



The Exponent

DECEMBER, 1988

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

Ellen Gordon Discusses Sweet Success at February Meeting



Ellen Gordon, President and COO, Tootsie Roll Industries

Ellen Gordon, President of Tootsie Roll Industries, will address the UCWBG on February 1 at the Plaza Club, 180 West Randolph, 40th Floor (Prudential Building). For this presentation the Program Committee will try a new idea: the dinner and presentation are priced separately. If you have only the time (or the resources) to attend the presentation, the cost is \$15. If you would like to attend both the dinner and the presentation, the cost is \$32 for members and \$34 for guests.

The schedule for the evening is 5:30 Cash Bar, Pontiac Room; 6:15 Dinner, Huron Room, and Ms. Gordon's presentation begins at 7:00 in the Huron Room.

Even if you can't come to the February meeting, please let the Program Committee know whether you would like to continue to have the presentation priced separately. Call Shirley Beasley at 858-4709.

All reservations must be received by Friday, January 27, 1989. Thereafter, reservations will be accepted as cancellations are received. For information, call Shirley Beasley at 858-4709. To make a reservation, please send R.S.V.P. form and check to: UCWBG, c/o Adrienne Harvitt, Harvitt & Gekas, 135 South LaSalle Street, Suite 1254, Chicago, IL 60603.

An evening of music and holiday cheer with MBA alumni from the University of Chicago GSB, Harvard and Wharton!

You and your family are invited to come celebrate while enjoying *The Glen Ellyn Children's Choir* under the direction of Lucy Ding. The 208 choral members, ages 8 to 15, from throughout the Chicago metropolitan area, are the *Grammy Award winning stars* of four recordings with the Chicago Symphony Orchestra.

Join us for this one-time performance!

5:30 to 8:00 pm

December 15, 1988

University Club of Chicago, 76 East Monroe Street

\$20 per individual, \$30 per couple.

Please R.S.V.P. with payment by check to Lorena Blonsky, c/o Korn/Ferry International, 120 South Riverside Plaza, Suite 918, Chicago, IL 60606 or call Barbara Carye at 786-5300 for information.

**R.S.V.P. form February meeting
Make checks payable to UCWBG**

Name _____

Daytime Phone _____

Guest(s) _____

Amount Enclosed _____



**The University of Chicago
Women's Business Group**

UCWBG • 630 Green Bay Road, P.O. Box 350 •
Kenilworth, Illinois 60043

**PRESIDENT'S
MESSAGE**

Kathleen Holoubek

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

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- Charlene Oaks

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60546, (312) 447-0853.

Successful Career Networking

Thank you, Kitty Voss, for organizing a very special evening. The Career Connections Networking Open House was a perfect way to meet new people and an easy way to connect with people who had similar concerns or interests. It was relaxed, interesting and a very enjoyable evening.

So the New Year Is Coming...

The holiday time for me has always been a time to reflect on the experiences, successes, and perhaps shortcomings of the year just ending and produce that list of things I hope to accomplish during the new year. It's a time to think about the special people in my life, friends and family. Some years I realize that the people most dear to me often receive the least amount of my attention and time. Why, I wonder, do I do that?

Well, this past year has been different. It has been a year of paying more attention to family and friends... and even the people with whom I work. It has also been a year in which I met many new UCWBG members and worked with the Board to make 1988 a year filled with a diversity of activities and many opportunities for members to connect in more personal ways. I hope you are one of the people who became involved or stayed involved. If not, I hope you'll give it some thought for next year. Meeting with committees is an easy way to meet... and network. The group is small; it's easy to get to know one another. It's fun to sit around and think about activities we can do together and share stories about "what's happening" in our lives now.

So as you make your list of things to do, your resolutions for '89, give some thought to sharing your thoughts and experiences with other members. The UCWBG is a group of women filled with big hearts and great minds.

I wish you and your family the happiest of holiday seasons and best of New Years. May '89 bring you lots of reasons to smile.

It's time to renew your UCWBG membership!

If you did not receive your 1989 Membership Renewal Information, please contact Lynn Russell at (312) 828-5446 or 929-8553.

Otherwise, just a reminder to mail your membership form and check for \$45 before January 31, 1989 so you will be included in the 1989 annual Membership Directory.

Send to: UCWBG—Membership
630 Green Bay Road, P.O. Box 350
Kenilworth, IL 60043

Holiday Party and Annual Meeting Wraps Up Successful Year



Magician John Railing entertains at the Holiday Party

Champagne and sparkling water flowed, candlelight twinkled, holiday music played in the background, a magician performed and the whole room was warm with the good feelings of old and new friends coming together. Yes, it was time for the UCWBG's Holiday Party and Annual Meeting at Spaggia in One Magnificent Mile.

It was time to reflect on the accomplishments of the past year, thank 1988's officers and committee members, welcome the 1989 officers and look forward to the year ahead. Kathleen Holoubek chaired the "business" portion of the meeting and recognized each of the 1988 officers for her and her committees' accomplishments of the past year.

Kathleen then announced that the 1989 Slate of Officers had been elected and introduced each member of the 1989 Board of Directors.

The 1989 Board of Directors are as follows:

President—Nancy Gunder

President-elect—Lorena Blonsky

Immediate Past President—Kathleen Holoubek

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1988 UCWBG President, Kathleen Holoubek, sums up the year's accomplishments



1988 Officers (from left to right) Lorena Blonsky, Diana Carpenter, JoAnn Hinz, Lynn Russell, Kitty Voss, Jo Anne McCarthy, Susan Larson, Irene Tesitor, Nancy Gunder, Kathleen Holoubek. Not present for picture were Nancie Noie and Helen Hodges



1989 Officers (from left to right) Ann Rosenbaum, Lorena Blonsky, Adrienne Harvitt, Diana Carpenter, Sharon Jepson, Charlene Paulus Oaks, Kitty Voss, Sue Larson, Kathleen Holoubek, Nancy Gunder, Idell Feldstein, and Shirley Beasley. Not present for picture was Pamela Ewing

Career Planning Conference Focuses on Changing World

by Cathy Levy

The second Annual Career Planning Conference, "Succeeding in a Changing World" was held on Saturday, October 15 at the Palmer House. The conference was sponsored jointly by the University of Chicago Women's Business Group and the Executive Program Club. The focus of the conference was on how to make the most of your career in an ever changing business world; e.g., mergers, technological developments and government regulations. The conference featured successful executives discussing how to make the most of your career in this changing environment.



Charlotte Beers, as opening speaker, stressed that the most important product you will ever sell is yourself

Introductory remarks were made by Dean John P. Gould of the GSB. He stressed continuing involvement with the Business School after graduating.

Tatham-Laird & Kudner's Beers Offers Keynote Address

The opening speaker was Ms. Charlotte L. Beers, Chairman and Chief Executive Officer of Tatham-Laird & Kudner, a Chicago-based advertising agency, and Vice Chairman of RSCG Corporation, a French advertising agency. She based her speech on the analogy of selling oneself to selling a brand product. She stressed that the most important product you will ever sell is yourself and that even marketers do not know how to do this. You should take time out to see yourself; everyone's resume looks alike; i.e., everyone "doubles sales." The interview is the crucial element in making yourself stand out. "You are unique!"

People with certain characteristics and experience are sought after. Can you organize, make things happen? "Would people describe you as a catalyst?" Are you relentless or tenacious to the point that "you will act like a maverick (break all the rules) to get your company's goals accomplished?" Are you a team leader and/or innovator? These are questions you should answer and emphasize such affirmative characteristics.

It is easier to sell general physical attributes associated with a product than to sell general attributes, such as reliability, status and shared experience, of a brand. The latter are

less readable attributes. Ms. Beers added you should think of yourself as a new brand when you enter the job market. People will hire and promote you based on these less readable, rather emotional qualities. You should ask people, not just your friends, what they think of you as a brand. Each individual needs to find that button which described her. Also, you need to translate what you are trained at into universal skills. While in a job it is important to be observant, like a sponge, absorb everything.

The opening speaker was followed by a morning panel (choice of one) "Changing Careers," "Changing Jobs Within Your Field," "Moving Up Within Your Organization" or "Starting Your Own Business." I attended "Moving Up Within Your Organization." The panelists were Ruth M. Rothstein, President and Chief Executive Officer of Mount Sinai Hospital Center of Chicago; Robert D. Tuttle, Chairman and Chief Executive Officer of SPX Corporation; and John R. Pacholick, President and Chief Executive Officer of Rollins Burdick Hunter of Illinois, Inc. (moderator of the panel).

Ms. Rothstein spoke first about moving up within an organization. She said there is no such thing as a cookbook for moving up; success is a matter of timing and a little bit of luck. She advised, you better know what you want, because you may get it.

Ms. Rothstein was a product of the Depression and was unable to go to college. She started as an admitting clerk at the hospital, after holding previous jobs as a lab technician and union organizer. She learned everything about the hospital better than everyone else. Over the course of twenty-three years, she moved up the organization to her current position.

Ms. Rothstein stressed eight steps in moving up in your organization. First, make a commitment to the organization. Second, work very hard regardless of your sex. It is true that women sometimes have to work harder. Third, you must have knowledge about yourself and the job. You need to expand your horizons; i.e., know a lot about the company, other jobs, how the pieces make up the whole. Fourth, like yourself and express it by your body language; i.e., "stand up tall, listen, be honestly warm and sit up with confidence." Fifth, you have to take risks and have passion to get ahead. Sixth, find a mentor to learn from and talk to. Seventh, "you must have wisdom." You need to continually evaluate your

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Think of yourself as a new brand when you enter the job market. People will hire and promote you based on these less readable, rather emotional qualities.

situation and realize when it's time to move up, move away or take time off. "Do not compromise your standards or beliefs." Finally, evaluate yourself carefully; i.e., your skills and personality. Decide what you want to be and how to get there. "You can get anything, but be prepared to accept it!" At age sixty-five, Ms. Rothstein plans to have one more career—to run a foundation.



A key skill of a general manager, according to Robert Tuttle, is to synthesize massive amounts of data down to a few pages and communicate effectively to your audience

Mr. Tuttle, adding to Ms. Rothstein's comments, indicated that two essential steps for qualifying for general management are getting an M.B.A. from the GSB and being a "consultant." You must have the ability to get through a lot of data, communicate it to your audience, and synthesize all the information into four not forty pages!

Household International's Hoffman Delivers Luncheon Address

The morning panel discussions were followed by a luncheon speaker. Mr. Edwin P. Hoffman, President/Chief Operating Officer, Household International, and Chief Executive Officer, Household Financial Services, spoke about "Positioning Yourself for the 1990s." First, he discussed some of the difficulties the 1990s will hold for us. The environment is constantly changing with the increasing number of corporate takeovers and mergers. You have to depend more on yourself



After lunch, keynote speaker Edwin Hoffman (middle) continues discussing the challenge of the 1990s

than in the past. Your skill basis is critical. In addition, the demographics of the working population will cause a slow down in movement up the corporation for some. Individuals in their thirties will be riding on the coat tails of those in their mid to late forties for the next twenty years.

These changes in the environment will have a direct impact on your career. Corporate structure has changed; the idea of a hierarchy with many steps is gone. People will have to work in more broad areas. Middle management will take the brunt of it. In addition, 82% of new employees in the 1990s will be minorities or women. Corporate America will have to adjust! He advises women to look at their company. Are the women actually getting ahead or is advancement just words? If there are no real opportunities, you should leave the company and move to one that will reward you now. Mr. Hoffman said the two characteristics he looks for in hiring a middle or senior manager are the ability to think broadly and to listen well.

Mr. Hoffman finished his address by discussing Household Financial's future direction. He expects the company to continue to concentrate on the financial service area. Their goal is not to be located worldwide or in every state but to concentrate in the arch of states between and including Illinois and Maryland.

After lunch I attended a panel session: "Changing Careers." The panelists were Anita R. Brick and Alice M. Levy, both Principals at Decision Dynamics Inc., a human resource



Anita Brick and Alice Levy led a fast-paced, popular workshop on changing careers

consulting firm specializing in career development. The session was run as a mini version of their working seminar "Finding the Ultimate Job." The emphasis of the workshop was to establish a vision for your career. Participants worked in pairs to develop and discuss their vision and goals. The panelists then discussed how to set a direction, elicit support and develop to base of connection for a successful career change. The participants were given a "Career Review Form" to complete after which they would receive direct feedback from one of the panelists.

The conference enabled one hundred and seventy five participants to obtain expert ideas on how to keep their careers moving toward their ultimate goals. The conference provided a rare opportunity to receive advice and have discussions with high level executives!

Cathy Levy is a 2nd year student at the U of C Graduate School of Business.

Career Management Forum

A New Face for Joblines

NOVEMBER, 1988

Networking Open House Highly Rated

On November 10, the UCWBG Career Management Committee sponsored a Career Networking Open House at Lenzi's Restaurant. The evening consisted of a cocktail hour followed by a buffet dinner and networking roundtables. Ten tables focused on consulting, finance, general management/small business, health care, human resources, information technology, law, marketing/sales/advertising, part-time professionals, and mothers-at-work. Based on evaluations submitted by participants, this type of informal networking event should be scheduled again.

Ratings for the event were excellent. Based on a 5-point scale, where 5 = "strongly agree" and 1 = "strongly disagree", the following ratings were given:

This time was well spent.	4.2
The price (\$20) was reasonable.	3.9
The length of the program was adequate.	4.2
The environment was comfortable and conducive to networking.	3.9
The day and time worked well for me.	4.4
The location worked well for me.	3.4
I would like to see more informal events offered such as this.	4.8

Written Comments from Evaluations of UCWBG's First All-Networking Event

- Why did you choose to attend this networking event?
- Seeking new networking contacts; looking for a new job
 - Marge Waterstreet invited me and it sounded interesting
 - Interested in finding out about other careers
 - Interested in meeting other business women
 - Price/opportunity to network
 - I am interested in networking with other business women
 - To meet other moms and find out if any are having success with part-time work
 - To meet other young mothers and part-timers
 - On the committee! Plus, getting acquainted—new attendee
 - In order to meet other women, socialize, make potential contacts (I'm still at the U of C and will be graduating in another year)
 - Looking for a new job in marketing
 - Chance to meet other professional women on a more informal, social basis
 - Opportunity to meet informally with people from

different industries

- Wanted to meet and talk in depth to people in my area
- To meet with other members on an informal basis
- To get acquainted with fellow professional women and begin to network
- I'm trying to attend all UCWBG events this year
- Sounded attractive—was interested in meeting new people, getting contacts, etc.

Comments on the Topics of the Table Discussions

- Everything was terrific
- Health care, marketing, advertising, chit-chat—all was interesting, helpful
- Job talk
- Men—most helpful. Jobs—enjoyable to realize that we all have common complaints. Travel
- I think all of the topics are very good
- Really only utilized working moms' table
- Most useful—meeting people
- Varied topics offered opportunities to meet people from all areas. This was particularly suited for my purposes
- There were no forced topics
- Topics covered everything from religion to careers—data processing, consulting, exercise, where we live, etc. Everything was interesting rather than "more or less useful"
- Some good; some fell into chit-chat between old friends
- DP and consulting were the most useful to me
- I found the topic (working moms) to be enjoyable and useful
- Became personal— but fun
- We didn't talk about business but it was fun

Additional Comments

- I'm not an "organization" person, but this is one I'm interested in now. (Also requested membership information)
- Would like to see more events like this with a larger room and with more mingling soon!
- This was a great event. Good work!

Save the Following Dates in 1989 for the MIND YOUR OWN BUSINESS Lecture Forum

Spring 1989 Topic:

FINANCING THE CORPORATE ADOLESCENT

When financial expectations cannot be directly extrapolated from historic results, nontraditional funding sources can bridge the gap until conventional financing is an option.

Jan. 23rd **Leverage Yourself When Money is Scarce**
Mary Anne Jackson, founder of My Own Meals (MOM), knew what she needed and found out who to ask for help. You may be surprised at what she got from big name professionals, and the price she didn't have to pay them, to get her venture off to a well-nourished start.

Feb. 6th **Cash in on Customer and Vendor Relationships**
7 years ago, RIMS was a start up in the insurance administration industry. Getting and keeping cash demanded creative solutions from Terry Kirch, co-founder and COO, who developed liquidity techniques which he still applies to his \$22 million operation today.

Feb. 27th **The Wide Reach of Barter: A Panel Forum**

- When equity for his venture idea was unavailable 3 years ago, co-founder Peter Kennedy of Quality Flow used barter for rent, furniture and credit at the bank.
- Incremental brakeshoe sales and lower costs were key barter benefits for Keith Groenwald, Director of Operations for Exchange Parts of America, a manufacturer of automotive replacement parts.

Time: Reception 5:30 pm
Presentation 6:00 pm
Post-presentation Informal Discussion and Dessert

Place: The Monroe Club
111 West Monroe, 23rd Floor

Fees: 3-week series \$50
Individual topic \$20

Mail Reservations to:
GSB Alumni Office
University of Chicago
The Graduate School of Business
1101 East 58th Street
Chicago, IL 60637

For more information call Deborah Harrold at (312) 702-7727

Holiday Party continued from page 3



1988 President Kathleen Holoubek passes the helm of UCWBG to 1989 President Nancy Gunder

Vice President, Administration—Shirley Beasley
Vice President, Finance—Susan Larson
Vice President, Programs—Adrienne Harvitt
Vice President, Internal Communications—Charlene Paulus Oaks
Vice President, Chapters—Pamela Ewing
Vice President, Membership—Sharon Jepson
Vice President, Public Relations—Idell Feldstein
Vice President, Career Management—Kitty Voss
Director—Ann Rosenbaum
Director—Diana Carpenter

Kathleen presented three Distinguished Service Awards to Marge Waterstreet, Linda O'Bryant and Sue Weeks in recognition of their past service and accomplishments on behalf of the organization.

After a few brief remarks from 1989 President, Nancy Gunder, the business meeting concluded and the festivities resumed.



Distinguished Service Award Winners (left to right) Marge Waterstreet, Sue Weeks and Linda O'Bryant



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



CAREER CONNECTIONS

Nancy M. Clausen, '81, 190: has left her position as Director of Story Services for GP Group, Inc. to open Target Research, Inc. As Executive Director, Nancy provides research services to retainer executive search firms and does specialized real estate related research. New office address: 333 N. New River Drive East, #4400, Fort Lauderdale, FL 33301, (305) 522-1854. New home address: 10847 Cypress Glen Drive, Coral Springs, FL 33065, (305) 341-5831. Best of luck, Nancy!

Joanne S. Connolly, '81, Campus: has gotten married and "(shock)" (her words!) taken her husband's name. She is now Joanne Hedegard. No change in her home or work address/phone.

Sydney F. Drell, '83, Campus: has been promoted from Brand Manager, Golden Grain Company to Vice President, Candy & Gourmet Food, Duty Free Shoppers Group Ltd.

Her new work address is 655 Montgomery, 19th Floor, San Francisco, CA 94111, (415) 397-4400. Congratulations, Sydney!

Susan Glass de Padron, '81, Campus: has been promoted from Assistant Vice President to Vice President in the Corporate Finance Group of Harris Bank. Congratulations! She has also moved. Her new home address is 421 Bel Air Drive, Glenview, IL 60025, (312) 724-7605.

Barbara Holihan has moved. Her new home address is 2728 Hampden Court, #509, Chicago, IL 60614.

Joyce Miller, '84, Campus: has opened an accounting and tax practice. Her new work address is 700 S. Henderson Road, Suite 302A, King of Prussia, PA 19406, (215) 265-3526. Joyce and her husband Steve had their first child, Kimberly Ann, on September 14. Great news, Joyce!

CAREER CONNECTIONS

Please let us know if you have **moved** or **made any changes** in your career lately. Send information to CAREER CONNECTIONS, Kitty Voss, 801 Hinman, Evanston, IL 60202, or call (312) 864-5052, with the information.

NAME _____ CLASS YEAR _____ CAMPUS
 DAY PHONE _____ AGE* _____ 190 XP _____

*Crain's Chicago Business requires age

TYPE OF CHANGE:
 (Include old and new title, company, and other background information.)

CHANGED JOBS DID JOBLINES HELP?
 PROMOTED
 APPOINTED TO BOARD OF DIRECTORS
 RECEIVED AWARD/RECOGNITION
 OTHER (moved, started a new company, family, etc.)

Please indicate any changes to home or business address/phone. Write "Do Not Publish" next to any information you do not wish to appear in Career Connections.

HOME _____ PHONE _____
 WORK _____ PHONE _____