



The Exponent

OCTOBER, 1989

The University of Chicago Women's Business Group

November Program Features Anthony Salemi

"How to Thrive Once You've Arrived" is the topic for the November Career Management program. Many of us are changing jobs, changing careers, or thinking about doing so. But while a great deal of time and effort goes into *finding* that new opportunity, satisfaction and success will depend on what happens *after* the new job starts. On November 14 Anthony J. Salemi, Ph.D. will lead an in-depth discussion of how to manage the transition to your new position. How can you most effectively assess the corporate culture of your new organization? What are the values? the rewards? accepted behaviors? Crucial interpersonal skills include active listening and asking the right kind of questions.

Salemi received his Ph.D. in Counseling from Southern Illinois University in 1978 and spent six years as a psychotherapist before becoming Executive Director of a mental health center in southern Illinois. He has taught at the undergraduate and graduate levels. Eight years ago he became a management consultant and established Innovative Developmental Techniques, a Chicago-based management consulting firm in 1987. Salemi has conducted over 1500 evaluations of managers, and those aspiring to be managers, throughout the U.S. and Canada. His style is practical and down to earth, and his focus is on helping managers increase their interpersonal effectiveness and impact.

This program will be held at Hotel 21 East, 21 East Bellevue. A light buffet will be served beginning at 5:30 p.m. and the presentation starts at 7 p.m. Reservations must be received by November 11. Cost is \$25 for members, \$27 for non-members. Mail checks and reservations to Lynn M. Russell, 3550 North Racine, Chicago, IL 60657 (828-5446 or 929-8553)

**DON'T FORGET THE
SECOND ANNUAL
NETWORKING DINNER!
OCTOBER 25, 1989**

Investing in Your Image: Still a Competitive Edge

by Jackie Renwick

Not long ago at a dinner party, a successful businessman posed the question, "Isn't it true that there probably isn't as much need for your business as there was when you opened in 1980?" I suppose that on its face, the question had some merit, but after a rather lengthy answer, which encompasses nearly a decade of experience with thousands of business women, I think I convinced him that today's executive woman needs our services more than ever.

It is true that in 1980 my goal was to inform women that a uniform of sorts would set them apart from the vast majority of working women; i.e., secretarial and clerical, and would identify them as professional women. We dressed, therefore, in rather severe menswear suits, cotton shirts and floppy bow ties. By the second half of the 80s, it was apparent that women were gaining a foothold in most of the professions. Even their presence in senior positions was no longer a novelty. About this time, most women's clothing stores and manufacturers targeted the career woman and a plethora of "career clothes" flooded the market, adding a great deal of confusion as to appropriate business dress. Some women adopted the new high-fashion or "anything goes" business dress. Others clung steadfastly to their conservative menswear uniform.

In today's competitive business climate, there is no doubt that one's business image continually enhances

or inhibits one's chances for success. Determining the appropriate business image for you, however, may require expert advice. An expert should analyze your business, your position, your corporate culture as to dress, your lifestyle and your desired image. Then, an uncomplicated, flexible, consistent wardrobe in the highest quality you can afford should be assembled, with accessories and use of color as your personal statement. It has been our experience that a well-chosen investment in one's image always pays off. Don't neglect yours!

Jackie Jensen Renwick, formerly a practicing LaSalle Street attorney, has dressed business women since 1980 in her three Chicago stores. Her new custom clothing salon, Costello & Renwick, is now located on the third level at 65 East Oak Street, (312) 266-9607

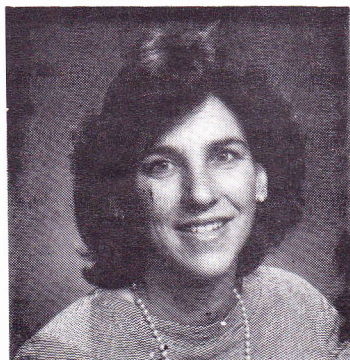
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From the President's Desk . . .

UCWBG'S TEN-YEAR ANNIVERSARY

Next year promises to be an exciting year for the UCWBG as we celebrate our ten-year anniversary. The UCWBG Board has been brainstorming to generate ideas for our celebration. Lorena Blonsky, President-Elect and Pam Ewing, Vice President-Chapters are heading up the committee to plan for the anniversary celebration. Many good ideas surfaced during our discussions including establishing a column in *The Exponent* to include pictures and anecdotes of how our members lives have changed over this ten year period. Other ideas included a fashion show covering women's business dress during the 1980s, a casino night and an historic house tour and luncheon. We hope to kick off the celebration at our annual meeting/holiday party this December. We would like to hear your ideas. Please give Lorena or Pam a call at their respective telephone numbers listed below.



Nancy Bruggemeyer-Gunder
President

Membership Renewal

You may have recently received a renewal form for membership in the UCWBG for 1990. If it seems like you just renewed, rest assured that we have not changed our fiscal year, which will still run from January to December. We are attempting to move up the date for membership renewals from the end of December to the end of October in order to publish our annual membership directory by February of the coming year (instead of our usual May and June).

Also, under Sharon Steadman's and Shirley Beasley's leadership, we are making some changes to the directory such as expanding the information provided on our members to include such categories as undergraduate education and past experience. By expanding the information on our

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Vice-President's Viewpoint

As the Vice President of Programs this year, one issue that has deeply concerned me is the decline in member attendance at our programs this year. Although the UCWBG's membership as a group is increasing, the active participation of our members seems to be on the wane.



Adrienne Harvitt
VP-Programs

I have attributed this distressing trend in part to the basic demographic fact that as our members have gotten older, some of them have gotten more involved recently in family matters. Being a full-time working mother I can fully appreciate the constraints which those members who are either working and/or raising children have on their time. I have also considered the fact that as many of our members have climbed the corporate ladder, they are in greater demand not only to commit more of their time to corporate-related matters, but also to expand their activities to include other political, social or charitable activities. Thus, the Programs Committee is faced with the challenge of competing with a lot of other organizations for our members' time.

Quite apart from this type of intuitive analysis, however, I have been told by some members that, although they value their membership in the organization, they do not feel that attendance at the meetings is of much benefit to their career. It is eliminating this misconception which I believe is one of the largest hurdles not only for the UCWBG but for all "female" professional organizations to overcome. In my opinion, it is shortsighted for anyone who is seriously pursuing a life-long career in business to discount the friendships they can make early in their career.

I offer a vignette from my childhood to show how I learned the hard way. I often reflect about a little girl in my second

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THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1989 Board of Directors

President: Nancy Bruggemeyer-Gunder
433-3806

President-Elect: Lorena Blonsky
726-1841

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VP-Internal Communications: Charlene Paulus Oaks
280-9091

VP-Career Management: Kitty Voss
864-5052

VP-Chapters: Pamela Ewing
243-0061

Immediate Past President: Kathleen Holoubek
875-1728

Director: Diana Carpenter
699-0712

Director: Ann Rosenbaum
836-7572

CAREER CONNECTIONS

Hally M. Dunn, '86, 190: is no longer President of Master Printers Credit Union. She has accepted the position of Director of Financial Services, Printing Industry of Illinois/Indiana. Her new work address is 70 East Lake Street, Chicago, IL,

(312) 372-6728. Her home address is 426 North Lombard, Oak Park, IL, (312) 848-1425.

Agnes A. Roach, '80, Campus: has been elected President of Kentucky Society of the Institute of Certified Financial Planners.

October is Breast Cancer Awareness Month in Illinois

The Illinois Cancer Council (ICC) has designated October as Breast Cancer Awareness Month in Illinois. Currently, one out of every ten women will be diagnosed with breast cancer, making it one of the most common types of newly-diagnosed cancer among women.

The ICC's goal is to encourage detection of breast cancer in the earliest stage and provide information that will help women make appropriate decisions if they have a symptom of the disease.

Illinois residents can call the Cancer Information Service toll-free at 1-800-4-CANCER to obtain brochures, fact sheets, and other information at no cost on such subjects as breast cancer risk factors, warning signs, breast self-examination, as well as referrals to local hospitals and medical centers where they can schedule a breast examination or mammography.

The Illinois Cancer Council is the National Cancer Institute-designated Comprehensive Cancer Center for Illinois. The ICC coordinates programs in cancer research, treatment and education throughout the state, and its Cancer Information Service provides answers to cancer questions and free printed information to Illinois residents who dial 1-800-4-CANCER. ☎

Do you need day care? English-speaking woman with excellent references seeks full-time child-care position. Call 280-6931.

Vice President, cont'd from page 2

grade class in a small town in Florida where I grew up. My friends and I did not pay much attention to her because she seemed preoccupied at a very early age with the game of tennis. That was our loss. She later became an international tennis star. Her name is Chris Evert.

Although this concept may seem to be a bit simplistic, the point is that the UCWBG provides what we believe to be a comfortable and convenient forum to meet those professional women who have the best shot at becoming our future business leaders. I cordially invite you to come to our next event on October 25, 1989 and find out who they are!

Adrienne Harvitt
VP-Programs

SAVE THE DATE
Annual Meeting / Holiday Party
December 15, 1989
Details next issue.

President, cont'd from page 2

members, we hope to make the directory a more useful tool for networking. The Directory will also include the UCWBG's By-Laws and mission statement, a listing of the current Advisory Board Members and past UCWBG Board presidents, and member advertising.

Nancy Bruggemeyer-Gunder
1989 President

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 _____ 190 XP _____

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.)

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 _____

Calendar

October

- 10 Towers Cresap Lecture
Speaker: Robert Blattberg
The University Club, 76 East Monroe
5:30 pm reception, 6:15 pm lecture
Contact: Sara Bittinger, (312) 702-7572
- 11 Health Issues for Women
Relationships: Getting What You Want
301 East Chicago, 1st floor auditorium
5:30 - 6:00 pm Wine and Cheese
6:00 - 7:30 pm Presentation
Contact: 908-7503
- 13 Chicago Alumni Event
Museum of Contemporary Art
6:00 pm - 8:00 pm
Contact: Alumni Office, (312) 702-7727
- 14 UCWBG Board Meeting
190 East Delaware, 9:00 am
- 16 MYOB Lecture Series: Market Pressure May Dictate Big
Bucks Up Front
Monroe Club, 111 West Monroe
5:30 pm Reception, 6:30 pm Program
7:30 pm Question and Answer, Dessert
Contact: Linda Paterson, (312) 702-7727
- 18 *The Exponent* deadline (November/December issue)
- 25 UCWBG Networking Dinner
Danilo's, 6:00 pm

- 25 Business Leadership Breakfast
Contact: Barbara Backe, 702-7128

November

- 8 GSB Alumni Box Lunch - Steve Lazarus
One First National Plaza
Contact: Linda Paterson, (312) 702-7727
- 14 UCWBG Career Management Event
"How to Thrive Once You've Arrived!"
Anthony Salemi, Ph.D.
Hotel 21 East, 21 East Bellevue
5:30 pm (See article front page)
- 18 UCWBG Board Meeting
190 East Delaware, 9:00 am

December

- 5 UCWBG Annual Meeting and Holiday Party
Harris Bank Building
- 7 Business Forecast Luncheon
Chicago Hilton & Towers
- 8 GSB Alumni Box Lunch - Steve Lazarus
Contact: Linda Paterson, (312) 702-7727
- 16 UCWBG Board Meeting
190 East Delaware, 9:00 am

January

- 19 Student WBG Conference
Ida Noyes Hall
Contact: Linda Paterson, (312) 702-7727

Send Calendar listings to Jo Anne McCarthy at the UCWBG address below or phone (312) 454-7503.



The University of Chicago
Women's Business Group

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Address Correction and Forwarding

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