



The Exponent

JUNE, 1988

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

UCWBG Announces Summer Schedule of Events

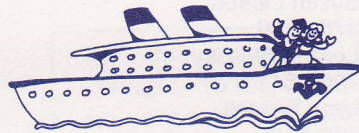
JUNE 22



**Dinner Meeting
Gertrude D. Crain
to speak on
Crain Communications:
Building on the Tradition**

see page 7

JULY 19

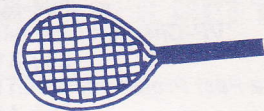


**A Panel
Discussion
START-UP:
Launching Your
Own Business**

see page 3



UCWBG ANNUAL SUMMER PICNIC



On August 21, 1988, the UCWBG is holding its annual picnic in Chicago and in other places across the country.

If you are interested in organizing or attending an informal gathering of UCWBG members and their

families on the weekend of the 21st, please contact Pam Ewing (312) 280-8120.

The objective is to have fun and strengthen alumni ties. Take advantage of this opportunity to meet with members in your area.

Wednesday, June 22, 1988

Gertrude D. Crain
Chairman of the Board
Crain Communications

The Drake Hotel
140 E. Walton Place

Cocktails 5:30 p.m. Superior Room
Dinner & Presentation 6:00 p.m. Parkside Room

\$29 members
\$31 guests

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

Name _____

Daytime phone _____

Guest(s) _____

Amount Enclosed _____

TUESDAY, JULY 19, 1988

A Panel Discussion for
Launching Your Own Business

Midland Hotel
172 W. Adams

Hors d' Oeuvres 5:30 p.m.
Discussion 6:00 p.m. to 9:00 p.m.

\$25 members
\$30 guests

Advance reservations to Nancy Zambon, 5853 N. Glenwood, Chicago, IL 60660. For further information call 329-6912 during business hours.

Name _____

Daytime phone _____

Guest(s) _____

Amount Enclosed _____



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

PRESIDENT'S MESSAGE

Kathleen Holoubek



THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

BOARD MEMBERS

- President:* Kathleen Holoubek
875-0913
- President-Elect:* Nancy Bruggemeyer
833-7003
- VP-Administration:* Irene Tesitor
988-5589
- VP-Finance:* Susan Larson
376-9780
- VP-Programs:* Lorena Blonsky
726-1841
- VP-Membership:* Lynn Russell
828-5446
- VP-Public Relations:* Nancie Noie
236-0473
- VP-Internal Communications:* JoAnn Hinz
346-8640
- VP-Career Management:* Kitty Voss
864-5052
- VP-Chapters:* Pamela Ewing
280-8120
- Immediate Past President:* Helen Hodges
751-1454
- Director:* Diana Carpenter
998-2964
- Director:* Jo Anne McCarthy
454-7503

A Special Thank You

A special thank you to Kitty Voss and the people who helped her put together the Career Management Seminar with Robin Sheerer. It was a great success! Robin received rave reviews and everyone felt they got a lot out of the workshop.

A special thank you, also, to Lynn Russell, the people who worked with her, and to Diana Carpenter, for the work they did to publish this year's directory. It is a project that requires the time and support of many people. I hope you will find it a useful tool for reference and networking.

Awards

The committee will soon begin work on determining who will receive awards for Distinguished Service and as an Honorary Member. If there is someone you think should be considered, please contact me.

Just A Reminder

The information requested in *The Exponent* last month for Board Member nominations and Joblines is very important. Please be sure to fill out the forms in the May issue and return them.

* * * * *

AREA CONTACTS

- New York:* Elena Tallian
(212) 573-2814
- Washington DC/Baltimore:* Becky Hudecek
(703) 759-7581
- Other Areas:* Pamela Ewing
(312) 280-8120

The Exponent is published monthly by
INTERNAL COMMUNICATIONS COMMITTEE.
JoAnn Hinz, VP Internal Communications
Charlene Oaks, Production Manager

JUNE CONTRIBUTORS:

- Lorena Blonsky
JoAnn Hinz
Helen Hodges
Kathleen Holoubek
Kitty Voss

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

NOMINATING COMMITTEE UNDERWAY

As you know, the nominating procedure is underway. We will be electing 13 Directors of the Group as specified in the By-Laws, including:

1. President
2. President Elect
3. Immediate Past President
4. Vice President—Administration
5. Vice President—Finance
6. Vice President—Programs
7. Vice President—Membership
8. Vice President—Chapters
9. Vice President—Career Management
10. Vice President—Public Relations
11. Vice President—Internal Communication
12. Director
13. Director

Two current officers will assume positions on the 1989 Board of Directors as specified in the By-Laws. Nancy (Bruggemeyer) Gunder, President Elect in 1988, will assume the position of President in 1989. Kathleen Holoubek, 1988 President, will assume the position of Immediate Past President in 1989.

(continued page 4)

START-UP: LAUNCHING YOUR OWN BUSINESS

Each new business is a unique adventure: unique plans, choices, parameters. . . . But unique need not mean isolated. What others have learned from the process of starting their businesses can apply to your situation. How does one tap into that kind of experience?

Ask . . . Listen . . . Talk

Four entrepreneurs who recently started their own businesses will provide an opportunity to do just that. On July 19 they will share their insights into the decision process, the planning and financing, and the realities of the first year of owning a business. Their combined experience covers consulting, market research, manufacturing and the legal perspective; starting from scratch and buying a business; doing it once and doing it the second time. They will also respond to your questions.

Those who wonder about starting a business, who are seriously thinking about it, or who have recently committed themselves to a business will find this panel presentation valuable: a chance to compare opinions, learn from similar experiences, test ideas, and identify what turns ideas into a successful business.

Panelists

After receiving her M.B.A. from the University of Chicago in 1976, Adrienne S. Harvitt went to work as a financial analyst at the Bell & Howell Co. She resigned in 1977 to attend law school. In 1980, she received her law degree with honors from IIT/Chicago-Kent College of Law. After practicing law for five years as a federal prosecutor and then with a small law firm, she and her partner formed the firm of Harvitt & Gekas, Ltd. For the past three years, Ms. Harvitt has been involved in advising women on the legal aspects of starting their own businesses.

Susan Larson, President of House-O-Lite Corporation, is a 1980 graduate of the 190 program. She started her career in industrial sales and later joined an industrial marketing consulting firm. In 1986 she bought House-O-Lite Corporation, a \$3 million manufacturer of commercial lighting fixtures. Susan had to evaluate starting vs. buying a business, go through a selection process, and obtain initial financing.

Mary C. Moosbrugger, President, Moosebrugger Marketing Research, founded her own marketing research firm in 1977 to serve a variety of clients in the food, banking, agricultural, and healthcare industries. She affiliated with the Rynne Marketing Group, a healthcare marketing consulting firm, when it was formed in 1983 and its subsidiary advertising agency, Rynne/House/Aurin Communications when it was formed later. In June, 1987 she became fully independent from both of these organizations. While she was establishing her business, Mary completed her MBA at the University of Chicago, and began raising a

family. She will share with us her insights about juggling diverse responsibilities and managing a rapidly growing business—one that grew beyond her wildest dreams in less than a year!

Stuart Ralsky, Director, Stuart Thomas Consulting Group, received his B.A. and M.A. from the University of Illinois, Champaign, and his Ph.D. in Industrial Psychology from Michigan State University. After three years in academia and eight years in corporate assignments, he formed the Stuart Thomas Consulting Group, a human resources consulting firm with offices in the Chicago Loop.

* * * * *

Women's Business Development Center Helps Women Business Owners

The Women's Business Development Center is available to assist women business owners and potential women business owners in the areas of management, marketing, financial and legal counseling and assistance and other business-related areas.

The Women's Business Development Center offers these services to women:

- Workshops for starting one's own business
- Help in preparing business plans
- Identification of potential sources for financing and preparation of loan packages and financial assistance through our Women's Capital Fund
- Help with government and private sector certification and government contracting opportunities
- Management assistance through direct counseling with experts and through referrals to a network of experienced women business owners
- Support groups for women business owners.

Most of these services are provided at no cost to the women business owner and they also sponsor seminars and workshops at no cost to the women business owner.

Need for Women's Business Development Center

Recent studies by the U.S. Small Business Administration indicate that the number of self-employed women in the U.S. grew 75% from 1875 to 1985 to over 3.3 million from 1.5 million. The National Association of Women Business Owners sets the figure closer to 5 million self-employed women in the U.S.

(continued on page 4)

Womens Business Development Center
(continued from page 3)

Women owned businesses are the fastest growing segment of the small business economy. Most women starting businesses are sole proprietors and starting service businesses in their area of expertise and experience.

However, women entering and expanding their businesses often do not have access to the traditional sources of support, training, encouragement and networking that men entering business have. Women may have special difficulty with access to business loans, financing and investors. Although women entrepreneurs most often have management, professional and business experience, sometimes they need business and management skills training in order to be successful. Training needs can range from nuts and bolts issues and information such as business planning, recordkeeping, marketing, financial projections all the way to learning the language of business and finance and the psychology of risk taking and doing business in a male dominated world.

The need for business assistance services was illustrated by the enormous demand expressed by women to the Women's Business Development Center. Since February 1986, more than 1,750 women have inquired about the availability of services for their small businesses or for the establishment of their businesses. Over 350 women business owners have registered as clients of the Women's Business Development Center and have been provided counseling services and over 500 women business owners have attended workshops and conferences.

History: Women's Business Development Center

The Women's Business Development Center was established in 1986 and is the only resource center of its kind in the state of Illinois. It is a program of the Chicago Institute for Economic Development, a non-profit, 501(c)(3) economic and employment development program serving the metropolitan Chicago area by providing economic development programs, employment and training programs for the economically disadvantaged and assistance programs to women business owners. The Chicago Institute for Economic Development has been working successfully with financial support from the Chicago Mayor's Office of Employment and Training, Chicago Department of Economic Development, Illinois Department of Commerce and Community Affairs, Economic Development Administration of the U. S. Department of Commerce and corporate and individual members and contributors.

Its principals Hedy M. Ratner and Carol Dougal have over 25 years of experience in research, program design and evaluation, public relations, education, management of employment and economic development projects and marketing and management technical assistance to business enterprises and to non-profit organizations. The Chicago Institute for Economic Development and the Women's Business Development Center are closely associated with local and statewide women's business associations and women's organizations and serve as an advocate for broadening the base of participation of women in government and private industry. In this capacity, its principals serve on the advisory boards and boards of directors of the following: Women's Economic Development Advisory Board for Midwest Women's Center; Advisory Committee Chicago Commission on Women's Affairs; Women's Business Resource Council; National Association of Women Business Owners; Women Employed; Illinois Women's Agenda Sunbow Foundation; National Organization for Women; Women's Self-Employment Project.

The Women's Business Development Center is located at 230 North Michigan Avenue, Suite 1300, Chicago, IL 60601 and their phone number is 853-3477.

Officer Nominating Process
(continued from page 2)

The remaining eleven (11) positions on the Board of Directors must be nominated and selected by the Nominating Committee by September 1, 1988, to allow sufficient time for voting prior to the December, 1988 Annual Meeting.

Please use the form in your this Exponent to indicate your interest in a Board of Directors position for 1989. Upon receipt of your form, the Nominating Committee will contact you to discuss the position and your interest and qualifications. Every member is a potential candidate. Please let the Nominating Committee know what your interests are.

Another important item about nominations that you should remember is that the By-Laws require the Nominating Committee to include, as a nominee on the ballot, any person proposed in writing by twenty or more members.

If you have any questions, please give Helen Hodges a call a 312-440-1820 or 217-442-5343.

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
Note: Fifteen members have already expressed interest! Please join them.

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

Additional suggestions:

Thanks for sharing your thoughts.
The Career Management Committee

fold

fold

STAMP

Kathleen M. Voss
801 Hinman
Evanston, IL 60202

PROFILE: Gertrude D. Crain

continued from page 1

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 and remember—men are always welcome!!

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.

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.

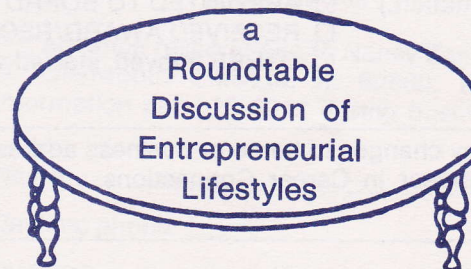
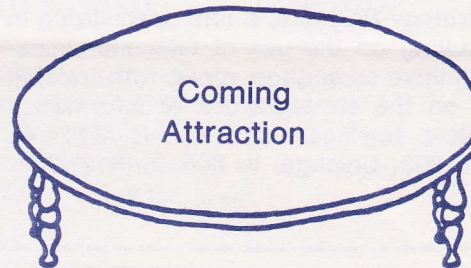
In 1987, Crain received an honorary Doctorate of Journalism from DePauw University, and was inducted into Working Woman magazine's Hall of Fame. She also has been honored by the State of Michigan for her outstanding business achievements, and was named Chicagoan of the Year by the Boys and Girls Clubs 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.

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.

THE ROUNDTABLE MEETINGS





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



DON'T FORGET!
 the UCWBG
 Annual Summer Picnic
 Sunday, August 21, 1988
 1-5 p.m.

CAREER CONNECTIONS

Margaret Elizabeth Annett, '83, Campus: has moved. Her new home address is 8538 Springfield, Skokie, IL 60076.

Olwen B. Hayward, '78, Campus: has moved to New York. She is still working for Peat Marwick Main & Co., and can be contacted at her new office: One Marine Midland Plaza, Rochester, NY 14604, (716) 454-1644.

Diane W. Dahl, '86, 190: has left her position as Division Manager of Business Development at MCI to start her own consulting partnership. Her new company is Information Strategy Partners, a firm specializing in business consulting on the use of telecommunications for competitive advantage, along with training and seminars on the strategic use of information technology. New business address is 311 W. Superior, Suite 203, Chicago, IL 60610, (312) 787-0642.

Irene Marquez, '80, 190: has accepted the position of Information Systems Manager at Pre Finish Metals. Her new work address is 2300 E. Pratt Blvd., Elk Grove Village, IL 60007, (312) 439-2210.

Nancy M. Zambon, '86, Campus: has left her position of Assistant Vice President at LaSalle National Bank to accept the challenge of Human Resources Director for Sami/Burke, Inc. Her new Business address is 303 E. Ohio, Chicago, IL 60611, (312) 329-6912.

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 _____