



The Exponent

MAY, 1988

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

Wednesday, June 22, 1988 Meeting

Topic: Crain Communications:
Building on the Tradition

Speaker: Gertrude D. Crain, CEO

Location: The Drake Hotel
Parkside and Superior Rooms
140 E. Walton Place
Chicago

Time: 5:30 p.m.—Cocktails
Superior Room

6:00 p.m.—Dinner & Presentation
Parkside Room

Price: \$29 members
\$31 guests

Send Check to: Lorena M. Blonsky
522 Greenwood St.
Evanston, IL 60201

Checks must be received by Monday, June 20,
1988 to confirm a reservation. For information,
please call Lorena Blonsky at 726-1841.

Please

Sign up now for the
UCWBG June event!

Name: _____

Phone: _____

Guests: _____

Amount enclosed: _____

\$29 members / \$31 guests



PROFILE: Gertrude D. Crain

Gertrude Crain is Chairman of the Board of Crain Communications, Inc., an international publishing and communications company that currently publishes 23 leading trade and business papers in a variety of fields, including:

ADVERTISING AGE
AUTOMOTIVE NEWS
BUSINESS INSURANCE
CRAIN'S CHICAGO BUSINESS
CRAIN'S CLEVELAND BUSINESS
CRAIN'S DETROIT BUSINESS
CRAIN'S NEW YORK BUSINESS
ELECTRONIC MEDIA
MODERN HEALTHCARE
PENSIONS & INVESTMENT

The company also publishes two consumer magazines, AUTO WEEK and DETROIT MONTHLY, and owns a radio station on the Florida Keys. Crain Communications is headquartered in Chicago with additional offices in New York, Washington, Los Angeles, Detroit, Dallas, Cleveland, Akron, Reno, London, Frankfurt and Tokyo.

continued on page 9

Calling All Members

This issue contains 2 membership response forms. Page 5 and 6 begins the nomination process for our 1989 slate of officers and page 7 and 8 asks you to comment on proposed changes in Joblines.



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

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(703) 759-7581
Other Areas: Pamela Ewing
(312) 280-8120

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JoAnn Hinz, VP Internal Communications
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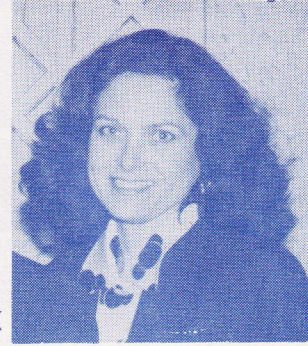
MAY CONTRIBUTORS:

Lorena Blonsky
JoAnn Hinz
Helen Hodges
Kathleen Holoubek
Joan Treistman
Kitty Voss

Address correspondence to JoAnn Hinz, 193 E. Quincy, Riverside, IL
60546, (312) 447-0853.

PRESIDENT'S MESSAGE

**Kathleen
Holoubek**



Meeting in New York

Congratulations to New York members on their successful meeting with Karen Katen. Also, a special thank you to all the people who worked hard to make this meeting successful. See related article on page 11.

Advisory Committee

Linda O'Bryant has accepted the chair of the Advisory Committee. Linda is a charter member of the UCWBG and has made many significant contributions to the group, including serving three years on the Board. She will bring a good understanding of the needs of the UCWBG to the activities of the Advisory Committee. This understanding will be particularly important during this first year as the Committee is being formed and direction is set.

Recognition From The University

The Graduate School of Business continues to give special recognition and support to the UCWBG. An article about UCWBG activities and a picture were included in the Spring '88 edition of the *GSB Chicago*.

I attended the 36th Annual Management Conference as a guest and as a representative of the UCWBG. Dean Gould and members of his staff went out of their way to make me feel welcome and a part of all the activities of the conference.

A Meeting With the Campus Women's Business Group

Nancy Bruggemeyer has met and will be working with the campus Women's Business Group in an effort to develop a more formal relationship between the two groups. A closer relationship will give students an opportunity to know more about the UCWBG and mutual support between the groups can benefit both organizations in coordinating activities.

The Executives' Club of Chicago

Just a reminder...the special invitation for UCWBG members to join The Executives' Club of Chicago extends to those who attend the luncheon planned for May 20 with Edward Brennan, Chairman and Chief Executive Officer of Sears, Roebuck and Company. Additional information about this luncheon is on page 3.

An Invitation from The Executives' Club of Chicago

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. The 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.

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

For Information, Call:

Linda Cook or Sarah Morehead
263-3500

The club offers eight regular luncheons to hear distinguished speakers from U.S. and foreign governments and from major corporations.

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 a luncheon. Membership information will be mailed upon request. See form below.

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

Send Reservations to:

The Executives' Club of Chicago
8 South Michigan Avenue Suite 1604
Chicago Illinois 60603

Reservations must be received with cash or a check no later than
Monday May 16 for Friday May 20, 1988

- 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.

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

- 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: _____

Luncheon is \$35.00.



April 13, 1988

Kathleen Holoubek
President
University of Chicago Women's Business Group
1960 Lincoln Park West
#2803
Chicago, IL 60614

Dear Kathleen:

Listed below are the names of the Nominating Committee which will be selecting the 1989 slate of officers.

With the letter, I am officially announcing to all members that the Nominating Committee has been selected and that its members are as listed.

NOMINATING COMMITTEE FOR 1989 SLATE:

Helen Hodges, Chairperson
Kathleen Holoubek, Current Board Member
Jo Anne McCarthy, Current Board Member
Sally Hughes, Member at Large
Irene Marquez, Member at Large
Linda O'Bryant, Member at Large

Sincerely,

Helen I. Hodges
Immediate Past President

HIH/awg

UCWBG NOMINATIONS - 1989 TERM

NAME: _____

Work Phone: _____ Address: _____

Home Phone: _____

1. Year Graduated 19____: Campus 190 XP Program (circle)

2. Interested in (Mark more than one if desired, but rank):

- President-Elect
- Administration VP or Committee
- Programs VP or Committee
- Chapters VP or Committee
- Internal Communications VP or Committee
- Membership VP or Committee
- Public Relations VP or Committee
- Career Management VP or Committee
- Finance VP or Committee
- Director at Large
- Any committee

3. Names of other members you recommend for Board membership:

Name: _____ Position: _____ Phone: _____

Name: _____ Position: _____ Phone: _____

Name: _____ Position: _____ Phone: _____

4. How have you participated in the UCWBG in the past? (Check all that apply.)

- Board Special Project
- Committee Attendance at Programs

5. What other organizational experience/special skills, or access to technology do you have that could contribute?

6. Why do you want this position/responsibility?

7. How would you define the Board's responsibility to the organization (applicable for Board positions only)?

8. What would be your objectives next year?

9. Estimate of hours available for the group on a monthly basis:

5 10 15 20

Return to:

Helen Hodges
216 W. Menomonee
Chicago, IL 60614

OR Call to discuss Work: 751-1454

Home: 440-1820

STAPLE

FROM: A UCWBG member who wants to

- Enhance her contacts,
- Serve in a responsible position, and
- Use her talents to grow the organization.

FOLD

STAMP

Helen I. Hodges
216 W. Menomonee
Chicago, IL 60614





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

As part of our ongoing effort to provide information and services that are of most benefit to UCWBG members, JobLines has come under review by the board. We observe rapid changes in the marketplace—corporate downsizings and flattening of organizational structures, the trend for individuals to move from corporate employment to small business or self-employment—and observe resources that have become available to those in job transition. JobLines was created six years ago as a *unique* service to members. Today many similar services exist, including our own U of C Alumni Placement Newsletter. But more to the point, less than 10% of all open positions are filled through search firms nationally. And less than 10% are filled through ads. It is clear that there are more effective means of discovering open positions and seeking career-related data.

We plan to expand JobLines to include market information in different forms. We will continue to list open positions, but focus on positions listed by members for their organizations, as well as unique positions that come to our attention through other means. We will no longer solicit listings from search firms, since we have been unable to produce the results that our members seek through this effort, and since listings from search firms are available elsewhere. Instead we would like to provide market data and resources that can help you assess your current situation, and assist you in conducting a job search or in considering a career change.

We'd like your thoughts and preferences. Please complete the brief questionnaire below. This page can be folded into a self-mailer for your convenience. Or if you prefer to leave a recorded phone message with your ideas, call (312) 280-8120.

I (have, have not) found JobLines valuable for the following reason(s):

I (have, have not) obtained a new position through JobLines.

Please check one for each potential addition to JobLines:

	Of great value	Of Some value	Of no value
1. Routinely print directions and cost of subscribing to the U of C Alumni Placement Newsletter	_____	_____	_____
2. Continue JobLines as a means of listing special positions that come to our attention and positions submitted by members for their organizations. JobLines may not appear in every issue.	_____	_____	_____
3. Publish excerpts or references to timely job related articles, including salary surveys.	_____	_____	_____
4. Establish a column of news-worthy "clips" of information about companies, industries and markets. This was done a few years ago.	_____	_____	_____

(over)

Gertrude D. Crain profile

continued from page 1

Mrs. Crain joined the company, originally known as Advertising Publications Inc., as Assistant Treasurer, and later served as Secretary until 1974, when she was elected Chairman of the Board to succeed her late husband, G.D. Crain, Jr., the company's founder. Mrs. Crain's two sons, Rance and Keith, are President and Vice-Chairman, respectively, of the company.

Mrs. Crain has been active in advertising and communications circles in recent years. She is a Director and Vice President of Communications of The International Advertising Association, Inc., a Director of Magazine Publishers of America, and a Director of the Executive's Club of Chicago. Crain also serves on the Board of the National Press Foundation, Washington, D.C. and the Advertising Council of New York. She serves as a judge of the American Advertising Federation Hall of Fame, and is on the President's Board of the Museum of Science and Industry in Chicago. In 1984, she was named by Governor Thompson as a Trustee of the Lincoln Academy of Illinois.

An early critic of violence on television, Crain was active in urging its restraint before numerous advertising and communications organizations. In 1976, she was named Communicator of the Year by the New York chapter of the Business/Professional Advertising Association. In 1982, Mrs. Crain became a founding member of the "Committee of 200", an organization consisting of the top 200 women entrepreneurs.

In 1987, Crain received an honorary Doctorate of Journalism from DePauw University, and was inducted into Working Woman magazine's Hall of Fame. She also has been honored by the State of Michigan for her outstanding business achievements, and was named Chicagoan of the Year by the Boys and Girls Clubs of Chicago. Crain was also honored by Savvy magazine as one of the top 60 women business owners in the country, and by Michigan Woman magazine as one of the leading 50 business women in Michigan.

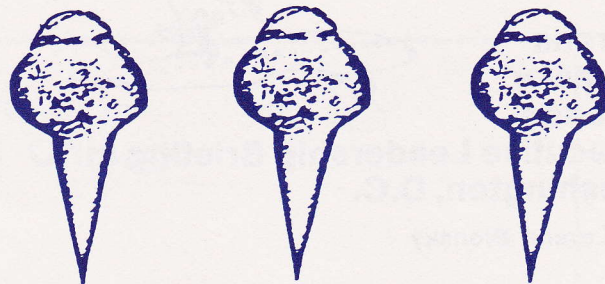
In 1988, the Los Angeles Advertising Women named Crain "Outstanding Communicator" for 1987, and Mundelein College awarded her its coveted Magnificat Metal.

Crain is a past president of the Service Club of Chicago and the Cradle Society of Evanston, and a past president of the Parent Teacher Association of the National College of Education in Evanston. A long-time resident of Evanston, Crain now lives in Chicago.

Gertrude Crain will be addressing the UCWBG on Wednesday, June 22, 1988. Her presentation is entitled: Crain Communications: Building on the Tradition.

Please join us for a fascinating evening.

For this event we have extended a special invitation to members of the "Committee of 200", an organization consisting of the top 200 entrepreneur women business owners and CEO's in the country. We welcome them and look forward to meeting them.



STUDENT WOMEN'S BUSINESS GROUP HONORS ROBIN FRIEDMAN ROSE

Robin Rose, MBA '74, received the first annual "Woman of the Year" award for outstanding enterprise from the student Women's Business Group at a reception on campus Monday, May 9.

Robin is the founder of Robin Rose Ice Cream & Chocolate based in Venice, California. Her entrepreneurial success story has been written up in *Fortune* and *Working Woman*.

Robin has scooped out a large chunk of the super premium regional ice cream market, and for good reason: she produces such delights as Raspberry Chocolate Truffle ice cream laced with Chambord, a French black-raspberry liquor. Robin admits she carries this flavor as a loss leader to attract customers rather than make a profit. But her hands on management style and her business philosophy, that we as a country should focus more attention on producing a quality product, has paid off. She has outlets in grocery stores, and has licensed her name and technology to a Japanese company rather than vice versa.

As for future growth, Robins say, "We'll grow as fast as it makes sense to grow. It only makes sense when expansion is not at the expense of quality. Good ice cream is still the most important ingredient in the bottom line!"

Save the Date!

Career Management
Presents:
How to Build a Business

on Tuesday
July 19
6 - 9 PM

By an Experienced
Entrepreneurial
Panel



Hatching
Your New
Venture

Lorena Blonsky attends Executive Leadership Briefing in Washington, D.C.



by Lorena Blonsky

On Wednesday, April 6, 60 delegates of the Executives' Club of Chicago attended an Executive Leadership Briefing in Washington, D.C., where we were greeted and briefed by a number of senior Reagan administration officials at the White House and the State Department. The White House briefing session was made by Secretary of Commerce C. William Verity, who supports the administration's view that the economy is healthy and vibrant. Verity discussed three administration initiatives: the commercialization of space, whereby NASA would involve the private sector in more industrial space activities; the Malcolm Baldrige National Quality Award which will be presented annually to recognize three outstanding individuals who have contributed to improving educational quality and product quality in the U.S.; and the automation of the U.S. patent office, which the administration has been working on for seven years and will be completed in 1989.

On Fiscal Policy

**Governor of the Federal Reserve
Edward W. Kelly, Jr.**

After a tour of the White House, we were escorted to the Senate Department for a cocktail reception and luncheon in the Diplomatic Reception rooms overlooking the Washington skyline and Potomac River. Kelly expressed confidence that the government is making progress on both the fiscal deficit and the trade deficit and that we must maintain confidence that both situations will improve. Kelly stressed that the country is currently in a deflationary era, that current exchange rates are favorable for U.S. businesses to compete in world markets, and that exports of goods and services will continue to grow.

On Agriculture

**Undersecretary of State for Economic Agricultural Affairs
W. Allen Wallis**

After lunch, we were escorted to a State Department conference room for an afternoon briefing session moderated by George B. High, Senior Deputy Assistant Secretary of State for Public Affairs. He introduced our first speaker, W. Allen Wallis who discussed inflation, unemployment and trade legislation and who stated that the single most important economic problem today is agricultural support programs.

On Trade Legislation **US Trade Representative Clayton K. Yeutter**

Yeutter discussed the current trade legislation, the U.S./Canada trade agreement, and the Uruguay Round of Multilateral Trade Negotiations. Yeutter stated that Senator Dan Rostenkowski of Illinois deserves more credit than anyone for the positive steps he has taken to change the original trade bill. The issues Yeutter still feels need to be addressed in the current trade bill are: the plant closing provisions, the provisions extending these training entitlements to secondary workers. He also believes that the U.S./Canada agreement is the most important bilateral trade agreement of this century. It would eliminate all tariffs between the two countries within ten years, would give the U.S. access to Canadian energy and give the U.S. national treatment with respect to the pricing of energy, and would eliminate almost all investment restrictions between the two countries.

On Cuba and Central America

**Deputy Assistant Secretary for InterAmerican Affairs
Paul Taylor**

Taylor discussed our government's relationships with and attitudes toward the governments of Nicaragua, Haiti, Cuba and Panama. He recalled that 92% of the Congress recently voted for sanctions against Panama in order to pressure General Noriega to step down and that these sanctions were encouraged and indeed requested by Panama's President Dalvalle.

On Soviet Negotiations

**Chief US Negotiator on Nuclear and Space Arms
Max M. Kampelman**

Kampelman framed the discussion by clarifying that arms are not the source of the problem between the U.S. and the Soviet Union, but rather that arms are a symbol and symptom of our problems. He explained that when negotiating with the Soviets, arms are but one issue discussed; others include human rights, regional problems such as Afghanistan and Central America, and bilateral problems. With regard to the three aspects of the current negotiations: the INF treaty which would eliminate all weapons with a range of 300 to 3300 miles with an intrusive verification arrangement; the START treaty which addresses the longer range, highly accurate weapons which could be reduced to equal levels under this treaty; and SDI agreements to stabilize the build-up of space defensive weapons by both countries.



Blonsky At the Whitehouse

On Defense Budget

**Deputy Secretary of
Defense
William Howard Taft IV**

Our last speaker during this briefing was the Deputy Secretary of Defense, the Honorable William Howard Taft IV. Taft explained that large increases in defense spending between 1979 and 1985 are still being recognized as new capital equipment continues to be delivered. However, he anticipates a slower growth in the Defense budget in the future. In order to meet the Defense budget constraints, the Department has proposed reducing the size of the Army by 10,000, eliminating two wings of the Air Force, and holding the number of Navy ships at approximately 580. The Defense Department maintains its priorities to recruit quality talent and to train recruits. According to Taft, these priorities have been well-received by Congress.

On Foreign Policy

**Deputy Secretary
of State
John C. Whitehead**

Our last event was a cocktail reception at the Senate Department with several Washington dignitaries. I was personally privileged to meet Daniel Terra as well as a member of the Japanese embassy. The guest of honor was the Honorable John C. Whitehead, the Deputy Secretary of the Department of State who discussed the Schultz plan, the Middle East, the Secretary Schultz's intentions during his trip to the region.

The Executives' Club President Kaarina Koskenlusta and her staff, who planned and executed this program, deserve tremendous credit for their exceptional effort. I and the other members of the delegation enjoyed the day immensely.

* * * * *

Pfizer Executive Speaks

at First



Meeting

By Joan Triestman

On March 30th Karen Katen, VP, Director of Operations, Roering Division of Pfizer, Inc. spoke at an evening program of the New York area University of Chicago Business Women. She gave an excellent presentation, underscored with personal examples of product introductions for Pfizer.

Katen presented a broad overview of the challenges facing the pharmaceutical industry and described the rationale behind her marketing approaches and the contribution to planning made by various groups including research. The audience enjoyed hearing about the new Pfizer products expected to come out in the next five years.

There were many questions for Karen Katen. They ranged from specifics of Pfizer's business to career path probes. Katen answered them all with great candor and thoroughness. Consequently, everyone felt the evening was very informative.

People who came completed a questionnaire giving the program high marks and making suggestions for future meetings. The University of Chicago Women's Business Group/New York is looking forward to its next event.

Job Opening in Your Organization?

Please send notice of open positions to the Career Management Committee in care of

**Jane Belcher
253 E. Delaware Apt. 22-G
Chicago, IL 60611**

or call her at (312) 951-6121



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



SAVE THE DATE!

for the spectacular
UCWBG Annual Summer Picnic
Sunday, August 21, 1988
1-5 p.m.
It is not to be missed!

CAREER CONNECTIONS

Martha Liehr, '79, 190/Campus: has left her position as Assistant Controller with Mobil Chemical in Jacksonville, IL and moved to southern California to start her own business as a Special Agent with Northwestern Mutual Life Insurance Company. New business address: 444 W. Ocean Blvd., Suite 802, Long Beach, CA, 90802, (213) 435-3751. New home address: 1081 Clairborne Avenue, Long Beach, CA, 90807, (213) 426-1614.

Margaret J. Mularczyk, '83, 190, has had an office location change. Her new work address is: The Paxall Group, 7515 N. Linder Avenue, Skokie, IL, 60077, (312) 677-7800

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 _____