



# The Exponent

JUNE, 1989

The University of Chicago Women's Business Group

## June Program Announced:

### Carolyn Solomon to Host an Evening of Art and Insights into Building and Operating a Successful Art Business

#### Profile:

#### Carolyn Solomon

Carolyn Solomon is President and Chief Operating Officer of Circle Fine Art Corporation. Her talents and leadership have resulted in record artistic, strategic, and financial growth for the company.

Circle Fine Art Corporation is an art gallery organization that acquires, publishes, distributes, and sells fine art and collectible art objects, such as jewelry and clocks. One of the largest gallery organizations in the world, Circle Fine Art owns and operates 33 galleries, distributing art to more than 700 independently-owned galleries. Net sales in 1988 were just over \$28 million.

Solomon has been with Circle for 15 of the company's 25 years of existence. After holding various executive positions with the company, she became President and COO in 1981 and has served as Director of the Board for the past two years.

Her vision to grow the business extends beyond selling paintings, sculpture, and original graphics by both acclaimed and emerging artists. Under her leadership, Circle has offered Art to Wear—limited-edition fine art jewelry designed and signed by major artists—and Art to Use—functional fine art also designed by renowned artists. For its

**Who:** University of Chicago Women's Business Group

**What:** Gallery Reception

**Where:** Circle Gallery, 540 North Michigan Avenue

**When:** June 9, 1989 5:30 to 7:30 p.m.

#### R.S.V.P. using coupon below

Art to Use product line, Circle last year entered into a joint venture with Bulova Company, called Classic Moments Company, to create, manufacture, and distribute artist watches and clocks.

In addition to expanding Circle's product mix, Solomon has been responsible for crafting bold strategies to market fine art. One such successful strategy involves direct response marketing to American Express cardholders, which more than quadrupled Circle's sales to American Express in one year (1987-88).

With the art industry growing at an unprecedented pace, Solomon has significantly helped position Circle as an industry leader by offering innovative art products and bold marketing programs.

Join us for an intimate evening of fun and insight into the world of art! For information, call Carlette McMullan, 236-1600, ext. 8621.

Friday, June 9, 1989

Name \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Guests \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Mail to: UCWBG  
135 South La Salle Street  
Suite 1254  
Chicago, IL 60603

Cost: \$ 5.00 per person  
\$ 8.00 per couple

#### Mike Flannery Addresses April Program



(Chicago, IL)  
Illinois  
Masonic  
Medical  
Center  
Marketing  
Director  
Nancy

Gunder, President of the University of Chicago Women's Business Group (r) congratulates Channel 2 political reporter Mike Flannery on his April 17 speech to the Group.

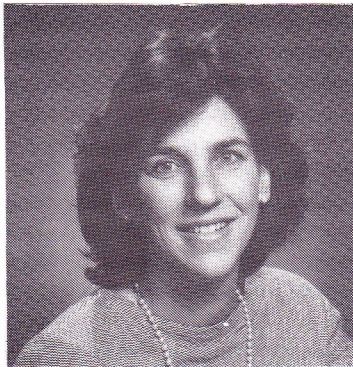
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## From the President's Desk . . .

### TELEMARKETING COMES TO THE UCWBG

In keeping with our theme of "Reaching Out to Membership", the UCWBG is about to undertake a telemarketing campaign to reach non-member graduates of the GSB in the Chicago area. With the support of the GSB, twenty plus members will be staffing the telephones on the main campus on Saturday, June 24th. It promises to be a fun day. A "free lunch" (who ever said "there is no such thing as a free lunch"?) will also be included. If you are interested in testing your "sales skills", having a good time and meeting other members of the UCWBG, please join us. For more information, or to sign up, contact Lorena Blonsky at 831-0308.



Nancy Bruggemeyer-Gunder  
President

### PROPOSED BY-LAW CHANGES

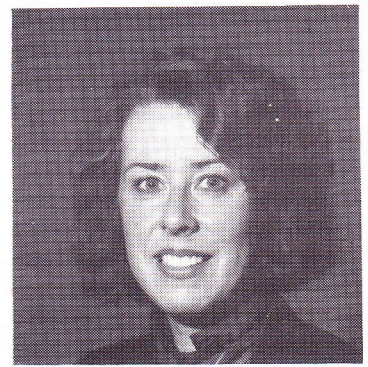
Since our first set of By-Laws were drafted in 1986, the UCWBG has flourished and undergone some change. Recently, a subcommittee of the UCWBG Board of Directors met to review the purpose and mission of the group as well as its By-Laws. Using the results of the 1989 membership survey, no changes in the purpose and mission of the group were proposed at this time. Several changes to the By-Laws, however, were recommended including the dissolution of the Chapters committee and the formation of a Marketing Committee to support our membership activities.

The decision to dissolve Chapters was based on the recommendations of our Advisory Board which met last fall, and our limited success to-date in promoting the formation of other Chapters around the country. Our role will be advisory with respect to "Chapters" or other "UCWBG" groups forming around the country.

*continued on page 7*

## Vice-President's Viewpoint

What's a women like you doing in an organization like this? You're busy, with multiple commitments that range from work obligations to home and family. I know, because I'm doing the same juggling act—struggling with starting a business while balancing personal and family time. Yet I have chosen to be actively involved with the UCWBG for the past two years. No, I'm not a masochist. In fact, what I'd like to share with you is how much I've gained through my involvement with the group.



Kitty Voss  
VP-Career Management

I've been a member of the UCWBG since 1980, the year of its inception. But I attended programs only occasionally and never really got to know other members. I guess I felt like an outsider. Programs were awkward for me and I always managed to slip out early on one pretense or another. Then in 1987, the year of our first Career Conference, a committee member who was moving out of state asked if I'd fill in for her. The rest is history. Shortly after the conference I received a call from Sue Weeks, then President, asking if I'd consider being on the Board. With some hesitation (which was mitigated by a nicely stroked ego!) I accepted.

What's been in it for me? I've become friends with a number of bright, interesting women, both on the Board and on my committee, whom I would not otherwise have had occasion to meet. We've shared observations and concerns about our careers and our lives. I've had an opportunity to direct a committee identifying career issues of our members, develop relevant program ideas and implement them. I've asked others to become involved as I was asked, and have watched them meet each other and form bonds while working

*continued on page 9*

## THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

### 1989 Board of Directors

<b>President:</b>	<b>Nancy Bruggemeyer-Gunder</b> 433-3806	<b>VP-Internal Communications:</b>	<b>Charlene Paulus Oaks</b> 280-9091
<b>President-Elect:</b>	<b>Lorena Blonsky</b> 726-1841	<b>VP-Career Management:</b>	<b>Kitty Voss</b> 864-5052
<b>VP-Administration:</b>	<b>Shirley Beasley</b> 858-4709	<b>VP-Chapters:</b>	<b>Pamela Ewing</b> 280-8120
<b>VP-Finance:</b>	<b>Susan Larson</b> 376-9780	<b>Immediate Past President:</b>	<b>Kathleen Holoubek</b> 875-1728
<b>VP-Programs:</b>	<b>Adrienne Harvitt</b> 726-4501	<b>Director:</b>	<b>Diana Carpenter</b> 699-0712
<b>VP-Membership:</b>	<b>Sharon Jepson Stedman</b> 407-3958	<b>Director:</b>	<b>Ann Rosenbaum</b> 836-7572
<b>VP-Public Relations:</b>	<b>Idell Feldstein</b> 262-7944		

**AUGUST NETWORKING EVENT**

**HEALTH CARE and BUSINESS PROFESSIONALS NETWORKING CRUISE!**

**Lake Michigan Cruise on the Princess II sponsored by WHEN**

**PARTICIPATING ORGANIZATIONS:** (Other Professional Networks are also welcome!)

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

The Princess II is a brand new 75 foot, 2-deck vessel which will accommodate up to 150 passengers.

**DATE:** Thursday, August 17, 1989

**TIME:** Embarks: 5:30 p.m. promptly! Disembarks: 7:30 p.m.

**LOCATION:** Princess II dockside at Navy Pier (Exit Lake Shore Drive at Grand Ave. Take Grand Ave. to Streeter Drive) Parking: City parking available on west side of Navy Pier.

**FEES:** Pre-paid: \$35 Dockside (if space available): \$40

**REGISTER:** **\*\*ADVANCE REGISTRATION IS REQUIRED\*\* By Friday, August 11, 1989**  
Reservations and cancellations by the above date. Make checks payable to "WHEN". Phone reservations require payment check by 8/11/89. Phone reservations after this date will be based on available space and charged "dockside" rate. (WHEN No.: 272-0135)

(CUT HERE)-----

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_

\$35 each **TOTAL AMOUNT: \$ \_\_\_\_\_**  
 Pre-paid  
**\*\*Number in Party: \_\_\_\_\_**

\*\* List name and phone number of each person in party. Use reverse side of this form for same. Information needed for Boarding List.

**Deadlines for reservations and cancellations is Friday, August 11, 1989. Phone reservations require payment made out to "WHEN" by 8/11/89. After this date, accepted only if space is available and at Dockside rate.**

PLEASE MAIL YOUR REGISTRATION TO:  
WHEN Association Headquarters

1441 Shermer Road  
Suite 110  
Northbrook, IL 60062



May 22, 1989

Nancy Gunder  
President  
University of Chicago Women's Business Group  
3099 University Avenue  
Highland Park, IL 60035

Dear Nancy:

Listed below are the names of the Nominating Committee which will select the 1990 slate of officers.

With this letter, I am officially announcing to all members that the Nominating Committee has been selected and that its members are as listed.

**Nominating Committee for the 1990 Slate:**

Kathleen Holoubek, Chairperson  
Nancy Gunder, Current Board Member  
Kitty Voss, Current Board Member  
Helen Hodges, Member at Large  
Sally Hughes, Member at Large  
Irene Tesitor, Member at Large

Sincerely,

Kathleen Holoubek  
Immediate Past President

**UCWBG NOMINATIONS – 1990 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
- 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:**

Kathleen Holoubek  
1960 Lincoln Park West  
Chicago, IL 60614

**OR Call to discuss:**

Work: 248-7448

**STAPLE**

**FROM: A UCWBG member who wants to**

- Enhance her contacts,
- Serve in a responsible position, and
- Use her talents to grow the organization.

FOLD

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Stamp

KATHLEEN HOLOUBEK  
1960 LINCOLN PARK WEST  
CHICAGO, IL 60614

# Campus Women's Business Group Honors Cheryl A. Francis as Woman of the Year

On May 8th, the Student Women's Business Group presented their 2nd annual Woman of the Year award to Cheryl A. Francis, FMC Corporation. Cheryl is an accomplished, dynamic young woman who has an undergraduate from Cornell and who graduated first in her GSB class.

In the 9 years that Cheryl has worked for FMC she has been involved in various areas of finance: from Business Analysis to Chief Financial Officer, Vice President Finance and Treasury-FMC Gold, where she was instrumental in engineering a major stock repurchase and leveraging recapitalization. Currently, Cheryl serves as Corporate Director Investment Analysis and Financial Planning

Accepting her award, Cheryl spoke on the importance of finance in manufacturing and the importance of women in the workplace. She feels that finance is an excellent area for people who consider themselves generalists because they can dabble in so many different "pots". Statistically, women are keeping pace in accounting and finance, and are moving higher in the traditionally male manufacturing industry in these fields. For instance, in Cheryl's current


position, she has exposure to FMC's Board of Directors and spends much of her time developing public relations aspects of financial decisions. Though in a male-dominated field, Cheryl has found her male contemporaries to be cooperative. Cheryl feels that this may be in part to her attitude of simply performing at her highest level and not being weighed down by comparisons.

Cheryl stated that in finance, people want the most credible source. Establishing credibility as an employee is demonstrated by high performance. Previously, measurements of commitment equated to time spent at the office. Since Cheryl has a dual priority of two small children, she has worked to be measured on performance and accomplishment. Cheryl's philosophy is that "life is too dynamic to balance" so we need to be "flexible enough to change" and "to try for constant improvement."

This philosophy led to Cheryl's second topic of the importance of women in the workplace. Cheryl pointed out that while the "Mommy Track" focus may not be an adequate discussion of alternatives, she has found FMC to be responsive in developing policies that

benefit both the working parents and the children such as flexible scheduling and salary for child care paid on a pre-tax basis. Because of her rise in the corporation and her interest in her children and corporate benefits, Cheryl has been approached by many of the men in FMC to spearhead requests on corporate child-related policies. Cheryl sees this as a natural development within industry. Soon Cheryl will be FMC's first part-time executive on a course that the company designed for her, so as not to lose her talent and energy.

Cheryl's husband, Zed, was quick to add that he sees exceptions are always made for high performers. Zed joined Cheryl in answering questions. He is a Vice President at Continental Bank, a GSB graduate, and obviously very supportive of his wife's achievements.

Cheryl was selected for this award from a field of GSB graduates working in manufacturing and finance. The first Student Women's Business Group award was presented last year to entrepreneur Robin Rose for her gourmet ice cream company that is headquartered in Los Angeles. 

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## President, cont'd from page 2

A Marketing Committee is also being proposed to be "the eyes and ears" of the organization. The Board is interested in obtaining systematic feedback from the membership on ways to better meet their needs.

In accordance with the By-Laws, these proposed changes to the By-Laws will be sent to the membership for a vote in late June or early July. We look forward to your support in effecting these changes.

Nancy Bruggemeyer-Gunder  
1989 President

Sublet — 1360 N. Lake Shore  
spacious 2 BR, 2 BA, lake view,  
dishwasher, pkg avl. \$1461. Call  
280-8988 eve after 6:30 pm and  
weekends.

## Reader Responds to "The Mommy Track"

I disapprove of the so-called "Mommy Track" when I compare how we pay for parenting with how we pay for a war. When our nation goes to war, presumably to preserve a certain kind of future, we all make sacrifices. Many young people (mostly men) interrupt their plans and go off to fight.

When the soldiers come back, we don't put them on a truncated "Soldier Track". In return for their contribution to our society, we help pay for their education and look for ways in which their experience has taught them leadership or other skills.

Is it not an equally important investment in our society's future to spend time creating and nurturing the next generation?

Why are executives more comfortable with committing resources to war? Perhaps many are more familiar with war experiences. That tells me the business world would benefit from having *more* top executives who have invested in being parents.

Of course there are costs. But mothers alone should not be asked to pay for what benefits society as a whole.  
[Karen Schenkenfelder]

*Do you have something say about "The Mommy Track" or about Karen's ideas expressed above? If so, send your comments to: The Mommy Track, c/o Charlene Paulus Oaks, 1340 North Dearborn 11-D, Chicago, IL 60610.*

# Career Management Forum

## JOBLINES

**Manager, Special Projects.** Major Chicago-based consumer products company has a position that will be responsible for strategic planning, evaluation of acquisition candidates, competitor analysis, annual and 5 year plans, new product/business analysis evaluating operational issues and new technology integration opportunities. Salary 45-50K.

**Manager, Financial Reporting.** Chicago-based manufacturer seeks individual to be responsible for development and implementation of all accounting and financial reporting systems and control for current and acquired businesses for profit improvement and cost reduction. Salary 50-55K.

*If interested in any of the above four positions, send your resume to: Carl Kreutzfeld, Itex Executive Search, 2700 River Road, Suite 312, Des Plaines, IL 60018.*

**Treasury Operations.** Chicago-based major employer seeks background including asset securitization experience and/or experience in capital markets, long-term debt management and corporate strategy, treasury, investment banking. Experience in portfolio management from a financial services company or large treasury function required. Salary 55-60K.

**Financial Services.** Chicago-based major employer seeks 3-8 years experience in audit from financial services, banking or Big 8. CPA required. Salary 35-55K.

## UCWBG Spotlights Entrepreneurs

**Merilyn Hackett**, President and founder of Word Algebra! had an article published in a recent issue of *Chicago Computer Guide* in which she discussed her experiences as a woman in the computer industry. She expressed her opinion that very little separates women's issues from men's issues in the computer industry. However, she discussed a provocative viewpoint, based on the research of Dr. Helen F. Fisher of the American Museum of Natural History in New York City: "... women are more verbal while men are more spatial. Women speak sooner and more fluently. Men on the other hand excel at math, abstract problem-solving, mapping and mazes. Men tend to be more aggressive while women more nurturing." "... the female brain is more generalized, better able to absorb more information." What to do with this data? Merilyn suggests that men can attend classes to improve verbal skills, while women can learn to acquire a taste for male-oriented activities. Hackett seems to have done this for herself successfully.

**P.S.** In its introduction of Merilyn, the *Chicago Computer Guide* chose to mention only the UCWBG as a professional affiliation!

**Evelyn S. Wilk, '79, 190**, and President of the office technology consulting firm **esw**, was featured in the May issue of *Chicago Computing* magazine. The article focused on how Evelyn has built her business and national reputation as an independent computer industry consultant. Evelyn was also a featured speaker at the Corporate Electronic Publishing Systems conference and exposition, CEPS '89, at McCormick Place on Tuesday, May 16. Evelyn will speak next at Syntopian 17, another national computer industry conference, to be held at Walt Disney World, June 26-29. Her topic at that conference will be "Managing the Information Base", and she'll discuss how to take advantage of emerging computer technology to manage both paper and electronic information files.

*If you have your own business and would like UCWBG members to know about it, send a paragraph or two in a format similar to the above to:*

*Entrepreneurs  
c/o Kitty Voss  
801 Hinman  
Evanston, IL 60602*

## CAREER CONNECTIONS

**Pamela A. Bruce, '78, 190:** formed a new company in November, 1988, Gordon • Bruce Realty Services, Inc. specializing in commercial real estate: office leasing, general brokerage and investments within the Chicagoland area. Her partner, Jonathan J. Gordon, formerly with Scribcor, brings 17 years of experience. Her office is located at 411 South Wells Street, Chicago, IL 60607. Phone (312) 427-6000.

**Christine Burk:** has moved to 5550 South Dorchester, Apt. 1406, Chicago, IL 60637.

**Lorayne M. Dollet, '80, Campus:** has moved to 990 North Lake Shore Drive, Apt. 11B, Chicago, IL 60611.

**Susan Boyd Kruesi, '76, Campus:** has changed jobs. She now works for Security Pacific Merchant Bank, Chicago office.

**Nancie E. Noie, 190:** has accepted a newly-created position of Vice President, Planning and External Relations at the Joint Commission on Accreditation of Healthcare Organizations, 875 North Michigan Avenue, Chicago, IL 60610, (312) 642-6061.

**Ann Pollack, '84, Campus:** was promoted to Marketing Specialist at AMA/NET, a for-profit subsidiary of the American Medical Association. Her work phone is (312) 645-5279.

**Laura M. Sangree, '88, 190:** has accepted an assignment, along with her husband, with the Peace Corps. They will be in Malawi in southeast Africa for two years, beginning in August. Laura will be a lecturer in Business Administration at the University of Malawi. Her current U.S. address is 807 West Avenue, Elyria, OH 44035. Her Malawi address will be Laura Sangree/PCV, P.O. Box 208, Lilongwe, Malawi, effective 8-1-89. *Laura asks that if anyone has recent, unwanted textbooks and is willing to ship them to Africa, they would be greatly appreciated.*

**Margaret G. Waterstreet, '83, 190:** has moved to 300 North State Street, Chicago, IL 60610. She continues as Marketing Communications Manager at Akzo Chemicals Inc., 300 South Riverside Plaza, Chicago, IL 60606, (312) 906-7651.

### Vice President, cont'd from page 2

on projects and programs. I've had the opportunity to be a decision maker in this organization of almost 400. And do you know what? I no longer feel like an outsider. Instead I look forward to meeting with old friends and new, and introducing them to each other.

The moral of this story is that there is much you can gain personally and professionally from becoming active in the UCWBG. We have something for everyone. Is marketing your expertise? We need you desperately to help us promote who

we are and what we do. Are you a "doer"? Have an itch to develop your ideas or lead a group? Maybe participation on a committee or the Board will present you with leadership experience that your job doesn't. And we need you. Don't know anyone? Call me. I'd be delighted to introduce you around.

\_\_\_\_\_  
Kitty Voss  
VP-Career Management

## 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  
 APPOINTED TO BOARD OF DIRECTORS  
 OTHER (moved, started a new company, family, etc.)

PROMOTED  
 RECEIVED AWARD/RECOGNITION

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

## June

- 3 & 4 GSB Reunion Weekend  
Reunions for XP-52 and Class of '64
- 6 Detroit GSB Alumni/Recruiting Event  
Renaissance Club  
Speaker: Robin Hogarth
- 8 GSB Toronto Club Event  
Tom DiGiacomo, President and CEO of Manufacturers Life Insurance will speak on the financial services industry in Canada  
Toronto Board of Trade  
Reception 6:00-8:00 pm
- 9 UCWBG Program: Carolyn Solomon, Circle Galleries
- 13 Boston GSB Alumni Club Annual Meeting  
Maison Robert restaurant
- 14 St. Louis GSB Alumni/Recruiting Event  
Speaker: Harry Roberts "A Two-Minute Warning for American Business"  
Contact: Deborah Harrold, 702-7727
- 14 *The Exponent* deadline (July issue)
- 17 UCWBG Board Meeting  
190 East Delaware, 9:00 am

- 20 Kansas City GSB Alumni Event  
Speaker: Harry Roberts "A Two-Minute Warning for American Business"
- 28 Paris GSB Alumni Event  
Speaker: John P. Gould  
Grand Hotel, 2 Rue Scribo  
7:00-8:30 pm

## July

- 20 Seattle GSB Alumni Event  
Contact: Linda Paterson, 702-7727

## August

- 11 Health Care and Business Professionals Networking Cruise  
(see page 3 for details)

## December

- 7 Business Forecast Luncheon  
Chicago Hilton & Towers
- 8 Business Forecast Luncheon  
New York Helmsley Hotel

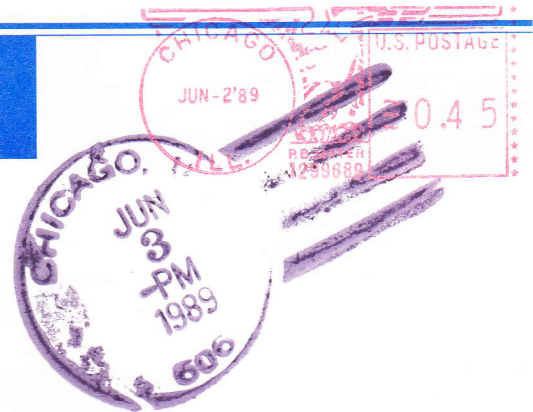
Send Calendar listings to Jo Anne McCarthy at the UCWBG address below or phone (312) 454-7503.



## The University of Chicago Women's Business Group

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

Address Correction and Forwarding



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Charlene Paulus Oaks  
1340 North Dearborn #11-D  
Chicago, IL 60610

## JUNE CONTRIBUTORS:

Nancy Bruggemeyer-Gunder	Pam Ewing
Kathleen Holoubek	Karen Schenkelfelder
Randi Stillman	Kitty Voss
Marge Waterstreet	