



# The Exponent

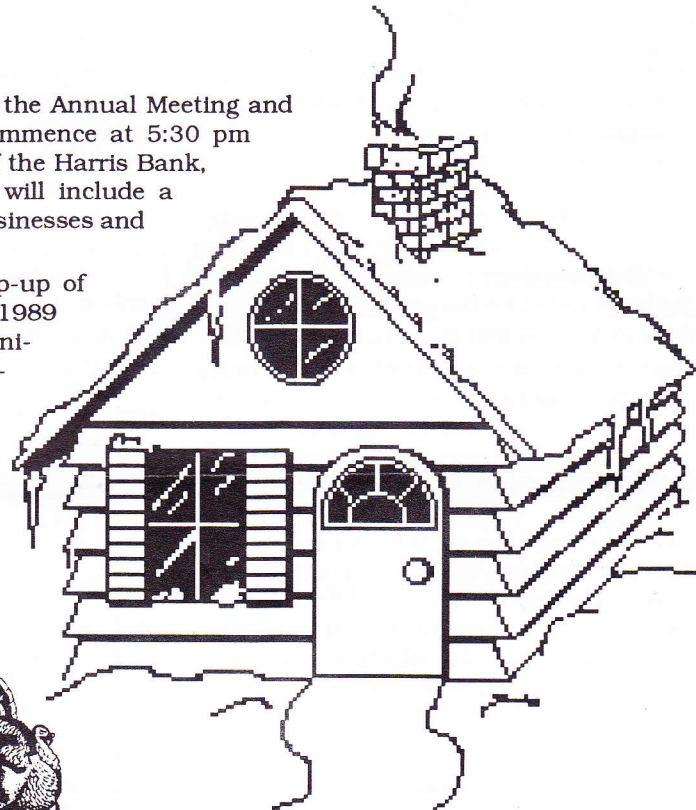
NOVEMBER/DECEMBER, 1989

The University of Chicago Women's Business Group

## Holiday Party and Annual Meeting Set for December 5

The final UCWBG event for 1989 will be the Annual Meeting and Holiday Party. This year's festivities will commence at 5:30 pm December 5 in the Executive Dining Room of the Harris Bank, 111 West Monroe, Chicago. Entertainment will include a harpist and door prizes from popular local businesses and UCWBG supporters.

The Annual Meeting will include a wrap-up of 1989 accomplishments, an introduction of 1989 and 1990 officers and board members, recognition of Advisory Board members, and distinguished service awards. Send your check for \$15 per member; \$20 per guest to Adrienne Harvitt, 135 South LaSalle, Suite 1254, Chicago, Illinois 60603. Reservations received after December 1 will be accepted only as cancellations are received.



### Holiday Party and Annual Meeting RSVP Coupon

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Daytime phones \_\_\_\_\_

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

Amount enclosed \_\_\_\_\_ (\$15.00 Members; \$20.00 Guests)

Send form with check payable to University of Chicago Women's Business Group to:  
Adrienne Harvitt, 135 South LaSalle, Suite 1254, Chicago, Illinois 60603.  
Questions: 726-4501

### Inside This Issue

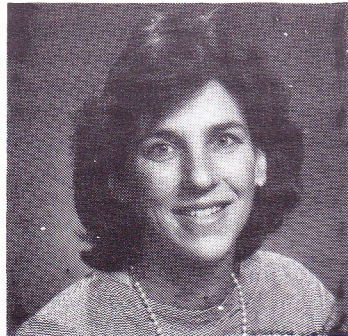
From the President's Desk	2
Advisory Committee Meets	3
Advisory Board Profiled	4
Help Homeless Women	5
Networking Opportunities	5
Entrepreneur's Spotlight	6
HR 2787	6
Career Connections	7
Midwest Search Firms	7
Health Programs	8
Calendar	8

# From the President's Desk . . .

## A CLOSING MESSAGE

It's hard to believe 1989 is almost over. Because this is a combined issue of *The Exponent* for November/December, I will use this opportunity to share my thoughts with you about my involvement with the UCWBG over the years and as president of the UCWBG this year. I became an active member of the UCWBG in 1985 by participating on the UCWBG membership committee. Yes, it was a lot of work; but, more importantly, I had a lot of fun. It provided me with an opportunity to make friends with a talented group of women with whom I could share my thoughts and ideas about careers and personal growth. These friendships did not happen overnight; rather I chose to remain involved with the UCWBG and build on those friendships. In 1987, I accepted a Board position as Vice President of Finance. Much to my surprise and delight I was slated for the position of President-Elect in 1988 and became president in January of 1989.

As the year began, we were facing a number of significant challenges including the dissolution of our national campaign (Chapters), a refocusing on Chicago-area graduates, and the development of a GSB Alumni Club in the Chicago area. In addition to these challenges, was a perceived decline in attendance at our programs and events. All of these factors suggested a need to re-evaluate the UCWBG's purpose and mission. With this charge, the UCWBG Board meetings were lively as various issues regarding identity and future direction of the group were discussed. Sometimes it seemed more like work than fun, but thanks to the efforts of board and committee members, I think the UCWBG has emerged as a stronger organization.



Nancy Bruggemeyer-Gunder  
President

By building on our 1989 theme of "Reaching Out to Membership"—both existing and new members—our membership to date stands at nearly 500 members. Our low membership turnover rate among Chicago-area graduates (somewhat less than 15 percent) and the addition of many new members this year underscores the continued need for a professional women's business association among women graduates of the GSB.

My thoughts for the future? I agree with our Advisory Board's observations (see article next page by Helen Hodges in this issue of *The Exponent*) that we need to focus on having "fun." Also we need to continue our attempts at "personalizing" the group—making human contact, whether by tele-marketing to recruit members or by member introductions at programs and events or by expanding our Directory to include additional information for members to use in their networking efforts or through a new member luncheon.

Lastly, I want to thank all board members for their outstanding efforts this year. A short recap of our accomplishments for the year will be provided at the annual meeting/holiday party on December 5th. Also, I want to thank the Alumni Office of the GSB for their continued support. And best wishes to Lorena Blonsky as she assumes the presidency of the UCWBG in January.

Nancy Bruggemeyer-Gunder  
1989 President

### Don't forget the November Career Management Event

**"HOW TO THRIVE ONCE YOU'VE ARRIVED"**

**ANTHONY J. SALEMI, PhD**  
**NOVEMBER 14, 5:30 pm**  
**Hotel 21 East, 828-5446**

## THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

### 1989 Board of Directors

**President:** Nancy Bruggemeyer-Gunder  
433-3806

**President-Elect:** Lorena Blonsky  
831-5990

**VP-Administration:** Shirley Beasley  
858-4709

**VP-Finance:** Susan Larson  
376-9780

**VP-Programs:** Adrienne Harvitt  
726-4501

**VP-Membership:** Sharon Jepson Steadman  
407-3958

**VP-Public Relations:** Idell Feldstein  
262-7944

**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



Standing: Marjorie Lucchetti, Lorena Blonsky, Mary Lou Gorno; Seated: Ruth Rothstein, Helen Hodges, Nancy Gunder

## Advisory Committee Meets— Says “Lighten Up”

On October 16th, the UCWBG Advisory Committee met to discuss:

1. Membership Campaign Targeting
2. Scope of Membership
3. Social Service and/or Advocacy
4. Programming
5. Identify of the UCWBG

The group's key messages were that the UCWBG is unique because of its variety of interesting members and its University of Chicago roots, but that the organization needs to lighten up some.

### 1. Membership

- To the question “Is the woman in the mid-range of her career the best target for the UCWBG?”, the Advisory Committee suggested:
  - Focusing like this is probably not good as the richness of the group may be damaged. For example, the enthusiasm of women young to their careers is refreshing and, at the same time, the wisdom of more senior women is an invaluable resource.

- The roots of the group are bedded in The University, so the target probably should be no narrower than a graduate of The University.
- To the question “What should the role of more senior women be and how can we attract/keep them in the Group?”, Committee members commented:
  - Senior women, like other people, are enticed by experiences not readily available elsewhere. One reason the UCWBG is unique is because its membership consists of very intelligent women with a variety of career experiences. So fostering interaction among the group is important.
  - The common base of The University also makes the UCWBG unique and interesting to more senior women who want to maintain a tie with the U of C.
  - The most important thing in attracting these women is to have fun, not “strictly business” meetings.
  - Obviously, senior women can (and do) provide counsel to others and are networking resources, but these should be natural outgrowths of relationships and are what we would hope all UCWBG members provide each other.

*continued on page 4*

- Possibly senior women could help the UCWBG "lighten up" (see below).
- Periodic meetings such as the Advisory Committee where specific topics are explored are good ways to tap the experience and wisdom of more senior women.
- Mostly, more senior women will add to the dynamic mix of the UCWBG and formalizing how that will happen is probably not necessary.

## 2. Scope of Membership

- Concerning the question, "Should the UCWBG recruit graduates from other U of C schools?", Committee members noted that the membership base is women in business who graduated from The University and that focusing only on the GSB is unnecessary. The UCWBG must assess its ability in terms of resources to recruit beyond the GSB, however.
- And to the question, "Should the UCWBG recruit graduates from other business schools?", the answer was no. The uniqueness of the UCWBG is its U of C heritage. Also, diverting time and dollars to recruiting so broadly would weaken efforts in other more important areas.

## 3. Social Service and/or Advocacy

Committee members agreed that the UCWBG's role in this area should be at most to inform members of views on issues. Advocacy and service groups are readily available elsewhere and provide a better, more appropriate forum than the UCWBG.

## 4. Programming

- Comments on how to increase attendance at meetings included:
  - Number one is to have fun and lighten up.
  - De-emphasize business and increase the number of social events that encourage member interaction.
  - Possibly decrease the number of events to 6-8 per year.
  - Trying to develop programs that consistently appeal to most UCWBG members would be frustrating as the group is so diverse.
  - Concentrating more on the common link—the U of C—may appeal to the broadest group of members.
  - Have every attendee introduce herself at each meeting to facilitate exchanges at meetings.
- Potential topics suggested were:
  - Visit the Oriental Institute, Art Institute, Opera, and other such institutions.
  - Piggyback on U of C programs and resources.
  - Provide an environment that brings members together and let them take the responsibility for making things happen.
  - Continue to work on strengthening the networking savvy of the group as that is one of the invaluable assets of groups such as the UCWBG.

## 5. Identity of the UCWBG

- Advisory Committee members observed that the UCWBG seems to be too structured and rigid.
  - There is value in focusing to avoid straining resources by attempting to do too many things. But wrestling to define itself so thoroughly and concerning itself with always assuming a business image may be preventing the UCWBG from having fun.
  - Members of other very effective women's organizations value having an informal atmosphere to interact with other women on personal and business levels.
- The UCWBG exists because of the common thread of the U of C—this may be the most important factor in the UCWBG identity.
- The Board is working too hard.
  - Meeting on Saturday mornings each month seems incredibly severe.
  - Maybe the UCWBG is trying to do too much and taking itself too seriously.

Advisory Board Members present were: Mary Lou Gorno, President, Marketing, The Hybrid Group; Marjorie Lucchetti, Vice President, R.R. Donnelley and Sons, Inc.; Ruth Rothstein, President and CEO, Mount Sinai Hospital Medical Center of Chicago; Lorena Blonsky, President-Elect, UCWBG; Nancy Gunder, President, UCWBG; and Helen Hodges, Advisory Committee Chair. ♪

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# Advisory Board Members Profiled

As Robin Sheerer pointed out when leading a workshop for the UCWBG, "It is a wise person who seeks coaching." Certainly the same is true of an organization. In 1987, Linda O'Bryant, former VP-Membership, proposed that the UCWBG form an Advisory Committee of women business leaders who could lend their professional and civic acumen to the UCWBG. The Advisory Committee's first meeting was held in 1988, discussing topics suggested by the UCWBG Board, such as UCWBG focus, function and philanthropy.

The Advisory Board consisted of 12 members, three of whom are currently serving on the UCWBG Board and act as liaison for all issues with the Advisory Committee, and three UCWBG members. The Advisory Committee's only other structure is a chairman who coordinates the dinner meetings and any ongoing dialogue. The first chairman was Linda O'Bryant. The current chairman is Helen Hodges, a past President of the UCWBG who currently owns her own environmental consulting firm in Houston.

In order to better acquaint UCWBG members with the important, behind-the-scenes activity of the Advisory Committee, we will publish an ongoing series of articles giving brief biographies of the Committee members. It is impossible to condense these august careers into a few short lines, so only the most salient and interesting facts are included. ♪

## Marjorie Lucchetti

Senior Vice President, Book Group, R.R. Donnelley. Long before she was the first woman promoted to Senior V.P. at Donnelley, Lucchetti earned a PhD in English Literature from the University of Chicago and taught Contemporary American Literature at the U of C. Lucchetti stresses balance of business and personal life and is active in sailing, skiing, photography and rehabbing.

Honored by the Academy of Women Achievers of the YWCA and a member of the Chicago Network, Lucchetti also serves community interests as a trustee of the Donnelley retirement committee, on the editorial advisory board for Donnelley's award-winning employee publication, *The Printer* and is active with the publication board for the Art Institute of Chicago. ♣

## Ruth M. Rothstein

President and CEO of Chicago's Mount Sinai Hospital Medical Center. With a career-long focus on serving the underprivileged, Rothstein is credited with turning the ailing Mt. Sinai Hospital into one of the most cost-effective hospitals in Chicago. She recently received the American Hospital Association's Award of Honor, presented only five times since 1966.

A sought-after lecturer on topics including health care management, Judaism, and women's issues, Rothstein received *MS. magazine's* Leadership Award, has a personal archive established at the Chicago Historical Society and, in 1987, even had a street in Chicago named in her honor. ♣



Evelyn Echols

## Evelyn Echols

Founder (1962) and President, International Travel Training Courses, Inc. and Echols International Hotel Schools, Inc. Appointed by President Ronald Reagan to the President's Advisory Committee on Women's Business Ownership and honored in 1986 as one of the nation's Top Women Entrepreneurs. With emphasis on travel, Echols has served as an editor, lecturer, and hosted her own television show.

In addition to her business enterprises, Echols serves on a variety of boards such as the Chicago Tourism Council, the Executives' Club of Chicago and United Cerebral Palsy Association of Greater Chicago. She also maintains a unique tie to the University of Chicago where her husband, David H. Echols, an advertising executive, is also Director of Marketing and Advertising courses at the U of C. ♣

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## Business Travelers Can Help Homeless Women

Toiletries provided by hotels and collected while traveling can be used to help those in Chicago shelters for homeless women.

Small bottles of shampoo, moisturizer, mouthwash, bars of soap, shower caps and sewing kits are needed for the women served by Deborah's Place, an overnight shelter, Irene's, a daytime center, and Mara's, a transitional living residence.

The toiletries can be delivered or mailed to Mara's, at 1110 North Nobel Street, Chicago, Illinois 60622 (west of the Division Street exit of the Kennedy Expressway). ♣

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## New Networking Opportunity for Women Travelers

For women who travel there's always the dilemma of where to go for food and entertainment. Room service gets old, but dodging archaic martini-drinkers in the restaurant bar gets even older.

Now there's an organization called the Traveling Women's Information Network (TWIN), which matches women traveling in the same area via a toll-free 800 telephone number.

For \$45, members receive the toll-free number which tells them the names and professions of other women who will be visiting in that city at the same time. Then you have the option to contact other women travelers for dinner or even a night out on the town.

Some cities have their own TWIN representatives who will give you the names of other women travelers in the city, tell you about events going on around town, or even offer to escort you yourselves. TWIN currently has 952 members. For more information, contact Dr. Susan Cameron, TWIN, P.O. Box 776, Plymouth, Michigan 48170, (313) 451-6888. ♣

# Career Management Forum

## ENTREPRENEUR'S SPOTLIGHT

Helen I. Hodges, XP '53 and former President of the UCWBG, has bought a company in Texas and moved her entire family south. Her new company, SSCI, has offices in several states, and is a multi-disciplinary environmental management and field remediation firm that offers industry, municipalities, and governmental agencies a turnkey approach to resolving the many-faceted problems created by hazardous and nonhazardous materials.

Firmly committed to excellence, SSCI's management and technical staff form a team of professionals with extensive experience in all aspects of the

environmental management and consulting engineering fields.

Helen's company provides a full complement of services in the areas of site assessment and consulting, sampling and analytical services, remedial investigation feasibility studies, hazardous waste site remediation, environmental compliance evaluations and audits, underground storage tank management programs and nonhazardous oil field waste pit closures.

SSCI's approach to problem solving consists of responding rapidly with a creative and effective program de-

signed specifically to meet clients' needs. Maintaining this basic philosophy has been the keystone to successful relationships and has assured clients cost-effective, environmentally-sound solutions to today's ever-changing environmental challenges.

Helen's work address is SSCI, 16811 El Camino Real, #214, Houston, Texas 77058, (713) 486-1943, FAX (713) 486-7415. She does not yet have a permanent home address, but can be reached outside of business hours at (713) 488-3118. Helen shares information with us about HR 2787 in the following article.

## HR 2787—The Innocent Landowner Defense Amendment of 1989

The Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA - also called Superfund) created a scheme of strict, joint, and several liability regarding inactive or abandoned waste disposal sites. In so doing, Congress presented a grave problem for many landowners who suddenly found themselves potentially liable for toxic releases and contamination of which they had no previous knowledge, and which occurred before they entered into possession of the property.

Because of the unfairness inherent in holding innocent parties responsible for contamination caused by their predecessors in title, Congress included a passage in the Superfund Amendment and Reauthorization Act (SARA) to protect "innocent landowners" from CERCLA liability, provided that they had "undertaken, at the time of acquisition, all appropriate inquiry into the previous ownership and use of the property consistent with good commercial or customary practice in an effort to minimize liability." Little guidance is offered as to what constitutes all appropriate inquiry or good commercial or


customary practice, leaving the issue to be settled by the courts.

In order to more fully define the type and extent of inquiry required to assert the innocent landowner defense, HR 2787 (The Innocent Landowner Defense Amendment) has recently been introduced in Congress. If passed, HR 2787 would allow a landowner to establish "a rebuttable presumption that he has made all appropriate inquiry" concerning CERCLA, if he obtains a "Phase I Environmental Audit of the property... immediately prior to or at the time of acquisition."

According to HR 2787, a Phase I Environmental Audit must be conducted by an environmental professional qualified by virtue of academic training, occupational experience, and reputation to perform the work objectively. The audit is to be conducted as an investigation of the property to determine or discover the obviousness of the presence of likely presence of a release or threatened release of hazardous substances on the property. The audit must be documented and maintained in the landowner's files. As a minimum, the audit must include a review of:

- 50 year chain of title documents
- Aerial photographs
- Determination of the existence of environmental cleanup liens
- Government records on where such releases have or are likely to occur
- A visual inspection of the property and adjacent properties.

Additional steps are required to confirm the absence of a release or threatened release under certain conditions.

The initial audit is limited in scope, and therefore cannot guarantee that no contamination exists on site. Its purpose is to ascertain whether, to a trained and experienced professional, there are or are not obvious past or present potential sources of contamination. If HR 2787 becomes law, such an audit will protect the buyer from liability for catastrophic environmental hazards if 1) the audit is conducted properly, 2) the hazards were created before the acquisition of the property, and 3) the audit did not reveal the presence or suspected presence of contamination. Because the presumption of innocence is rebuttable, it is important that the investigation be thorough. 

# CAREER CONNECTIONS

**Nancy M. Clausen, '81, 190:** has re-joined Lamalie Associates, Inc., as Director of Research in Tampa, Florida. Her business address is 13920 North Dale Mabry, Tampa, Florida 33618. (813) 961-7494.

**Jo Ann Hefferle, '87, Campus:** has changed jobs and returned to Chicago. Now a Consultant with Touche Ross, 111 East Wacker, 11th Floor, Chicago, Illinois 60601. Her home address is 405 North Wabash #1906, Chicago, Illinois 60611. Phone numbers are (312) 644-8900, day and (312) 527-3052, evening.

**Stacey M. Kirsch, '88, 190:** has moved. Her new home address is 541 West Oakdale, #409, Chicago, Illinois 60657. (312) 348-0927.

## MIDWEST SEARCH FIRMS

### Data Processing

Joyce Knauf  
Joyce C. Knauf & Associates  
Box 624  
Wilmette, Illinois 60091  
(708) 251-7284

Al Bornstein  
Synergistics Associates  
320 N. Michigan Avenue, Suite 1803  
Chicago, Illinois 60601  
(312) 346-8782

### Communications Industries

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The Thomas Company  
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Chicago, Illinois 60610  
(312) 787-2412

### Accounting and Finance Executives

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Edwards & Sowers, Inc.  
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Chicago, Illinois 60601  
(312) 781-7370

Dave Speck

ELSKO  
Crossroads of Commerce II, Suite 390  
Rolling Meadows, Illinois 60008  
(708) 394-2400

### Finance

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Foley Associates  
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Bartlett, Illinois 60103  
(708) 830-2977

### Consulting

Richard Foxman  
Ernst & Young  
150 South Wacker Drive  
Chicago, Illinois 60606  
(312) 368-1800 x2013

### Corporate Planning & Development

Carl Kreutzfeld  
ITEX Executive Search  
2700 River Road  
Des Plaines, Illinois 60018  
(708) 299-2000

### Marketing and Sales

Steve Sackley  
Crosley & Associates  
108 Wilmot, Suite 230  
Deerfield, Illinois 60015  
(708) 940-4800

### Search Generalists

Sue Reyman  
Sue Reyman & Associates  
20 North Michigan Avenue  
Chicago, Illinois 60602  
(312) 580-0808

Diane McGough  
Lauer, Sbarbaro Associates, Inc.  
3 First National Plaza  
Chicago, Illinois 60602  
(312) 372-7050

Brenda Band  
MKM Consultants  
545 North Michigan Avenue  
Chicago, Illinois 60611  
(312) 644-5100

## CAREER CONNECTIONS

Please let us know if you have **moved** or **made any changes** in your career lately. Send information to CAREER CONNECTIONS, UCWBG, 630 Green Bay Road, P.O. Box 350, Kenilworth, IL 60043.

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 \_\_\_\_\_

## New City YMCA Offers Health Enhancement Programs to Loop Area Corporations

Faced with rapidly increasing health care costs, a growing number of corporations are taking aggressive approaches in providing health enhancement programs to employees and their families. Reduced absenteeism/turnover, increased productivity and stabilization of health care costs are just a few benefits to corporations. Employees improve their ability to cope with stress and positive attitudes towards work are reported incentives often influencing management to consider health enhancement programs.

The New City YMCA located just north of Chicago's Loop has been actively involved offering corporations assistance through various Wellness programs in Stress Management, Nutrition/Weight Management, CPR and Smoking Cessation to name a few. Courses are held at the company's location and are designed to meet specific company and employee needs. A one-hour lecture can provide introductory information on certain topics and multi-session classes give more in-depth education and are able to monitor progress.

The YMCA can provide these classes at no charge as part of its corporate outreach program to companies within the New City service area. If you are interested in setting up one of these programs for your company or would like to learn more about corporate health programs, contact Barb Norby at 266-1242.

# Calendar

## November

- 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 page 6)
- 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 UCWBG Calendar at the UCWBG address below or phone (312) 454-7503.



## The University of Chicago Women's Business Group

630 Green Bay Road, P.O. Box 350  
Kenilworth, Illinois 60043



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630 Green Bay Road, P.O. Box 350  
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NOVEMBER/DECEMBER CONTRIBUTORS:

Nancy Bruggemeyer-Gunder  
Jo Anne McCarthy

Helen Hodges  
Charlene Paulus Oaks