



# The Exponent

JULY, 1988

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

## START-UP: LAUNCHING YOUR OWN BUSINESS

**TUESDAY, JULY 19, 1988**

A Panel Discussion for  
Launching Your Own Business

Midland Hotel  
172 W. Adams

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

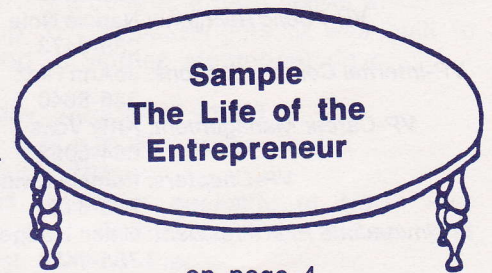
### Ask...Listen...Talk

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.

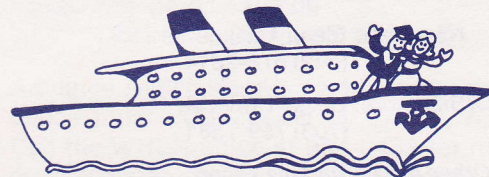
Each new business is a unique adventure: unique plans, choices, parameters... But unique need not mean isolated. What others have learned from the process of starting their businesses can apply to your situation. Tap into a variety of experience provided by the panelists who launched firms involving law, manufacturing, marketing research, and human resource consulting. See page 4 and 5 for profiles.

INTERESTED  
IN STARTING  
YOUR OWN  
BUSINESS, BUT  
CURIOUS ABOUT  
THE LIFESTYLE?



on page 4

So after the Fourth of July  
**Launch a new business July 19**



**Sail on  
a cruise  
August 17**  
see page 7

### Launching Your Own Business

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

\$25 members      \$30 guests

Name \_\_\_\_\_

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

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

Amount Enclosed \_\_\_\_\_



**PICNIC  
PICNIC  
PICNIC**

**August 21  
UCWBG USA GPA  
page 2**

**Take the Plunge!**  
page 3



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

**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

**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

**JULY CONTRIBUTORS:**

- Lorena Blonsky
- Pam Ewing
- JoAnn Hinz
- Kathleen Holoubek
- Kitty Voss
- Patty White
- Nancy Zambon

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

**PRESIDENT'S  
MESSAGE**

**Kathleen  
Holoubek**



**Save These Dates**

**September 14, 1988**, a dinner is being planned which will include alumni from five business schools. It will be a great opportunity to meet alumni from other graduate schools.

Ronald Gidwitz, President of Helene Curtis, will be the guest speaker. Mr. Gidwitz was recently honored by Crain Communications, Inc. as Executive of the Year.

**October 15, 1988**, the Career Planning Conference will be held at the Palmer House. Plans for the conference are progressing well thanks to the help of many people. A *Save The Date* notice will be mailed explaining more details.

**A Special Thank You**

I would like to extend a special thank you to Joan Steel for her help in arranging the dinner meeting with Gertrude Crain and the invitations extended by The Executives' Club of Chicago.

Joan has been an active member of the UCWBG for many years and has played an important role this past year in planning special events. We appreciate her support.



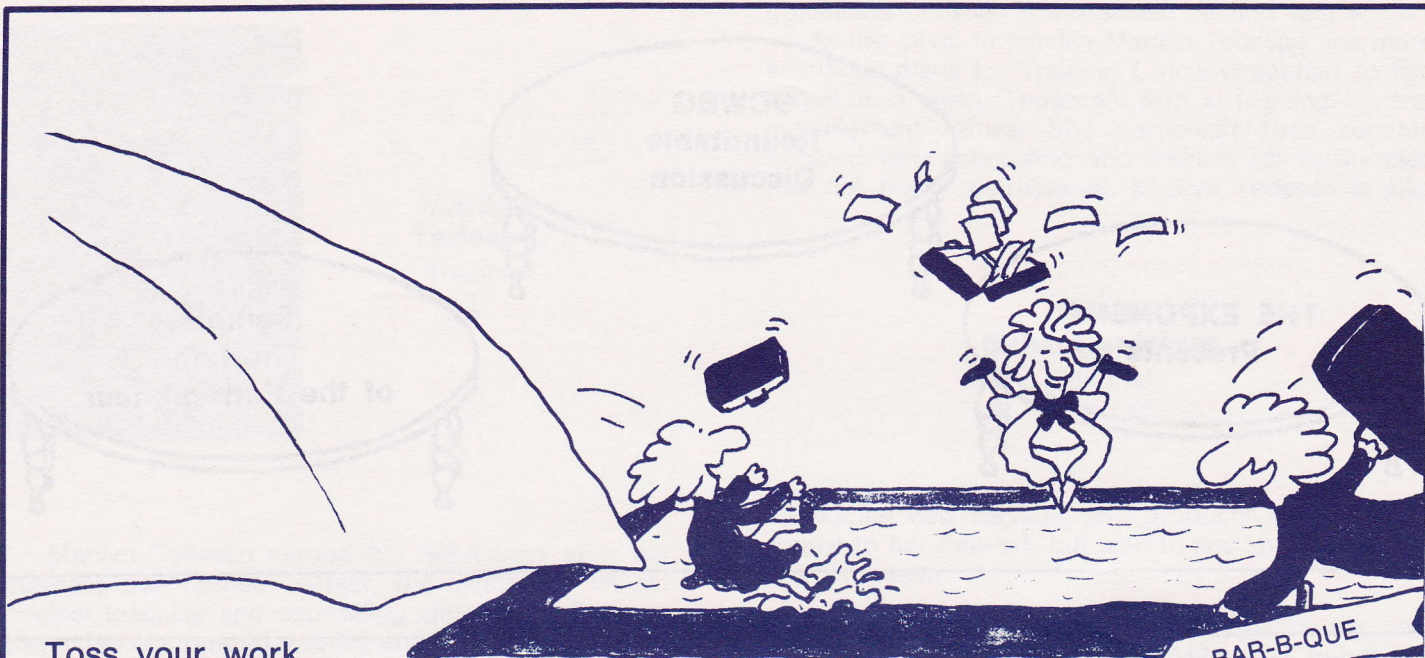
**UCWBG USA GPA\***

**\*GROUP PARTICIPATION ACTIVITY**

Set aside August 21 on your calendar to participate in a history making event. All national members are invited to attend a party in their neighborhood! So far we have people to coordinate corresponding picnics in the following areas: Boston, Florida, Kentucky/So. Indiana, Los Angeles, New York/New Jersey and San Francisco. (See information about the Chicago area picnic at right.)

This will be a great time to network, celebrate and meet other UCWBG members, UC alumni and their families who live in your area. Pictures and participants' comments from each event will be covered in the *Exponent*.

Set aside August 21th on your calendar and local coordinators will contact you about details. If you would like to help plan an event in your area, please contact Pam Ewing, 60 E. Scott #404, Chicago, IL 60610 or (312) 280-8120. Thanks to all the coordinators who will make this event the highlight of the summer. We all look forward to this unique GPA (Group Participation Activity) with GPA (Great Pandemic Anticipation). See you there!!!



Toss your work . . .

## & Take the Plunge

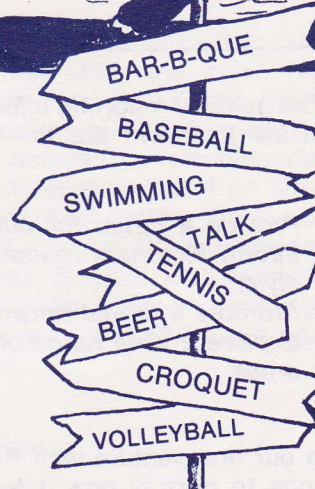
Come to the UCWBG Annual Picnic!

When: Sunday, August 21, 1988, 1-5 p.m.

Where: \*Private Home in Lake Forest  
(details provided with reservation)

Cost: \$12.00 Members, \$13.00 Guests  
Children under 12 yrs. - FREE

Who: All UCWBG members, prospective members, guests  
(male, female, children)



\*Carpooling will be organized, close access to Northwestern train.

All reservations and cancellations must be received by Monday, August 15, 1988. Thereafter, reservations will be accepted as cancellations are received. Use RSVP form or call Patty White at 929-3967; then mail the RSVP form and check.

-----please detach and return-----

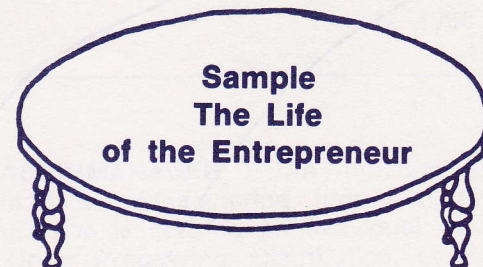
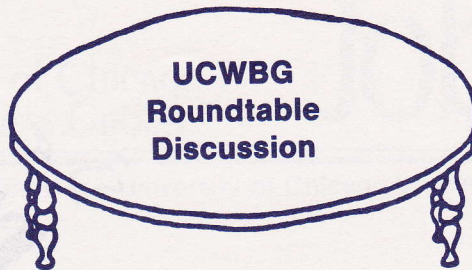
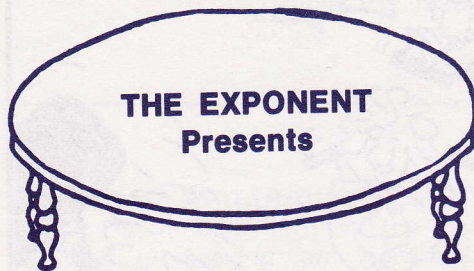
RSVP for August 21, 1988  
UCWBG Summer Picnic

Name \_\_\_\_\_ Interested in Carpooling? \_\_\_\_\_  
 Address \_\_\_\_\_ Need Ride \_\_\_\_\_ #People \_\_\_\_\_  
 City \_\_\_\_\_ Host Ride \_\_\_\_\_ #People \_\_\_\_\_  
 Daytime phones: \_\_\_\_\_ Need Train Schedule \_\_\_\_\_  
 Guest(s) \_\_\_\_\_

Amount enclosed \_\_\_\_\_ (\$12.00 Members; \$13.00 Guests; Children under 12 yrs. free)  
 Send form with check payable to University of Chicago Women's Business Group to:

UCWBG  
 c/o Patty Barron White  
 3300 N. Lake Shore Drive, #2C  
 Chicago, Illinois 60657

So your not going to be in the Windy City on August 21? Contact Pam Ewing at 60 E. Scott, Chicago, 60610 (312) 280-8120 to find out about a picnic in your area.



---

The goals of reporting informal round table discussions in the Exponent are to:

- Provide a forum for our UCWBG members.
- Inform Exponent readers of different work and life styles.
- Promote informal networking.
- Explore a wide range of opportunities and problem areas.

In our first venture with Round Table discussions, we hope to portray how it feels to be on your own.

**Roundtable Discussion Group:**

Participants	MBA Date
Phyllis Ezop	190, 1977
Marilyn Tedesco	XP, 1986
Karen Schenkenfelder	190, 1982

Reporters: Jo Ann Hinz  
Charlene Oaks

**Discussion Agenda:**

- What kind of business
- Why formed—goals then and now
- When formed—at what point in the woman's life
- How owning a business affects her lifestyle

Our discussion was informal and lively. The three business owners started their ventures at different points of their lives—before and after getting their MBAs, with and without family responsibilities. However, all enjoyed the flexibility of setting their own work schedules. All also found their businesses personally and professionally rewarding. The following article represents a summary of our interactive discussion.



**Phyllis Ezop**  
Ezop and Associates

Phyllis Ezop enjoyed a rewarding career in market research with several major corporations. After climbing up the corporate ladder to become a Director of Market Research and Planning, Ezop sought the challenge of founding her own firm; Ezop and Associates, a market research firm.

In addition to client referral, Ezop promotes her business by public speaking. For instance, Ezop guest lectured at Northwestern University and has spoken at marketing conventions.

During the last few years she has done market research for the medical technology field and for the service sector. Ezop developed syndicated studies for targeted markets. One syndicated study covering the consumer credit card market was sold to clients such as Sears, and several major banks. In addition, Ezop offers consulting services to help clients assess the potential of new products and new ventures. Based upon patterns identified in investigation of new product successes and failures, Ezop is now developing an audit process so clients can reduce the risk of new products and new ventures.

Phyllis Ezop enjoys evaluating new products; this has always been a hobby to her. Having her own business is one way to capitalize on it.



**Marilyn Tedesco**  
Training  
I

Marilyn Tedesco earned her MBA long after her business was formed. In fact, she capitalized on her original teaching and counseling experience. Tedesco began her customized training and consulting business when her children were small as an outlet for her abundant energy. She was fortified by a network of other mothers and an understanding husband. Initially she thought of her business as a temporary part time venture that would not interfere with her family. Over time she realized that Training I was an interesting and viable business for the long term. Her primary way of gradually building her business was through referral and account building.

Somewhere along the way, Tedesco decided to delve into management consulting and obtained her MBA. Marilyn simultaneously raised a family, worked within her business, and attended the XP program. She looks back on this time as particularly enriching—now that her children are about to leave home. She always put her family first. For instance as soon as she knew of her son's soccer game, she put it on her calendar, the same one used for her business. She recommends Barbara Oakum's book on Working with Adults to business women trying to find satisfaction levels in

transitions between professional life and family.

At this point in her life Marilyn Tedesco has more ambitious plans for Training I, now expanded to two midwestern cities. Tedesco's firm is tackling general management issues. She particularly has become involved with counseling and training for businesses that are being restructured. Marilyn Tedesco is also

**Karen Schenkenfelder**  
Editorial  
Services

developing new services and products not only that appeal to her interest, but also to accumulate a great deal of wealth.

Karen Schenkenfelder decided to launch her own business after she earned her MBA and found her career growth stymied. While working on her MBA, Karen Schenkenfelder learned the publishing business from the ground up. She decided to combine her editorial skills and business background and go after clients like the American Bar Association. Once she obtained an initial base of clients, Schenkenfelder expanded to many other areas. She has even edited a book on volleyball. Schenkenfelder works primarily out of her home and has her own computer. She has a sign by her computer that reads:

I am the boss  
So I get to work half days  
And I get to decide  
which twelve hours they are

Her business quickly became profitable, to the extent that she was able to convince her husband to quit his job and go back to school to become an engineer. Both husband and wife are now pursuing work interesting to them.

---

Help **The Exponent** continue to feature our own members—particularly in exploring life and work styles and experiences. In addition to covering professional areas such as advertising and banking, we would like to explore parenting, running, commuting, sailing, business lunches, tennis, traveling, dating, and marriage. We would like our members to share how they sequenced their lives—stepped in and out of careers and family life. And then, of course, we would all like to read of MBA's in places far away from Chicago.

If you would like to sponsor or participate in a UCWBG Roundtable Discussion, please let us know.

Send to: JoAnn Hinz  
193 E. Quincy  
Riverside, IL 60546

Name \_\_\_\_\_ Telephone \_\_\_\_\_

Roundtable Discussion Sponsor \_\_\_\_\_ Participant \_\_\_\_\_

Subject Area \_\_\_\_\_

Roundtable discussions are not the only forum for gathering information. Perhaps you'd like to use a questionnaire or interview.

---

---

---



## POSITIONS

**TECHNICAL WRITER/DOCUMENTATION SPECIALIST** - Outstanding firm in the financial/consulting business is seeking an individual who has the experience and ability to put technical terms into manuals for documentation. The ideal candidate will have been a technical writer involved in written procedure for manuals, have some technical experience within the computer area and the ability to communicate with the user. Must have good writing skills, be able to communicate and handle projects. Compensation in the 50 range.

**PROJECT MANAGER/INSTALLATION CONSULTING** - Seeking a very organized and sharp candidate to handle the management of projects internal and external. Should have 7-8 years experience within MIS, strong leadership skills, have been involved in CICS design and have a hands on approach. Compensation upper 50's.

**PROJECT LEADER/MANAGER** - An outstanding opportunity within a manufacturing firm with an excellent product line is seeking an individual with experience in Order Processing, Distribution, Order Entry systems. The select candidate will handle the installation of the Order Processing System, manage projects as well as the people and have solid technical expertise. Experience with a consumer products company would be beneficial, COBOL, IDMS. Compensation: upper 40's low 50's.

If you are interested in any of the positions listed above contact: Joyce C. Knauff, Knauff & Associates, P.O. Box 624, Wilmette, IL 60091, (312) 251-7284.

We'd like your thoughts and preferences. Please complete the brief questionnaire below. Or if you prefer to leave a recorded phone message with your ideas, call (312) 280-8120. **Send your completed questionnaire to: Kitty Voss, 801 Hinman, Evanston, IL 60202**

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

---

---

---

---

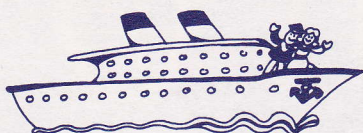
---

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

Please check one for each potential addition to JobLines:

	Great value	Some value	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 newsworthy "clips" of information about companies, industries and markets. This was done a few years ago.	_____	_____	_____

**JULY 19**



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

**Panelists**

**Adrienne S. Harvitt**

**Law firm**

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**

**Manufacturer**

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. Moosebrugger**

**Marketing Research firm**

Mary C. Moosebrugger, 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**

**Human Resource Consulting firm**

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.

\* \* \* \* \*

**Enjoy a Networking Cruise  
on August 17, 1988**

An unusual Healthcare and business professional event sponsored by Women Healthcare Executives Network

PARTICIPATING ORGANIZATIONS:

- American Association of Ambulatory Services (AAAS)
- Business & Professional Women-District #1
- Chicago Health Executives Forum (CHEF)
- Northwestern University Professional Women's Association
- University of Chicago Women's Business Group
- Women Health Executives Network (WHEN)

Don't miss this opportunity to expand your network, learn about other organizations, and enjoy Chicago's skyline. Hors d'oeuvres, beer, wine, and soft drinks are included in the cruise fee.

The Fort Dearborn is a 65 foot, 2-deck vessel which will accommodate up to 200 passengers. It was built to capture the mood of vintage steamboat days.

DATE: Wednesday, August 17, 1988

TIME: Embarks: 5:30 p.m. Promptly!

Disembarks: 7:30 p.m.

LOCATION: Fort Dearborn dockside at North Pier Terminal: 509 East Illinois Street, just west of Navy Pier (Exit Lake Shore Drive at Grand Ave. Illinois Street is one block south of Grand Ave.)

PARKING: City parking available on north and west sides of terminal

FEES: Pre-paid: \$30.00

Dockside: (if space available) \$35.00

Advance registration is required; for pre-registration a check must be received by Friday, August 12, 1988. Call the WHEN office at 984-0433 for more information or to register. Name & phone for each person required for Boarding List.

Registration for the Healthcare and Business Professional Cruise, August 17, 1988	
Send check to: Women Health Executive Network 25 E. Washington, Suite 1500 Chicago, IL 60602	
Make check payable to: "W.H.E.N."	
Cost \$30 preregistration for UCWBG members and guests	
Amount enclosed _____	
Name _____	Phone _____
Number of guests _____	Amount _____




---

## CAREER CONNECTIONS

---

**Lorena M. Blonsky**, Campus, '85: has moved. Her new home address is 1468 Sunnyside Avenue, Highland Park, IL 60035, (312) 831-0308.

**Barbara E. Holihan**, Campus, '88: has moved. Her new home address is 4882 N. Canfield, Norridge, IL 60656, (312) 452-4882. Her daytime phone is (312) 667-0407.

**J. S. Connolly**, Campus, '81: has moved. Her new home address is 4245 N. Springfield Avenue, Chicago, IL 60618, (312) 267-0957.

**Mary Jo Kringas**, Campus, '88: has been awarded third prize in the First Annual Scholar's Award Program, sponsored by the Chicago Chapter of the Association For Corporate Growth, for her paper, "Mergers & Acquisitions in the 1980's - An Examination of the Billion Dollar Deals". Her instructor, Professor Betsy Ryan, was invited to the award presentation. Congratulations, Mary Jo!

**Lorayne M. Dollet**, Campus, '80: has been promoted from Director, Human Resources to Vice President, Corporate Services, at Packaging Corporation of America. Congratulations, Lorayne!

---

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

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 \_\_\_\_\_