 Superba Ave., Venice, Ca 90291 — (213) 827-0914. New work address and phone: 5045 Wilshire Blvd., Los Angeles, CA 90036 — (213) 932-6393.

CAREER CONNECTIONS

Please let us know if you have **moved** or **made any changes** in your career lately. Send information to CAREER CONNECTIONS, Loretta L. Sanford, 3900 N. Lake Shore Dr., #25-H, Chicago, Illinois 60613, or call (312) 248-3678, with the information.

NAME _____ CLASS YEAR _____ CAMPUS

DAY PHONE _____ AGE* _____ 190

*Crain's Chicago Business requires age

TYPE OF CHANGE: DID JOBLINES HELP?

(Include old and new title, CHANGED JOBS

company, and other PROMOTED

background information.) 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 _____