



# The Exponent

APRIL, 1988

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

## CREATE YOUR IDEAL CAREER

by Robin A. Sheerer  
President of Career Enterprises

DATE: SATURDAY, APRIL 30, 1988

LOCATION: LAKE POINT TOWER  
505 N. LAKE SHORE DRIVE  
SUITE #5205

REGISTRATION & COFFEE/ROLLS 8:00 AM

CAREER WORKSHOP — 8:30-12:30 PM

For information, Call Diane Dahl at 649-1176.

Create Your Ideal Career is a results oriented seminar.

Do you want to:

- Get promoted
- Start a business
- Create your dream job
- Put life and commitment book into your work
- Attain new levels of professional growth



Robin is committed to providing you with concrete tools for developing a plan of action for what's next for you, and useful insights into making your life's work more impactful and satisfying for you. Please join us for this powerful half-day workshop.

See page 6 for more on Robin Sheerer and Career Enterprises.

## WORKSHOP HIGHLIGHTS

This 4-hour seminar is designed to be a fast-paced "hands-on" workshop focusing on deciding what's next for you — whether it be a career change, or concentrating on new growth and commitment to your present job — and four key enabling factors for getting you there:

### Telling the Truth.

- What is it that you are passionate about in life?
- Telling the truth about how you're managing yourself at work today.

### Taking Responsibility.

- Don't wait to be "rescued" from your present situation.
- Take inventory of your career responsibilities.

### Being Committed.

- Taking a stand and "living into it"
- Managing yourself through the times when there are no results.

### Creating Support.

- Don't do it alone.
- Surrounding yourself with people who see you bigger than you see yourself.

## SIGN UP TO CREATE YOUR IDEAL CAREER

SEND CHECK TO: DIANE DAHL  
1763 N. SEDGWICK  
CHICAGO, IL 60614

Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

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

Amount enclosed: \_\_\_\_\_

**\$40 MEMBERS, \$45 NON-MEMBERS**

All reservations must be paid in advance by April 22nd.

(Participation limited to 30, so sign up early.)



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

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

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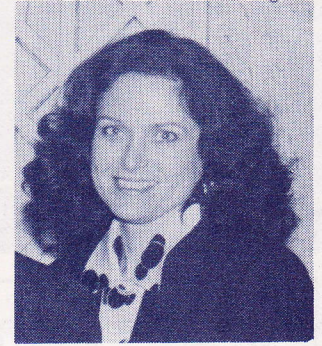
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**PRESIDENT'S  
MESSAGE**



**A Special Thank You**

A special thank you to Lorena Blonsky and her committee for their work with Northwestern's Professional Women's Association. They put together the dinner meeting with Roxanne Decyk. It was very informative and a really enjoyable evening. Thank You.

**Recognition From the University**

The University is increasingly recognizing the UCWBG for its significant contribution and continued support of the University. On behalf of our group's contribution to the University, I and several other members of the Board have received guest invitations to the 36th Annual Management Conference. I feel honored, as well, to have been asked to represent our group at the speakers table for lunch—a first for the UCWBG.

Nancy Bruggemeyer, our President-Elect, and I have also been asked to serve on the Graduate School of Business Alumni Association Board of Directors. This year the Board will address the long-range strategic plan for the GSB. Dean Gould has accepted reappointment to a second term as Dean and considers the Alumni Board's input especially important this year.

The University has recognized the UCWBG as a more significant alumni organization because of the contributions we continue to make to the GSB and business community.

**A Special Invitation**

The Executive's Club of Chicago has extended a special invitation to members of the UCWBG to join their club. The Executive's Club of Chicago is one of the nations most respected executive forums. This membership includes many of the most influential people in business in the Midwest. Their current officers include Kenneth J. Douglas, Chairman of the Board, Dean Foods Company and Richard J. Haayer, Chairman & CEO, Allstate Insurance Co. Their list of previous guest speakers include: Four past U.S. presidents plus President Reagan, John E. Swearingen, Donald A. Rumsfeld and T. Boone Pickens.

The club offers eight regular luncheons to hear distinguished speakers from U.S. and foreign governments and from major corporations. The club has extended an invitation to UCWBG members to two luncheons planned for this spring. The first luncheon is on April 22 where Donald P. Kelly, Chairman & Chief Executive officer of E-11 Holdings, Inc., will be the guest speaker. The second luncheon is on May 20 and Edward A. Brenner, Chairman & Chief Executive Officer of Sears, Roebuck and Company, will speak. Details of these events are in an announcement box at right.

*Continued on page 6*

**The Executives' Club of Chicago**  
invites  
**The University of Chicago**  
**Women's Business Group**  
**to two luncheons**

Information about this invitation is explained in the President's Message at left

April 22, 1988  
Donald P. Kelly  
Chairman & Chief  
Executive Officer  
E-II Holdings, Inc.

The Palmer House  
17 East Monroe  
Guests \$35.00  
Cocktails: 12:00 noon - 12:30 pm  
State Ballroom  
Luncheon: 12:30 pm - 2:00 pm  
Grand Ballroom

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May 20, 1988  
Edward A. Brennan  
Chairman & Chief Executive  
Officer  
Sears, Roebuck and Company

Chicago Hilton Towers  
720 S. Michigan Avenue  
Guests \$35.00  
Cocktails: 12:00 noon - 12:30 pm  
Normandie Lounge  
Luncheon: 12:30 pm - 2:00 pm  
Grand Ballroom

Reservations must be received with cash or a check no later than:  
Monday April 18 for Friday April 22, 1988  
Monday May 16 for Friday May 22, 1988

- Tickets for reservations received with a check 10 days prior to the event will be mailed.
- Tickets for reservations received in less than 10 days prior to the event will be given out at the door.
- All tickets must be prepaid and any CANCELLATIONS must be made 72 hours in advance for a refund.

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As a member of The University of Chicago Women's Business Group please reserve a place for me at the following events:

- April 22, 1988 Palmer House Donald P. Kelly.
- May 20, 1988 Chicago Hilton Towers Edward A. Brennan
- Please send me information about membership to The Executives' Club of Chicago.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Amount enclosed: \_\_\_\_\_

Each luncheon is \$35.00.

Send Reservations to: **The Executives' Club of Chicago**  
**8 South Michigan Avenue Suite 1604**  
**Chicago Illinois 60603**

For Information, Call: **Linda Cook or Sarah Morehead**  
**263-3500**



## Women in Health Professions



### Take Note:

The **Women Health Executives Network** was founded in 1981 by a group of women who recognized a need for contact and professional exchange with others in their field.

WHEN is dedicated to providing a forum for the exchange of professional information and experiences and promoting professional development and career advancement in the health care field.

WHEN is a service organization for its members. A few of these services are:

- Monthly meetings with guest speakers and opportunities for networking.
- Bi-monthly newsletter with focus articles on issues of concern to Chicago-area women health care executives.
- Membership Directory

*Some representative WHEN programs include:*

Women and the Anxiety of Change: Confronting the Contradictions in Today's World

Alternative Careers for Women

Women's Health Care Issues

Long-Term Care: Options, Issues, Implications

Feminization of Health Care

Working with Health Maintenance Organizations

Women Entrepreneurs - WHEN members report on founding businesses

*For more information on WHEN, contact Kitty Voss, 811 Hinman, Evanston 60202 or call 364-5052.*

## MORE ON HEALTH

### ABOUT STRESS . . .

**From our November workshop on managing stress, given by J. Daniel Mathein**

Low personal productivity can be attributed to one, two, or a combination of the three primary stress areas. An imbalance between the big three (Nutritional, Physical, or Emotional) can cause low energy, poor productivity, or burn out.

Be healthier without being a health food fanatic. Certain foods can enhance energy or turn a person into a nervous wreck making erratic decisions. Reduce your intake of caffeine, sugar, and salt. Add fiber; consider vitamin and mineral supplements. Mathein's advice on weight control: Talk to yourself — Say I am 110 pounds (state your goal); do not say I want to lose 15 pounds. Somehow your subconscious regulators miss the word lose and you end up gaining the 15 pounds.

Physical activity is tied into emotional stress release. Build stamina to provide the extra energy when

needed. Integrate physical activity into a busy schedule. For example, park far away from the shopping mall.

Take emotional stress and turn it into positive energy. Act positively rather than reacting negatively. Release tension - on and off the job. Also try to think and behave positively towards those people who are causing you stress in an effort to change their behavior.

Proper stress management requires a **BALANCED APPROACH!**

The balanced approach recognizes the various possible causes of stress and also accepts the need for unique approaches to manage each of the Big Three. These techniques require the reduction of Nutritional stressors, the Physical "pre-stressing" of the system through moderate exercise, and the proper channeling of Emotional energy. Only through a balanced approach can we effectively pinpoint the cause and implement a personal improvement plan.

Stress management is not a magic pill, but rather a series of small adjustments in habits over a long period of time.

*The following information was taken from material distributed during the session.*

### EMOTIONAL STRESS MANAGEMENT

Emotional STRESS is difficult to avoid or reduce and most of us don't want to increase it so simply treat it as energy and direct that energy for your personal benefit. Try the relaxation technique outlined below.

### GUIDE TO THERMAL TRAINING

*Position: Find a comfortable chair and a quiet room with dim light.*

*Breathing: Concentrate on trying to breathe regularly and deeply.*

*Relax: Scan your body for pockets of unwanted tension and relax.*

*Now you are ready to focus on trying to raise your hand temperature.*

*As you concentrate on this task, repeat to yourself the following phrases.*

*My hands are getting heavy and warm.*

*My hands are getting warmer.*

*My fingers are getting warm.*

*I can feel the blood flowing into my hands and fingers.*

*I can feel the pulse in my fingers.*

*My fingers are tingling with warmth.*

*My fingers are growing and spreading out with warmth.*

*My fingers are loose, limp, warm and heavy.*

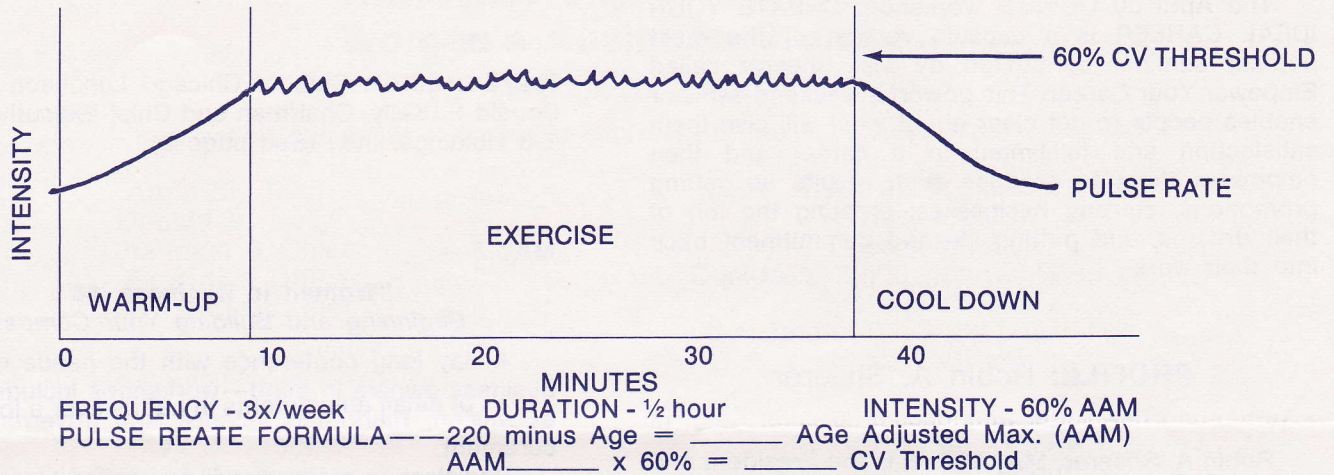
*Note: Practice 15 minutes a day, twice a day, preferably when you feel your hands chilled. However, don't try immediately upon coming in from outside on a cold day. You'll be fooling yourself.*

Other ways to reduce emotional stress include meditation, prayer, and finding a private place to scream.

**PHYSICAL STRESS MANAGEMENT**

Your physical program need not be expensive nor require a great deal of time—the key is to balance **Flexibility/Strength/and Cardiovascular (CV) Conditioning.**

The intensity of your CV conditioning is based upon AGE ADJUSTED MAXIMUM (AAM) heart rate. 60% of your AAM is the threshold of CV conditioning. BEFORE working at higher levels (70-85%) you should consult a medical professional.



**NUTRITIONAL STRESS MANAGEMENT**

For most individuals nutritional stress management does not require abstinence—reduction of quantity and improvement in quality are the keys to success!

**FIBER**

Fiber is a composite of five different substances, sometimes with different — even opposing — effects. Certain types of fiber work better than others for solving specific problems. No single fiber can be called “best”. They are needed in a balanced assortment. Again — BALANCE is the KEY!

**SALTY STUFF**

Item	Approx MG Salt/Serving	Item	Approx MG Salt/Serving
Fresh chicken	57	Del Monte sweet peas	349
8 oz. soft water	85	Fresh beef	381
White bread	117	Jell-O chocolate pudding	404
Milk	130	Lowfat cottage cheese	435
Ketchup	154	Chunk white tuna	628
Peanut butter	167	Oscar Mayer bologna	672
Lay's potato chips	191	Campbell's beans and franks	958
Kraft "Singles" cheese	238	Heinz dill pickles	1137
Kellogg's corn flakes	260	Swanson chicken TV dinner	1152
Oscar Mayer bacon	302	Typical Big Mac	1500

The average body needs about 230 mg. per day and can handle 2000 or 3000.

Types of FIBER	Found In:
Cellulose	Coarse bran, unpeeled apples and pears, brazil nuts, peas, and fresh carrots.
Hemicellulose	Bran cereals, whole grain breads, beets, eggplant.
Lignin	Pears, toasted whole grain breads, fried potatoes.
Pectin	Bananas, oranges, apples, potatoes, carrots.
Gums	Oatmeal, sesame seeds, beans.

**SWEET TOOTH**

BEVERAGES			CANNED FRUITS		
Serving	t	per s	Serving	t	per s
Cola drinks	6 oz.	3½	Canned peaches	2 Hvs.	3½
Ginger Ale	6 oz.	5	Fruit salad	½ Cup	3½
Whiskey sour	3 oz.	1½	DAIRY PRODUCTS		
CAKES & COOKIES			Ice cream sundae	1	7
Angel food	4 oz.	7	Malted milk shake	10 oz.	5
Chocolate cake	4 oz.	10	DESSERTS		
Cup cake (iced)	1	6	Apple pie	1 slice	7
Pound cake	4 oz.	5	Cherry pie	1 slice	10
Brownies	¾ oz.	3	Pumpkin pie	1 slice	5
Gingersnaps	1	3	Chocolate pudding	½ Cup	4
Macaroons	1	6	SYRUPS		
Sugar cookie	1	1½	Honey	1 T	3
Chocolate eclair	1	7	Maple syrup	1 T	5
Donut (plain)	1	3	JAMES & JELLIES		
Donut (iced)	1	6	Jelly	1 T	4-6
CANDIES			Orange marmalade	1 T	4-6
Avg. choc. bar	1½ oz.	2½	Strawberry jam	1 T	4
Chewing gum	1 stick	½			
Chocolate mints	1 piece	2			

**VITAMINS AND MINERALS**

A very complex area of nutrition — the need for which is influenced by the length of the food chain as well as the method of preparation. Vitamins are destroyed by heat, light, and age. Think about possible supplementation.

**IDEAS FOR STUDY - A few of the many books available!**

- DIET AND NUTRITION* - Ballenting; Himalyan Institute.
- THE RELAXATION RESPONSE* - Benson; Avon.
- LIVING, LOVING, AND LEARNING* - Buscaglia; Fawcett.
- THE NEW AEROBICS* - Cooper; Bantom.
- HOW TO MAKE DECISIONS THAT PAY OFF* - Mathein; Pluribus.
- THE STRESS OF LIFE* - Selye; McGraw Hill.

## CREATING YOUR IDEAL CAREER

The April 30 UCWBG workshop: CREATE YOUR IDEAL CAREER is a capsule version of the most popular seminar conducted by Ms. Sheerer called Empower Your Career. This powerful weekend seminar enables people to get clear about what will give them satisfaction and fulfillment in a career and then empowers them to produce such results as getting promotions, starting businesses, creating the job of their dreams, and putting life and commitment back into their work.

### PROFILE: Robin A. Sheerer

Robin A. Sheerer, MA, ACSW, is the President and Founder of Career Enterprises, a training and consulting firm in Career/Human Resource Development.

Clients of Career Enterprises have included hundreds of individuals ranging in age from 19 to 66, including CEO's, lawyers, accountants, teachers, nurses, secretaries, engineers, people in media and advertising, artists, musicians, carpenters, etc. — all people willing to take responsibility for their own personal growth in the work arena.

A sample of corporate and business clients who have utilized training programs through Career Enterprises includes: General Motors, Chevron, ADP, IBM/SRA, Lincoln National Corporation, Corroon and Black of Illinois, Inc., J. Walter Thompson, Warner Lambert, the American Dietetic Association, Charles A. Stevens, and the American Petroleum Institute.

Prior to starting Career Enterprises in 1978, Ms. Sheerer worked for 13 years in the social service field, conducted a private practice in psychotherapy, and taught at the college level.

Ms. Sheerer's credentials include an MA from the University of Chicago, certification by the Effectiveness Training Institute, and an internship with NTL in Human Resource Utilization With A Special Focus on Affirmative Action Applications.

Ms. Sheerer comes to her work "honestly" having written her own job description numerous times, changed career arenas twice, and created a business of her own. She has a commitment to women becoming financially successful and powerful contribution in the workplace.

## CALENDAR OF EVENTS

### MARK YOUR CALENDAR!!

April 22 —

The Executive's Club of Chicago Luncheon speaker: Donald P. Kelly, Chairman and Chief Executive Officer E-II Holdings, Inc., (See page 3)

MAY 5—

#### **"Women in Business '88":**

##### *Beginning and Building Your Company*

A day long conference with the needs of women business owners in mind—workshops include startup, expansion, marketing, finance and government procurement.

Registration material will be mailed March 15. For more information, contact the **Illinois Small Business Hotline 1-800-252-2923.**

MAY 10—

#### **WOMEN HEALTH EXECUTIVES NETWORK:**

##### *"A Call to Leadership...Celebrating Our Strengths."*

A 3-hour seminar by Nancy Miller. Ms. Miller presented this seminar last fall for UCWBG. If you missed it then, don't miss it a second time. 3:00 p.m.-6:00 p.m. in the East Dinner Room of the American Hospital Association, 840 N. Lake Shore Drive. Reservations to Kitty Voss, 864-5052. Cost \$50.00. See related article on page 4.

MAY 20—

The Executives' Club of Chicago Luncheon speaker: Edward A. Brennan, Chairman & Chief Executive Officer, Sears Roebuck and Company (see page 3).

JUNE 22—SAVE THIS DATE for UCWGG presentation by Gertrude Crain, Chairman of the Board, Crain Communications, Inc.,

*Continued from page 2*

Membership in The Executive's Club is by invitation only; sponsorship is by current members. The club has offered membership to UCWBG members who attend one of the luncheons. Attending one or both of these luncheons will give you an opportunity to decide whether or not membership in the club would interest you. Membership information will be mailed upon request.



## POSITIONS

**ASSISTANT CONTROLLER** (Brookfield Zoo) Brookfield Zoo is seeking a bright and energetic individual for the newly created position of Assistant Controller. Bachelors degree in finance and accounting and a CPA desirable; MBA a plus. Should be competent in data processing. Please send resume and salary requirements and history to Personnel, Brookfield Zoo, Brookfield, IL 60513.

**MARKETING PRODUCT MANAGER** with Pansophic System, Inc. at our Oakbrook Terrace office. Responsible for software products for manufacturing application, utilities, and productivity aids on the IBM System 38. Contact: Sally Hughes, Pansophic Systems, Inc., Two Mid America Plaza, 4th Floor, Oakbrook Terrace, IL 60181, (312) 951-3600.

**PRODUCT MANAGER:** Responsibilities of this position with a publicly held manufacturer of housing products for DIY market include: forecasting, analysis, new products development, pricing, and promotional activities. Opportunities for advancement within marketing or to Regional Sales Manager. At least 3-4 years experience required. MBA a plus. Send resume to: Sandra Reyman and Associates, Suite 520, 20 N. Michigan, Chicago, IL 60602.

**MANAGER OF PLANNING** (Apple Computer, Inc.) This high level position reports to Vice President/General

Manager of newly established Central Operations Regional Headquarters. Major focus will be to evaluate and analyze sales growth and market opportunities for products and to develop and coordinate the implementations of marketing programs that address specific regional needs. Responsibilities include strategic marketing experiences, sales force knowledge, distribution experience. Highly competitive compensation and benefits. Send resume to: Loretta L. Sanford, Apple Computers, Inc., Suite 900, 8420 W. Bryn Mawr, Chicago, IL 60631.

**MANAGEMENT CONSULTANT** for health care company in the Midwest. Job responsibilities include: proposal writing, delivery of consulting projects on a timely basis, leadership of staff, and ability to interface with all levels. Requirements include 5 years experience in either consulting, finance, accounting, employee benefits or health care. Salary 40K-50K depending on experience. Contact Laura A. Wangrow, Limited, Rt. 1, Box 2650, Leesburg, VA 22075, (703) 327-4115.

**CONTROLLER/DIRECTOR OF FINANCE** for a high growth retail organization in Hinsdale, IL. Requirements includes an MBA, plus 5-7 years experience in control/financial planning. Salary \$70-80K plus equity participation. Send resume to: Tom Bolger, Sandhurst Associates, 4851 LBJ Freeway, Suite 601, Dallas, TX 75244.

### Attention: PROFESSIONAL WOMEN WITH CHILDREN

A number of members have expressed interest in meeting with other professional women who have children. These women are a combination of those who work full time, stay home full time or have some balance between the two.

If you would be interested in attending programs, get-togethers, etc., please fill out the information at right and send it to: Lorena Blonsky, 522 Greenwood Street, Evanston, IL 60201.

Name \_\_\_\_\_

Address \_\_\_\_\_

Daytime Telephone Number \_\_\_\_\_

Willing to help organize events

Only have time for participation



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



## CAREER CONNECTIONS

**Ellen Carnahan-Walsh**, '84, Campus: has left her position as Vice President of Planning with SPSS, Inc., a computer software company, to become the Research Director for William Blair Venture Partners. New business address and phone are 135 S. LaSalle Street, Chicago, IL 60603, 312-853-8250.

**Charlotte E. Sibley**, '70, Campus: left her position of Research Director for Medical Economics Co., Inc., to join the Squibb Operating Group as Director of Worldwide Marketing Research. She can be reached at Squibb Operating Group, P.O. Box 4000, Princeton, NJ 08540-4000, 609-921-5462.

**Lynn N. Stenger**, '79, Campus: has been promoted to the position of Manager of Finance at Morton Thiokol, Inc. In this position she will have responsibility for meeting the financing requirements of the Company worldwide, for credit relationships with banks, and for cash management functions in Europe and the Far East. Daytime phone remains 312-807-2478.

**Sandra A. Van Gilder**, '79, 190: has been promoted from Vice President and Senior Relationship Manager to Vice President and Unit Head, Professional and Closely-Held Banking Division of First National Bank of Chicago, One First National Plaza, Chicago, IL 60670, 312-407-4255.

## 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 \_\_\_\_\_