



The Exponent

SEPTEMBER, 1988

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

RONALD J. GIDWITZ TO ADDRESS THE SEPTEMBER MULTI UNIVERSITY EVENT

For this event the UCWBG has invited the Chicago area alumni from the following universities:

- M.I.T. Sloan School of Management
- Stanford University Graduate School of Business
- U. of C. Graduate School of Business
- University of Pennsylvania Wharton School

Mr. Gidwitz is the President & CEO of Helene Curtis Industries, Inc. Crain's Chicago Business has named him the 1988 Executive of the year. He is an active Chicago civic leader. His topic for the September address is "Economic Development: Looking Toward the 1990's".

During his tenure as vice-president of Helene Curtis, Mr. Gidwitz was convinced that Helene Curtis was stagnating. He insisted that it was a manufacturing-oriented firm focused on a single produce (Suave) in a marketing-oriented business. As a result he was promoted, and implemented his strategy to change the focus of the company to marketing, put more emphasis on product research and sharply increase the advertising budget.

He insisted on introducing only products that were perceptively different from the competition, and stressed depth in the product lines. Helene Curtis began to leverage off the success in shampoos and conditioners by offering hair sprays and other hair care products under the same label. In 1981, the introduction of Finesse was a smashing success. The success of Helene Curtiss today is largely a result of Mr. Gidwitz's vision.

Mr. Gidwitz began his career at Helene Curtis at age 23. After earning his B.A. in Economics from Brown University and spending a year at Walter E. Heller & Company. He was named vice-president at 26, executive vice-president at 29, president at 33 and CEO at 40. Mr. Gidwitz had an advantage of family ties within the firm, but his rise to the top and success along the way was not a result of being a member of the family.

Mr. Gidwitz has succeeded at Helene Curtis by assembling teams of professionals and letting them do their jobs. He provides leadership, ideas, and coaching but never interferes with a project whether it is running smoothly or not.

Mr. Gidwitz developed an early interest in politics and has made a mark in that arena. He is the Chairman of the Economic Development Commission of the City of Chicago, a prominent member of the Cook County Republican party and the 43rd Ward Committeeman.

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Economic Development: Looking Toward the 1990's

Wednesday, September 14, 1988

The Palmer House
5:30 Cash Bar Reception, State Ballroom
6:15 Dinner and Presentation, Grand Ballroom

Cost \$35 per person
\$280 per table of eight

Reservations must be made in advance.

Please make _____ reservations at \$35 per person.

Enclosed is a check for _____ payable to the University of Chicago.

Name _____ Phone _____

Guests _____

Please enclose your check with this form to confirm reservations.

Please send check and form to:

Dorothy A. White
University of Chicago
Graduate School of Business
1101 E. 58th St.
Chicago, IL 60637.



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

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

**PRESIDENT'S
MESSAGE**

**Kathleen
Holoubek**



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

SEPTEMBER CONTRIBUTORS:

Shirley Beasley
Jane Belcher
JoAnn Hinz
Kathleen Holoubek
Kitty Voss

A Special Thank You

A special thank you to Kitty Voss for her work in developing a successful event for people interested in starting their own business. The panel discussion was informative and the evening offered members and friends an opportunity to talk with people who had experience and enjoyed sharing their insights.

A Special Invitation

The Executive's Club of Chicago has invited the UCWBG members to a special luncheon on September 20, 1988. The guest speaker will be His Excellency, Pertti Sololainen, Foreign Trade Minister of Finland. The luncheon will be held at the Palmer House, Grand Ballroom. Cocktails are from 12:00 to 12:30, Luncheon from 12:30 to 2:00. The cost is \$40.00 per person. For information call Linda Cook at 263-3500.

Networking Opportunities

The schedule of events for this Fall will offer extended opportunities for networking, both within the group and outside of the group. The two events that are scheduled for September and October will offer an opportunity, first, to meet alumni from other business schools and, second, to meet GSB alumni and their friends who are interested in common career issues. On September 14, alumni from the Stanford University Graduate School of Business, the Wharton School of the University of Pennsylvania, and the M.I.T. Sloan School of Management, as well as the University of Chicago GSB, will meet for dinner. Ron Gidwitz will be the guest speaker.

On October 15, the Career Planning Conference will be held at the Palmer House. Four topics related to career choices will be discussed by people with personal experience. The details for these two events are in this issue.

A networking round table discussion for UCWBG members is planned for November. The details will follow in a later issue.

I encourage you to take advantage of these opportunities to see old friends and hopefully meet new ones.

New Ideas

UCWBG Board members are always looking for new ways to serve the needs of the group. If you have an idea, please share it. Call me or any other Board member. Also, it is not too late to meet members of the committees which Board members chair. Call the Board member who is working in an area which interests you. There are interesting projects in process and working with committees is another way to meet members.

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

The University of Chicago Graduate School of Business Presents:
CAREER PLANNING CONFERENCE
SUCCEEDING IN A CHANGING WORLD

Saturday
October 15, 1988
 8:30 am-3:30 pm
 The Palmer House
 17 East Monroe
 Chicago, Illinois

Sponsored by
The University of Chicago
Women's Business Group
& The Executive Club
Price \$45

Join business leaders and business school graduates like yourself in a one-day forum on how to make your career a success. From speeches and panel discussions featuring senior executives and successful entrepreneurs, you will hear ideas for identifying and making the most of the opportunities that arise in today's everchanging business world. If you have questions, please call our Conference Office at 312/702-7572.

Opening Speaker: **Charlotte Beers**
 Vice Chairman, RSCG Corporation, Chairman and CEO, Tatham Laird & Kudner

Luncheon Speaker: **Edwin P. Hoffman**
 President and Chief Operating Officer, Household International
 Chief Executive Officer, Household Financial Services

Panels: CHANGING CAREERS (Panel A)

Anita R. Brick, Principal, Decision Dynamics Inc.
Alice M. Levy, Principal, Decision Dynamics Inc.



Charlotte Beers

CHANGING JOBS WITHIN YOUR FIELD (Panel B)

Gary W. Silverman, Managing Director-Central Region and Senior Officer, Korn/Ferry International
Judith A. Rogala, Senior Vice President, Central Support Services, Federal Express
David C. Craigmile, President, Elkay Manufacturing Company

MOVING UP WITHIN YOUR ORGANIZATION (Panel C)

Robert D. Tuttle, Chairman and Chief Executive Officer, SPX Corporation
Ruth M. Rothstein, President and CEO, Mount Sinai Hospital Medical Center of Chicago



Edwin P. Hoffman

STARTING YOUR OWN BUSINESS (Panel D)

George Kalidonis, Ph.D, President and Executive Director, Chicagoland Enterprise Center
Joan B. Beugen, President, Cresta Communications, Inc.
Gary A. Rosenberg, Chairman and Chief Executive Officer, UDC-Universal Development L.P.
James E. Daverman, General Partner, Marquette Venture Partners, L.P.

The University of Chicago Graduate School of Business Career Planning Conference
The Palmer House, 17 E. Monroe, Chicago, Saturday, October 15, 1988

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____

Program: Campus 190 XP Year: _____

Guest Name(s): _____

I have enclosed a check to the University of Chicago in the amount of \$_____ (\$45 per person).

No refunds will be granted after October 12, 1988.

Put a 1 and a 2 by your first and second choices for a panel during the morning breakout session.

Do the same for the afternoon breakout.

Morning Session: A____ B____ C____ D____

Afternoon Session: A____ D____

Return to: Conference Office, The University of Chicago Graduate School of Business

1101 E. 58th St., Chicago, IL 60637, 312/702-7572

Career Management Forum

A New Face For Joblines

Perspectives on Recruiters

by Kitty Voss

Some of us think that contacting search firms is an "easy" or "sure" way of finding a good job. Though this *can* be an effective avenue of job search, always, always, always remember who the search firm works for, i.e., who pays their fees. Search firms are retained by companies to recruit and screen candidates for *specific* openings. In most cases, they are enlisted to fill positions with annual salaries of at least \$60,000. This means that from the perspective of the job seeker, using search firms becomes a numbers game—a gamble. You are betting that a search firm you contact just happens to be conducting a search for someone with exactly your credentials and experience!

Nevertheless, approximately 10% of all executive and management positions are filled through search firms nationally. In addition to the periodic listings of search firms in the Career Management Forum of the Exponent, the *Directory of Executive Recruiters* may help you identify appropriate search firms to contact. This directory is updated annually, and can be found in the business section of most libraries. You can select appropriate firms by using the industry, function and geographic indices at the back of the book. Remember, no matter how highly regarded a firm is, it is of no value to you unless the firm has assignments in your functional area. Therefore, if your background matches the kinds of assignments a particular firm is likely to handle in the future, your resume will probably be placed in an active file. It is not unusual to learn of opportunities three months, six months or later after contacting a firm. In other words, don't sit at home waiting for the phone to ring. Get busy pursuing other avenues.

How many search firms should you contact? As a part of comprehensive job search, contact all appropriate firms that do searches in your field. This may be as few as 25 or as many as 250. Geographical location of the firm does not always mean that it only conducts searches in that area. Many of the larger firms are national or even international in scope, and even non-affiliated firms are retained to do searches in other states. So you are well advised to not limit your selection to only local firms.

It is appropriate to send your resume with a brief cover letter that describes your career focus or direction, the level of the position you seek, and your desired salary range. Recruiters need this information in order to make appropriate matches. If a recruiter agrees to meet with you face to face, consider this an excellent opportunity to practice your interviewing skills, as well as supply any additional information about you that the recruiter needs to know. Don't be surprised, however, if this is difficult to arrange.

Leading firms receive as many as 100 *unsolicited* resumes per day. And keep in contact with your chosen search firms periodically. Let them know of any change in your status or goals.

LIST OF EXECUTIVE RECRUITERS

We've received positive feedback about listing executive recruiters (January Exponent), so we've decided to update and publish this list on a quarterly basis. Have you had direct experience with a recruiter lately? If so, help us to update our list by giving us your recommendations. We'll all benefit.

ACCOUNTING & FINANCE

GORDON B. EDWARDS
EDWARDS & SOWERS, INC.
150 N. Michigan Ave.
Chicago, IL 60601
(312) 787-7370

DAVE SPECK
ELSCO
Crossroads Of Commerce II
Suite 390
Rolling Meadows, IL 60008
(312) 394-2400

FINANCE

KEVIN FOLEY
FOLEY ASSOCIATES
241 Gingerbrook
Bartlett, IL 60103
(312) 830-2977

CONSULTING

RICHARD FOXMAN or
PAUL CONTI
ERNST & WHINNEY
150 S. Wacker Dr.
Chicago, IL 60606
(312) 368-1800 X2013

DATA PROCESSING

JOYCE KNAUF
JOYCE C. KNAUF & ASSOC.
Box 624
Wilmette, IL 60091
(312) 251-7284

AL BORNSTEIN
SYNERGISTICS ASSOCIATES
320 N. Michigan Ave.
Suite 1803
Chicago, IL 60601
(312) 346-8782

(DATA PROCESSING, Cont.)

SUSE DELSING
MARK BOYENS & ASSOCIATES
27 Williamsburg Rd.
Evanston, IL 60203
(312) 677-1821

TOM OLSON
THE THOMAS COMPANY
1030 N. State
Suite 29B
Chicago, IL 60610
(312) 787-2412

CORPORATE PLANNING & DEVELOPMENT

CARL KREUTZFELD
ITEX EXECUTIVE SEARCH
2700 River Road
Des Plaines, IL 60018
(312) 299-2000

MARKETING & SALES

STEVE SACKLEY
CROSLY & ASSOCIATES
108 Wilmot
Suite 230
Deerfield, IL 60015
(312) 940-4800

SEARCH GENERALISTS

LORENA BLONSKY
KORN/FERRY, INTL.
120 S. Riverside Plaza
Suite 918
Chicago, IL 60606

SUE REYMAN
SUE REYMAN & ASSOCIATES
20 N. Michigan Ave.
Chicago, IL 60602
(312) 580-0808

DIANE MCGOUGH
LAUER, SBARBARO ASSOCIATES, INC.
3 First National Plaza
Chicago, IL 60602
(312) 372-7050

BRENDA BAND
MKM CONSULTANTS
545 N. Michigan Ave.
Chicago, IL 60611
(312) 644-5100

EAST COAST

PACKAGING & FOOD INDUSTRIES/FINANCIAL INSTITUTIONS/PHARMACEUTICALS

JOHN GRANTHAM
GRANTHAM CO., INC.
727 Eastowne Dr.
Suite 100A
Chapel Hill, NC 27514
(919) 489-1991

WEST COAST

JOHN HARLOW
KORN/FERRY INTERNATIONAL
600 Montgomery St.
San Francisco, CA 94111
(415) 956-1834

NOT-FOR-PROFIT ORGANIZATIONS/INSTITUTIONS

NANCIE E. NOIE
KITTERNANY ASSOCIATES
One N. LaSalle St.
Suite 3600
Chicago, IL 60602
(312) 236-0473

POSITIONS AVAILABLE

We will continue listing open positions voluntarily submitted by members for their firms, and by search firms and other opportunities that come to our attention. We will not **solicit** listings from search firms any longer. Do you have or know of any openings in your firm that a UCWBG member might fill? If so, contact Jane Belcher, 253 E. Delaware, #22-G, Chicago, IL 60611. (Those of you living outside Chicago—we want to hear from you!)

For the following two positions qualified candidates should send their resume to: Kevin Foley, Foley Associates, 241 Gingerbrook, Bartlett, IL 60103. Candidates may also call (830-2977).

SENIOR BUSINESS ANALYST/CORPORATE PLANNING - Fortune 100 manufacturing firms seeks an experienced individual who will be responsible for special projects, acquisitions, review of major capital expenditures, and operational analysis. Total of five years experience in financial analysis/financial planning required. Salary: Mid 50's.

MANAGER OF FINANCIAL PLANNING - Individual will be responsible for long & short range planning, acquisition analysis, financial modeling, as well as supervision of other professionals. Total of 4-5 years experience required. Salary: Mid 40's.

For the following two positions, qualified candidates should send their resume to: Loretta L. Sandford, Apple Computer, Inc., 8420 W. Bryn Mawr, Suite 900, Chicago, IL 60631. No phone calls, please.

SALES FORECASTING SPECIALIST - This position works with Apple Computer's sales organization to

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Career Management Forum

A New Face For Joblines

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develop sales growth forecasts. It will also be responsible for investigating business opportunities, defining performance measures and comparing actual performance levels relative to planned and forecasted measures. Interested candidates should possess a BS Degree in Marketing, Finance or other relevant field; and 2+ years of related experience in business-to-business sales. A Graduate Degree and/or advanced skills in personal computer software applications are a strong plus. Salary: \$40's-50's plus bonus, cash profit sharing and stock options.

MARKET DEVELOPMENT SPECIALIST - This position will identify both geographic and channel opportunities for the central region. Strategies for growth will be your responsibility. By working closely with our sales organization, you will assist in Apple's efforts to better match current market demand. Qualified individuals should possess 2+ years of analytical business experience, and command of market measures and research analysis. Excellent communications skills are required; MBA preferred. Salary: \$40's-50's plus bonus, cash profit sharing and stock options.

Are you willing to be a UCWBG Resource?

There is a wealth of knowledge and experience among the UCWBG members. But like the light under the bushel, this resource stays hidden, and therefore, untapped. We'd like to shed a little light on our resources and facilitate networking — to share industry information, experiences, and to make new business contacts. What is your industry and area of expertise? Are you willing to make yourself available to other UCWBG members? Do you run your own business? If we know about it, perhaps we can make business referrals. JobLines is planning to compile a resource list (for members' use only). Please contact Jane Belcher if you're willing to be a resource, and let her know whether or not you would like your information published in JobLines or simply available should JobLines be contacted with a specific request. Do you know a UCWBG member that we should interview and profile in the Exponent? Let us know.

If you wish to subscribe to the U of C Alumni Placement Newsletter call Sara A. Bittinger (312) 702-9927.

This month we have published our current list of executive recruiters. Have you had any direct experi-

ence with a recruiter lately? If so, help us update our list with your recommendations. We also hope to share information concerning salary surveys, job search information, and quips and tips — those bits of useful information.

Remember, this is your career management forum.

We invite YOU to be a regular contributor to JobLines. You can do this by sending information to:

Jane Belcher

JobLines Coordinator

253 E. Delaware Place, Apt. 22-G

Chicago, IL 60611.

Or if you prefer, you can call the information in to her:

312-630-4594 (days)

312-951-6121 (evenings and weekends).

If she's not available, leave your message on her recorder. The deadline for submitting material to be printed in the Exponent is the 20th of each month. If you miss the deadline, your information will be held for the next month. Remember, this is YOUR newsletter. We hope you use it for TWO-WAY communication and networking. We especially hope to hear from those of you who live outside of the Chicago area. We have a lot to share.

Please contribute information concerning

- Positions Available
- Part-time Positions Available
- Positions Wanted (Communicate your own job search through the Exponent.)

Ronald J. Gidwitz to speak at September event

continued from page 1

He has a reputation for roll-up-your-sleeves civic involvement and has demonstrated his commitment to the city by renovating the building which now houses Helene Curtis' corporate headquarters and by bringing jobs to the city.

Mr. Gidwitz is an involved and committed businessman and civic leader. He is on the board of the Field Museum, Chicago Central Area Committee, Lyric Opera and the Chicago Association of Commerce & Industry. He serves on the National Board of Directors and the Board of Trustees for the Boys Clubs of America and the President's Council for the Handicapped. In addition, he serves on the board of directors for several other companies: Continental Materials Corporation, Burnham Development Company, Burnham Management Company and LOM (a travel agency holding company).

Join us on September 14th for Mr. Gidwitz's presentation and see for yourself why he was named Crain's Chicago Business's Executive of the Year.

Review of the Create Your Ideal Career Workshop

The Career Management Committee sponsored a workshop earlier this year titled "Create Your Ideal Career." Robin Sheerer held this seminar and workshop on a delightful day high up in Lake Point Towers. The setting was ideal and the workshop was a fine mix of exposition and small group exercises. Since this was an abbreviated version of Sheerer's weekend workshop, the pace was fast and Robin Sheerer's enthusiasm was contagious.

As group exercises we explored accomplishments, achievements, jobs or roles which were satisfying and what qualities within us were captured in order to achieve the accomplishment. We also explored what made each one satisfying to us.

Sheerer then changed the focus from ourselves to our responsibility to our own career development. Too many times very intelligent, educated people allow others to make their career choices or perhaps they simply drift along with circumstance.

Samples from her career responsibility inventory include:

	FALSE	TRUE		FALSE	TRUE
I am satisfied with the results I produce in my work.	_____	_____	I admit when I make mistakes.	_____	_____
I know what the "cutting edge" issues are for my field/profession or my organization.	_____	_____	I acknowledge myself for my success.	_____	_____
I have recently volunteered for a new project, written a proposal, or come up with a creative new idea.	_____	_____	In my work I am able to express a purpose in my life beyond working to make a living.	_____	_____
I have deliberately created a support system to ensure my success in getting where I <u>want to go</u> (not in staying where I am).	_____	_____	I have recently stepped out and taken a risk in my work (within the last 6 months).	_____	_____
I have a clear direction to my career and have outlined my goals for the next five years.	_____	_____	I can verbalize my skills and accomplishments easily and effortlessly.	_____	_____
I know what the goals and missions are of my organization or of my clients' organizations.	_____	_____	I have a system for recording (keeping track of) my accomplishments.	_____	_____
I am fully supportive of my boss and other superiors.	_____	_____	I have <u>chosen</u> the work I am in and the challenges present in it.	_____	_____
I have told my superior and/or other relevant people about my career goals.	_____	_____	I continually put myself in growth-producing situations (classes, seminars, conferences, meetings, etc.).	_____	_____
I ask for and take on more responsibility.	_____	_____	I take responsibility to end my boredom and get out of my ruts.	_____	_____
I use my imagination, ingenuity and creativity to help solve organizational/client problems.	_____	_____	I delegate tasks enough that I am freed up to do those things where my energy flows.	_____	_____
I complete my communications with people I work with, particularly when I experience problems with them.	_____	_____	I have a balance of play and work in my life.	_____	_____
			I let people around me know what I want to be acknowledged for and how.	_____	_____

After the inventory each participant planned how we were going to work on 5 items that were marked false.

Next followed sessions on the power of visualization. Robin led us through a period of relaxation to the point where we could visualize our ideal career or life direction. Some of us were surprised! Also, Sheerer stressed the value of a treasure map. Her weekend classes paste up pictures representing their future and put this poster in a place where it is visible each day. She suggested that you not take it down until you tire of it. Later, she said it will be remarkable how much of the visualization is realized in real life.

Robin Sheerer, President of Career Enterprises, closed with sessions on goal setting both long range and short range and the importance of forming a support group.

Career Enterprises is continually featuring new ways to help with your career. Call 670-4370 for more information. Another wise career decision is to attend the UCWBG Career Conference in October! (See page 3)



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

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



*See President's
Message, page 2 for
invitation for Executive
Club, September 20,
1988 Luncheon.*

CAREER CONNECTIONS

Elise T. Ball, '89, 190: has left her job at the Federal Reserve Bank, Chicago and transferred to the Campus full-time program. Effective 9-30-88 her new home address will be 1235 Cherry Street, Winnetka, IL 60093, (312) 446-9133.

G. Chris Keely, '79, 190: has won the 1988 Communication Award from the American Society for Healthcare Human Resources Administrators for her paper "Progressive Discipline: A Guide for Supervisors". Congratulations, Chris!

Nancy L. Kosobud, '74, 190: has left her position as Vice President, Special Asset Administration at Continental Illinois Bank and has joined the Affiliated Banc Group as Vice President and Loan Review Manager. Her new work address is 4929 W. Lawrence Ave, Chicago, IL 60630, (312) 202-3208

Jamie Medowar, '88, Campus: has moved to 2052 Vine Drive Merrick, New York, 11566.

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 _____