

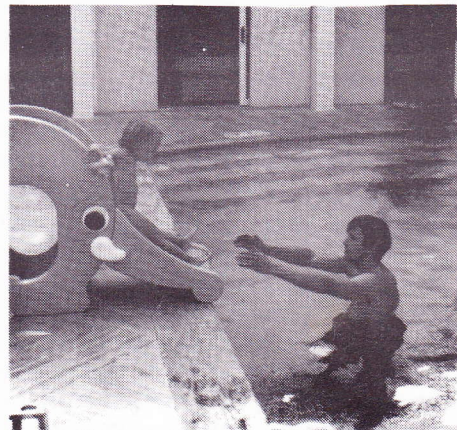
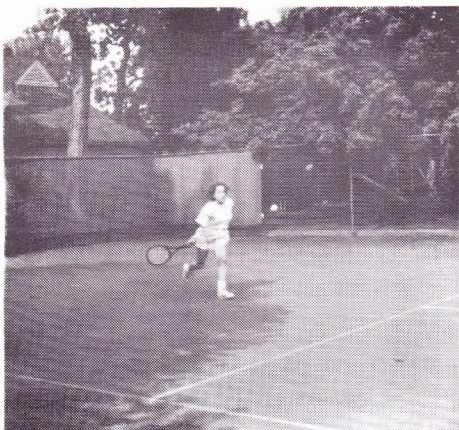


The Exponent

JULY/AUGUST, 1989

The University of Chicago Women's Business Group

Remember How Much Fun It was Last Year...



Yes, It's Time for the Annual Summer Picnic!!! Bring a Friend, Your Family, or Come Alone!

There's lots to do, plenty to eat and many friends (old and new) to visit. Once again, it is being held at a member's home in Lake Forest. There will be swimming, tennis, volleyball, croquet, baseball, and best of all, good conversation with fellow UCWBG members and friends.

If you seldom get to the North Shore, this is a wonderful opportunity to come to one of the prettiest areas around Chicago. If you live on the North Shore, then hey! you're nearby - why not stop in? Transportation should be no problem. If you don't drive, we can arrange carpooling... or take the train. We'll arrange to have you picked up at the train station in Lake Forest.

The price is \$15 per person for members, \$17 for guests, under 12 are free! Reservations and cancellations must be received by August 6. Thereafter reservations are \$17 per person and will be accepted only as cancellations are received. With your paid reservation you will be sent directions to the picnic, as well as train schedule or carpool information at your request.

UCWBG Picnic
Sunday, August 13, 1989
1 pm - 5 pm, Lunch 2:30 pm
\$15 members
\$17 guests and late reservations

All reservations and cancellations must be received by August 6. After that, reservations accepted as cancellations are received.

Questions? Call Carlette McMullin, 236-1600 x 8621. To make reservations, use the coupon below.

August 13, 1989
UCWBG Summer Picnic

Name _____	Interested in Carpooling? _____
Address _____	Need Ride # People _____
City _____	Host Ride # People _____
Daytime phones _____	Need Train Schedule _____
Guest(s) _____	
Amount enclosed _____	(\$15.00 Members; \$17.00 Guests & late; Children under 12 years free)

Send form with check payable to University of Chicago Women's Business Group to:
UCWBG, Adrienne Harvitt, 135 South LaSalle Street, Suite 1254, Chicago, IL 60603

From the President's Desk . . .

GSB Update

I recently attended the annual GSB Alumni Association Board of Directors meeting and would like to provide you with a summary of our discussions. The Alumni Association Board of Directors consists, first of all, of up to 100 alumni (many of whom are alumni club officers from around the country). The Board, as the representative body of alumni, serves in an advisory capacity to the GSB administration.



Nancy Bruggemeyer-Gunder
President

The basis for our discussion this year was the results of a strategic analysis (known as the "French Report") of the campus, 190 and weekend M.B.A. programs completed in May 1989. The analysis was conducted partly in response to last year's *Business Week* article on the country's leading graduate schools of business. (If you recall, our recent graduates of the school gave their GSB experience a comparatively low rating.) Current GSB students, alumni, and staff as well as recruiters and faculty from other business schools were surveyed. The analysis identified the programs' strengths and weaknesses and included recommendations to build on the strengths and overcome weaknesses.

Some of the major recommendations are outlined below:

- "The Dean should designate a Deputy Dean of the M.B.A. Programs, who will be responsible for maintaining and improving the overall quality of the four M.B.A. programs." (This recommendation has already been implemented with the appointment of Harry Davis as Deputy Dean.)
- The faculty should place more emphasis on business applications in the classroom, and they should have more interaction with students outside of class.
- The Dean should appoint area teaching coordinators.
- The Dean should appoint a curriculum review committee.

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Vice-President's Viewpoint

Chapters? Why aren't Chapters more visible? Where are our Chapters? ...and so the questions go. You probably noted that 'From the President's Desk' last month included mention of a by-law reformation dissolving Chapters and forming a Marketing committee. How does that affect you as a member?

First, we've learned that ongoing concerns such as the Washington, D.C. group are fueled by tremendous personal efforts by local members. Secondly, as a board we can reach only so far in developing interest and programs at a local level. Therefore, chapter development can only be attempted by a push from the local level and not by forced feeding. We value the efforts that individuals have made in that regard, such as the meetings held in New York.

Removing the Chapters office is a way to refocus our energies where they will have the most impact. *The Exponent* and Directory are still excellent tools for the members outside of the Chicago area and we don't want to stop there in involving members in other locales. Our Advisory Board, composed of business leaders from the Chicago area and key board members, contemplates membership issues and offers suggestions for effective operation. As Nancy pointed out in her column last month, the Advisory Board suggestion was that the board concentrate on the core group in Chicago and serve in an advisory capacity to interested potential chapters.

Where do we go from here? We concentrate on our roots, the individual. We have the ability to put members in contact with members and non-members in their area. We can profile members in other areas in *The Exponent*. We can help in the planning of a local event that could be social or program-based. We can come up with a million ideas, but it's really up to you.

The formation of the Marketing committee does not make us less responsible to our membership, but rather should enable us to better integrate our skills and tap new resources. I really want your feedback. Would you like to organize an event in your area? What news would you like to see in *The Exponent*? How can we be more responsive to you? How would you like to be more involved?

continued on page 5

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 Stedman 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 875-2958
Director:	Diana Carpenter 699-0712
Director:	Ann Rosenbaum 836-7572

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: _____ \$35 each **TOTAL AMOUNT: \$ _____**

Organization: _____ Pre-paid ****Number in Party: _____**

Address: _____

City/State/Zip: _____ **** List name and phone number of each person in party. Use reverse side of this form for same. Information needed for Boarding List.**

Telephone: _____

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

Dear Elizabeth Discusses Corporate Culture

For the educated/sophisticated/achievement-oriented working woman by Elizabeth Nod, a nom de plume of a U of C MBA 1976

Dear Elizabeth,

I am about to graduate, a brand-new MBA, and am currently going through the interview process. I have two similar job offers in the area I hope to build my career, but I want to be sure I choose the right company for me. Any suggestions for best sizing up a company's atmosphere beyond talking to past and present employees.

Befuddled

Dear Befuddled,

You are wise to want to evaluate a company's "corporate culture", so to speak. A good fit is important in job satisfaction, productivity, and advancement. Of course your first step is to know yourself, your own personality and preferences, then to look for a firm whose characteristics match yours and those to which you aspire. How can you do that? Allow me to elaborate.

- Try to view employees in the face of clients/customers, whether external to the firm or internal. In addition to looking for a match with your own preferred behavior, look for a consistency from employee to employee. Such consistency would indicate strong, clearly communicated cultural norms.
- Ask for each company's mission statement and any management publications relating to the corporate culture or philosophy of doing business.
- Ask if there has been a consistency of purpose, philosophy, or regime of top executives, or if changes have occurred in any of those areas in recent times. Mergers and acquisitions have profound effects on all organizations involved. (See my next letter on that topic.)
- Ask the personnel department for biographies of management. Look for commonalities. Do they harmonize with your background, or also important, do they conflict with who you are. For example, top management are all from one area of the country, say the South, and appear to be laid back, while you are a hard-charger, East-Coast type.
- Evaluate the benefits package. For example, liberal parental leave policies, child care allowances, and flexible benefit packages indicate the company is aware of the needs of working parents, should that be of concern to you.
- Read the annual report.

I hope this list, though not exhaustive, is helpful.

Sincerely,
Elizabeth Nod

Dear Elizabeth,

A good friend of mine is working for a company that has recently been acquired. Though she was not a victim of the merger in the sense that she was not laid off, she is having trouble adjusting to the new company. Do you have any general words of wisdom regarding merger and acquisition survivors?

Concerned

Dear Concerned,

Your friend's psychological health is sure to be affected by the coming together of two corporate cultures, that of her former company and that of the acquiring company. Though her job remains intact, her stress is understandable as she responds to changes.

First of all, hopefully the new company has spent time and money on those employees whose jobs were cut. Such considerations as advance notice, outplacement services, and fair severance awards should have worked to keep up your friend's and her fellow survivors' morales.

Her insecurity now is likely, at least in part, due to her fear of further personnel cuts. She should do her best to counter her worries with as much productivity as she can muster. It is also important that she be "in the loop", as they say, of current information regarding the dynamics of the new company's strategies. This last is important both from those above her to those below her.

It is very important for her to keep a positive attitude about the new company, that it will be stronger, that it will be the coming together of the best of the former and acquiring businesses. Remind her that change can mean reform, rejuvenation, improvements. She will be stimulated, perhaps inspired with the new.

If she willingly embraces new systems (where she sees merit, of course), she will enhance her value to the new firm, and inspire followers who, through fear of change, hold back. She should regard the reconciliation of the two cultures as a challenge, a learning experience.

She must let go of the old ways of doing things, and get on with the new. She'll go through a mourning process in so doing, and knowing that she is grieving and has a right to do so may help.

Sincerely,
Elizabeth Nod

*Much of the advice that was given in the above two letters is attributable to Jackie Bivins' article "Corporate Cultures" in **Stores** trade publication, February 1989, and to the article "Corporate Culture" in **Glamour** magazine, April 1989.*

UCWBG members, address any "letters to Elizabeth" to:

Elizabeth Nod
University of Chicago Women's Business Group
630 Green Bay Road, P. O. Box 350
Kenilworth, Illinois 60043

CAREER CONNECTIONS

Nancy Bartels, '88, Campus: married Joseph Kunkel ('88, Campus) on March 11, 1989. They live at 1163 S. Grove Avenue, Oak Park, IL 60304, (312) 848-3880.

Shirley Beasley, '89, Campus: has been elected to Beta Gamma Sigma business honorary society.

Jill Martz Flamm, '86, 190: announces the birth of Michelle Beverly on June 5, 1989.

Nancy L. Kosobud, '74, 190: has been promoted from Loan Review Manager, Affiliated Banc Group to President, Affiliated Asset-Based Lending Services, Inc. Her work

address is 8700 N. Waukegan Road, Morton Grove, IL 60053, (312) 965-7108.

Julie M. McIntosh, '86, 190: has transferred to the First National Bank of Chicago's Atlanta real estate office. Her new work address is 400 Colony Square, Suite 1700, 1201 Peachtree Street NE, Atlanta, GA 30361, (404) 898-8449. New home address is 433 Brentwood, Atlanta, GA 30306, (404) 237-7376.

Marge Waterstreet, '83, 190: has been promoted from Communications Manager to Market Analyst at Akzo Chemicals Inc.

President, cont'd from page 2

- The GSB should work to provide a new lounge for campus M.B.A. students, a new facility for the 190 program, and a new residence for campus M.B.A. students."

The GSB administration also asked the Alumni Association Board members whether alumni would welcome more active involvement in selected areas, specifically admissions, alumni club development and fund raising for the University's centennial year celebration in 1992. Board members were enthusiastic at the prospect of being assigned concrete tasks (e.g. interviewing prospective students in designated geographic areas, etc.) and discussed various organizational structures to help organize the Board for action.

ALUMNI TRIVIA

The Alumni Association Board of Directors also received statistics on the GSB's alumni.

- There are an estimated 25,300 graduates of the GSB.
- 3,446 of these are female.
- 13,322 are graduates of the campus program; 6,355 of the 190 program; and 3,498 of the Executive program.
- Over one-third (9,026) of all graduates reside in Illinois. Another 2,068 reside in New York and 2,058 in California.

SPECIAL THANKS TO THE ALUMNI OFFICE

The UCWBG Board would like to thank Linda Paterson and the staff of the Alumni Office for their support in helping us organize and execute our first phonathon to recruit new members to the UCWBG. We had fun (including a delicious lunch) and, based on our preliminary results, succeeded in recruiting quite a few new members.

Nancy Bruggemeyer-Gunder
President

Vice-President, cont'd from page 2

Ideas, suggestions, articles . . . input welcomed! You may have noticed that all board members have their telephone numbers listed in *The Exponent*. I really enjoy hearing from members and I know I am pretty easy to reach. You may also write to me at home: 1746 West Erie, Chicago, IL 60622 or through our return mailing address.

I look forward to hearing from you.

Pam Ewing
VP-Chapters

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.)

<input type="checkbox"/> CHANGED JOBS	<input type="checkbox"/> PROMOTED
<input type="checkbox"/> APPOINTED TO BOARD OF DIRECTORS	<input type="checkbox"/> RECEIVED AWARD/RECOGNITION
<input type="checkbox"/> 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

July

- 15 UCWBG Board Meeting
190 East Delaware, 9:00 am
- 20 Seattle GSB Alumni Event
Contact: Linda Paterson, 702-7727

August

- 11 Health Care and Business Professionals Networking
Cruise (see page 3 for details)
- 13 UCWBG Annual Picnic
- 16 *The Exponent* deadline (September issue)
- 19 UCWBG Board Meeting
190 East Delaware, 9:00 am
- 31 Ballots for proposed by-laws amendments to be returned

September

- 13 *The Exponent* deadline (October issue)
- * Mailing of ballot for election of 1990 Directors and Officers
- 16 UCWBG Board Meeting
190 East Delaware, 9:00 am
- 16 Effective date for By-Laws Amendments, if approved
- 18 MYOB Lecture Series
Monroe Club, 111 West Monroe
5:30 pm Reception, 6:30 pm Program
7:30 pm Question and Answer, Dessert
Contact: Stefania Aulicino, 951-0348

- 25 MYOB Lecture Series
Monroe Club, 111 West Monroe
5:30 pm Reception, 6:30 pm Program
7:30 pm Question and Answer, Dessert

October

- 2 MYOB Lecture Series
Monroe Club, 111 West Monroe
5:30 pm Reception, 6:30 pm Program
7:30 pm Question and Answer, Dessert
- 10 Towers Cresap Lecture
Speaker: Robert Blattberg
- 14 UCWBG Board Meeting
190 East Delaware, 9:00 am
- 18 *The Exponent* deadline (November/December issue)
- 25/26 Business Leadership Breakfast
Contact: Barbara Backe, 702-7128

November

- * Ballots for election of Directors and Officers to be returned
- 18 UCWBG Board Meeting
190 East Delaware, 9:00 am

December

- 7 Business Forecast Luncheon
Chicago Hilton & Towers
- 8 Business Forecast Luncheon
New York Helmsley Hotel
- * UCWBG Annual Meeting
- 13 *The Exponent* deadline (January issue)
- 16 UCWBG Board Meeting
190 East Delaware, 9:00 am

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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Kenilworth, Illinois 60043



Address Correction and Forwarding

The *Exponent* is published monthly by
INTERNAL COMMUNICATIONS COMMITTEE

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