



The Exponent

SEPTEMBER, 1989

The University of Chicago Women's Business Group

Summer Events Feature Art and Sports — Autumn Calendar Gets Down to Business



Carolyn Solomon Tells About Art as a Business

by Stacey M. Kirsch

On Friday, June 9, the UCWBG hosted a reception at the Circle Gallery in Chicago. Several members enjoyed a look at the fine art pieces on display there, as well as an informative and interesting talk by Carolyn Solomon, President of Circle Fine Art Corporation.

Ms. Solomon spoke on "Developing a Successful Art Business." She pointed out that art as a business takes a lot of time, money, and energy, as well as a good eye and the ability to work with clients. Choosing art is very personal to each client, and her staff must know a lot about all art so to better help each client decide what types of art suit him/her best.

Ms. Solomon also works with artists to bring their work to the public. Publishing and distributing prints was the impetus for their record growth in sales, from \$10 million in 1983 to \$23 million in 1988.

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Second Annual Networking Dinner Announced: Leads UCWBG Autumn Calendar

by Merle Green

Career Management Committee's Networking Dinner will be on Wednesday, October 25, beginning at 6:00 pm. This second annual event will be held at Danilo's, 1235 West Grand, Chicago.

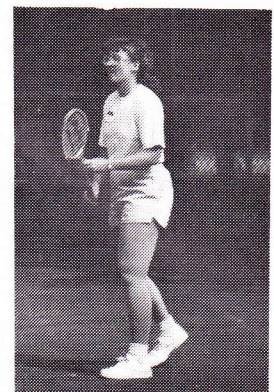
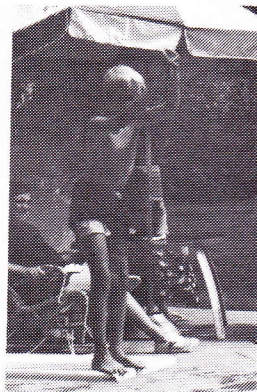
Last year's dinner, held at Danilo's sister restaurant, Lenzi's, received rave reviews for both the food and the networking opportunity. Members were able to meet and mingle in a relaxed

atmosphere, with women who have similar career objectives and concerns.

The format will be similar to last year. Tables will be designated for such areas of interest as Finance, Banking, Marketing, Law, Human Resources and Working Mothers. Participants can camp out at one table or move from area to area during the evening.

Price is \$25 members and \$28 guests. See coupon on page 4.

Annual Picnic Allows UCWBG to Get in the Swim



The UCWBG Summer Picnic was held on Sunday, August 13 at a member's home in Lake Forest. Members and their friends and families got to meet, eat and compete, while they were treated to a "backyard barbecue" of chicken, hotdogs, and hamburgers in a backyard complete with a pool, tennis court, and croquet course.

more pictures on page 5

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From the President's Desk . . .

Members Marketing to Other Members

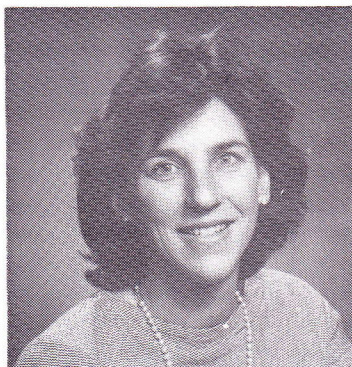
One of the significant trends in business today is the number of women going into business for themselves. Our membership mirrors this trend. In fact, five out of thirteen UCWBG Board Members (over one third) own their own businesses. In recognition of this growing trend and the favorable demographics of our membership, the UCWBG Board is exploring additional ways in which members can market their services/products to other members in the group. Two communication vehicles we have for promoting our members' services are the UCWBG Annual Directory and monthly newsletter, *The Exponent*.

Sharon Steadman and Shirley Beasley, two of our Board Members, are currently exploring the possibility of incorporating advertising in our 1990 Membership Directory. Although there are no immediate plans to include advertising in our newsletter, members can promote their services by contributing articles to *The Exponent* (see this month's article entitled "Fitness That Fits Your Lifestyle") or listing dates for seminars or trade shows in *The Exponent* calendar.

In addition, the UCWBG Board recently established a policy on use of the UCWBG Mailing List. As a courtesy, we plan to make the mailing list available to members at a minimal cost; i.e., cost of production and delivery. A handful of members indicated on their membership applications that they did not wish to be included in these mailing lists. If interested in obtaining a copy or copies of the UCWBG mailing list, please contact Nancy Gunder at 433-3806.

Annual Advisory Board Meeting Set for Late September

As you may recall, we held our first meeting of the
continued on page 5



Nancy Bruggemeyer-Gunder
President

President-Elect's Perspective


Networking within the UCWBG really works and I am living proof! I have recently started my own business, LMB Associates, an executive/professional search firm specializing in information systems recruitment.

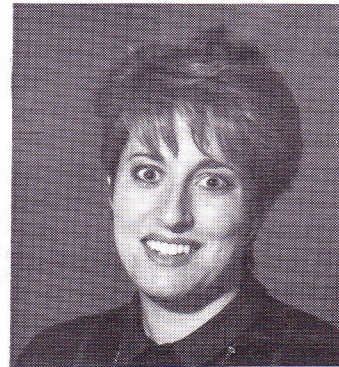
To begin developing the relationships essential to making the business succeed, I called on many UCWBG members. Some were friends; some, acquaintances; and some, I had never met.

Kitty Voss helped me get started. Irene Marquez and Helene Slowik led me to my first two corporate clients! Jeanne Buitter, JoAnne Miller, and Diana Carpenter led me to my first several candidates!

So many members have been supportive and helpful. Joan Steel, Julie Virgo and Marjorie Lucchetti offered me special congratulations. Nancy Gunder, Kathleen Holoubek and Helen Hodges were particularly supportive in helping me prioritize personal, family, and professional responsibilities and goals.

Although I have already gained so much participating as an active member of the UCWBG, I never dreamed that I would receive so much support when it came time for me to become an entrepreneur. I have met such interesting, fun people in this organization and have made some wonderful friends. I have thoroughly enjoyed serving on the UCWBG Board of Directors for the past three years and look forward to next year, when I will serve as President.

I firmly believe that "you get out of an experience exactly what you put in," and I encourage our members, both those who are new and those who have not participated in awhile, to attend an upcoming meeting or seminar. Find out how you can contribute to our organization. I am sure you will be pleased with the benefits you derive. 



Lorena Blonsky
President-Elect

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1989 Board of Directors

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Director: Ann Rosenbaum
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Mentor Program Brings Alumnae & Students Together — 89-90 Program Seeks Volunteers

by Linda Froning and
Diana Carpenter

The UCWBG has sponsored a mentor program which matches members with current students. This program is in addition to the one sponsored by the school, about which you may have recently received a mailing.

Two points distinguish our UCWBG program: we work closely with the Campus Women's Group and match women together with women; and we assign mentors in Chicago, so the students can meet with them throughout the school year. The other program matches men and women together indiscriminately, and sometimes assigns alumni outside Chicago with students who will be in that area for vacations or for the summer. Both programs are valuable and provide an important service.

We had fourteen alumnae and fourteen students participate in our first program last spring. We matched them based on their fields of interest. Many students (surprise!) were interested in management consulting or investment banking, but we also had

interest in real estate, corporate finance, marketing, and advertising.

The UCWBG members who served as mentors include **Nancy Bernstein** (Saffer Advertising), **Merle Green** (Alberto-Culver), **Rita Ho** (First Chicago), **Jean Mayer** (Tribune Properties), **Jo Anne McCarthy** (Schwinn Bicycle), **Rita McConville** (LyphoMed), **Carlette McMullan** (Bear, Stearns), **Kathleen Poll** (Towers Perrin), **Lynne Smith** (JMB Institutional Realty), **Lynn Stegner** (Morton Thiokol), **Debra Stetter** (Medical Management of America), and **Kathleen Wassmann** (R.R. Donnelley & Sons).

We had no problem coming up with mentors for the students. All of you were quite willing to help out when we called you, based on the professional index listed in our Directory.

On March 30, we held a reception to kick off the program and provide a place for alumnae and students to meet. About half of the participants attended this after-work pizza-and-munchies

event — everyone enjoyed meeting new people, and the alumnae had as much fun talking with one another as they did dispensing advice to the students.

We recently followed up on the participants to see how the student-mentor relationships had worked out, and to get feedback on the program.

Overall, the participants are enthusiastic, and the alumnae said that they would volunteer again. They thought the matches with students were appropriate and enjoyed the discussions. Most of them have met twice with the students, some as many as four times.

The UCWBG mentor program is a way, in addition to our other events, for women to make connections with one another. We can share our experience in our career fields with students, and learn something ourselves along the way.

Soon we'll start organizing next year's UCWBG mentor program. If you would like to help out, please call Diana Carpenter at 699-0712. ✍

Fitness That Fits Your Lifestyle

by Amy T. Huggins

According to a *Time* magazine article from April of this year, while money was the rare commodity of the 80s, time is the scarce resource of the 90s. We're busy. We recognize the need to spend time with our husband or significant others, but there's always laundry to do and another project to finish for work. For many of you, children are an enormous time commitment, even if you have a nanny or other childcare assistance. And in the meantime, we haven't gone to the health club or ridden the birthday mountain bike in months, and we don't like looking at our bodies in the mirror. We're too busy.

Yet not only can we fit fitness easily into our lifestyle, we need to, for long-term health. According to a 1978 study by the Center for Disease Control, lifestyle contributes heavily to disease. Statistically, lifestyle-related diseases account for 75% of deaths in the U.S. Of the top three leading causes of death, including heart disease, cancer, and auto accidents, lifestyle was more important than environment, health care, and biology as contributors to cause of death. Significant risk factors contributing to lifestyle as related to disease are: smoking, alcohol and drug dependency, obesity, diet and lack of exercise.

The fitness-conscious person of today is more concerned with living a

longer and healthier life than looking good on Oak Street Beach. The benefits of consistent exercise are numerous and significant:

- Improved metabolism for appetite and weight control
- Cardiovascular development for a healthy heart
- Muscular development for strength, endurance and flexibility
- Body toning, firming
- Increased energy, productivity and self-esteem
- Stress and anxiety management

So making time for fitness should be a priority in our lives. But try to explain that to your boss or your 2 year

continued on page 4

Fitness that Fits Your Lifestyle (cont'd from page 3)

old.... Creating fitness that fits into your lifestyle means that it must be 1) convenient, 2) time-efficient, 3) rewarding and 4) fun.

Let's consider location first. If your home or office is located near a health club, it may fit the convenient criterion, but it's up to you to make your workouts time-efficient, rewarding and fun. You may also consider hiring a personal trainer to come to your home. This is truly the most convenient method for many professionals, and then the trainer is responsible for maximizing the benefit of every workout for you.

To make exercising time-efficient, I recommend that you modularize your program. Your total program should include aerobic activity, muscle toning and flexibility, so you could break each of these into smaller time pods if you didn't have an hour or so available regularly. On Monday, for example, you may only have 15 minutes to do a toning program with free weights or a rubber band for resistance, but when things have settled down by Wednesday, you can schedule 30 minutes to ride a Lifecycle and do Stairmaster at the club, or go fitness walking with a friend. Ideally, you want to exercise aerobically three to four times each week for at least 20 minutes within your training range. (See box for how to figure your heartrate.) It is this consistency of aerobic exercise which makes the bottomline difference with lifestyle as related to disease.

Finally, to make your workout rewarding and fun, I recommend that you: 1) *ask for support* from a friend or your spouse, a personal trainer and/or the nursery at the club. These people can work out with you or take care of your child so you can concentrate on what you're doing and actually enjoy it, as a treat to yourself. In addition, 2) *Schedule it* into your week; actually write it down in your calendar and keep a journal of your progress.

Overcome boredom/burnout with 3) *variety!* Vary not only the type of activity within a given week, but also the way you do each activity. For example, if you're a fitness walker, take a ball with you and pass it back and forth between yourself and your

partner, or include some step-ups on a bus stop bench or on apartment building or church stairs, or do interval training by walking slowly for 30 seconds, then speeding up for 1 1/2 minutes, alternating this pattern three times.

Finally, 4) *reward yourself.* Motivate yourself by creating a treat for doing what you said you would do. This might be a different form of exercise, like going horseback riding, sailing or bowling, or maybe you

Figure Your Training Pulse Rate Range

To determine your training range, take $220 - \text{your age} = A$. Take $A \times .65$ for the low end of your range, and $A \times .80$ for the high end. Then divide those two numbers by 6 to obtain the range for a 10 second count. If you're 35, $A = 185$, times $.65 = 120$, times $.80 = 148$. Those two numbers divided by 6 equal a range of 20 to 25.

Take your heart rate by placing the second and third fingers together and placing them on the opposite inside wrist just past the bend in your wrist. Pressing lightly, you should be able to feel your pulse. Start counting with 0 (zero) as your first heartbeat, then count for 10 seconds. If your rate is below your low end, speed up; if it's too high, slow down.

prefer to get a massage, a manicure, meditate or listen to music. Whatever it is, schedule it into your program, and truly let it in as the treat you deserve.

If you have not exercised at all for some time, I strongly recommend that you begin with walking. It's a natural form of movement, and one of the most beneficial exercises for cardiovascular and fat-burning effects. Walk briskly, so that you can barely carry on a comfortable conversation, and swing your arms with your hands above your waist. Stand straight and tall, and hit first with your heels to obtain additional toning benefits in your legs. An excellent resource is *Fitness Walking for Women* by Anne Kashiwa and James Rippe. It includes a fitness test that utilizes walking, tips on stretching and nutrition, and special sections on walking during pregnancy and rehabilitation.

Most importantly, keep moving. And enjoy the rewards of compliments from your friends and from yourself, as you develop a new level of energy, overall health and well being.

Article by Amy T. Huggins, entrepreneur and president/owner of Well Beings, Inc., a company that provides personal fitness and wellness training for individuals and corporations. Huggins also is a graduate of the Kellogg Graduate School of Management, Northwestern University and has worked as a Marketing Manager for the American Dairy Association and as an Account Executive for Foote, Cone & Belding.

If you are interested in a personal fitness program or in learning how to set up your own business, please contact Amy at (312) 477-8797

Second Annual Networking Dinner October 25, 1989

Name _____
Address _____
City _____
Daytime phones _____
Guest(s) _____
Amount enclosed _____ (\$25.00 Members; \$28.00 Guests)

Send form with check payable to University of Chicago Women's Business Group to:
Merle Green, 1150 North Lake Shore Drive #13-D, Chicago, IL 60611

UCWBG Advisory Board in the fall of 1988. Thanks to the efforts of Kathleen Holoubek, Past UCWBG President and Linda O'Bryant, Director of the GSB Alumni Office, a committee of exceptionally talented women was organized to provide advice to our group on issues related to growth, membership, and strategic direction.

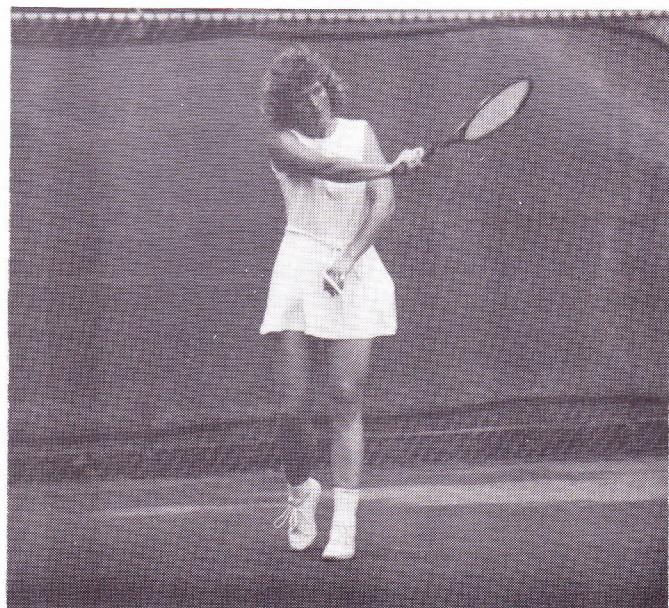
The Advisory Board is composed of the following members in addition to UCWBG President, Past President and President-Elect: Mary Lou Gorno, Executive Vice President, The Hybrid Group; Joan Steel, Vice President of Financial Relations, Aon Corporation; Evelyn Echols, President, International Travels & Hotel Schools; Marjorie Lucchetti, Vice President, R.R. Donnelley & Sons, Inc.; Nina Matis, Partner, Katten, Muchin & Zavis; Pam Nelso, National Merchandise Manager, Sears, Robuck & Company; Ruth Rothstein, President and CEO, Mount Sinai Hospital Medical Center of Chicago; and Barbara Whitney, Executive Director, Lincoln Park Zoological Society.

The Advisory Committee is scheduled to meet for a second time on September 21st. A tentative list of agenda items has been prepared refocusing on issues related to membership. A sample of the types of questions we are seeking advice on include the following:

- Who should the UCWBG target for membership?
- What should be the role of senior women?
- Should membership be limited to or actively marketed to business school graduates only?
- What should UCWBG's role be vis-a-vis advocacy?

If you have any further thoughts on issues or questions you would like to see the Advisory Committee address, please contact either Nancy Gunder (433-3806) or Helen Hodges, 1987 UCWBG President and 1989 Advisory Committee Coordinator (217-442-5343).

Nancy Bruggemeyer-Gunder
1989 President



Career Management Forum

Entrepreneur Spotlight

Diane W. Dalh, '86, 190, President and founder of The Hartell Group, has built a consulting business and reputation as a telecommunications industry expert and market research specialist for technology-based companies after spending over ten years in management positions with AT&T and MCI Corporation. Diane has authored articles on such subjects as the bottom-line impact of successful innovations, the role of the Chief Information Officer (CIO), and measuring the *business value* of technology. Through The Hartell Group, Diane consults on the use of technology to capture and keep good customers, gathering competitive intelligence, performing market positioning studies, and helping clients exploit the

weaknesses of their competitors to gain a competitive advantage in the marketplace.

Diane is also a strong advocate of women taking control of their own career options, while fulfilling personal desires such as having children, by getting into power positions where we can "make up our own rules." With her first child due in August, Diane's long-term plans include forming business alliances with other capable, talented professional women desiring challenging *part-time* consulting work in order to grow The Hartell Group and at the same time provide women like herself with options other than the often severely limited "mommy track" available to women in major corporations.

AAUW CENTENNIAL

KALEIDOSCOPE: CELEBRATE THE WOMEN OF CHICAGO!

In honor of its 100th birthday, the Chicago Branch of American Association of University Women (AAUW) is hosting a celebration at the Historical Society on Saturday, October 14th. The purpose of the event is to highlight the Branch's contributions to the development of Chicago's civic, economic, social and educational history.

Established in 1881, AAUW is the largest, oldest national organization working for the advancement of women through education. The Chicago Branch of AAUW, founded in 1889, has always set a standard for integration in addition to racial and ethnic diversity. It's membership boasts of an active network of women of all ages and professions.

The events planned for Saturday, October 14th, are of outstanding caliber. We believe that women have and will continue to use their education to improve the quality of life and contribute to the building and development of the city of Chicago. This program is made possible in part by a grant from the Illinois Humanities Council and the National Endowment for the Humanities.


The day will consist of a program honoring the women of Chicago—past, present and future. June Sochen, PH.D., a professor of history at Northeastern Illinois University, will give an historical perspective of women who have made their mark in history. A Chicago perspective will be given by Jean Hunt, PH.D., who is a professor of history at Harold Washington College.

The morning session will include a colorful array of the past one hundred years of women's clothing. We are honored to announce that the pageant will be presented by the Haute Couture Club of Chicago.

The next portion of the day will be a panorama of prominent Chicago women. The participants on the panel include: Cardiss Collins, Congresswoman; Sister Ann Ida Gannon, past President of Mundelein College; Ruth Kane Shapiro, owner of Kane's Fashions; Joan Esposito, WMAQ-TV News Anchor; Margaret O'Flynn M.D., Chief of Staff at Children's Memorial Hospital; Maria Tallchief, Prima Ballerina. Each panelist will comment on significant moments of achievement in their respective field.

Addressing our future is the feature presenter Sara Paretsky. Ms. Paretsky, who received her PH.D and MBA from the University of Chicago, will enchant us with her wisdom of our future course. Our fellow Chicago Branch member has achieved nationwide fame as the author of a series of feminist mystery novels set in metropolitan Chicago.

Mark your calendar today for Saturday, October 14th for our salute to the women of Chicago—past, present and future. Don't miss the opportunity to view KALEIDOSCOPE: CELEBRATE THE WOMEN OF CHICAGO!

For ticket information, please contact Gwen Ritchie at 488-2194 or Carol Sheldon at 337-4596. Ticket price is \$30.00, which includes a box lunch. 

CAREER CONNECTIONS

Dorthea Christoph, '71, Campus: has been promoted from manager, Management Accounting to Director, Finance and Information Technology for ICI Advanced Materials, Engineering Plastics. ICI is the world's 4th largest chemical company based in the U.K. Her work address is 475 Creamery Way, Exton, PA 19341, (215) 363-4772.

Karen Cody-Hopkins, '78, Campus: has resigned from 3M after 10 years and will begin law school at Hamline University School of Law in St. Paul, MN. She can be reached at (612) 944-9841.

Susan Glass de Padron, '81, Campus: has left her job as Vice President, Corporate Finance Group at the Harris Bank and accepted a position of Vice President, Capital Markets Department at the First National Bank of Chicago. Her new mailing address and phone are One First National Plaza, Suite 0044, 1-14, Chicago, IL 60670, (312) 732-2401. Susan also gave birth to her second daughter, Nicole, on February 3, 1989.

M. Eleanor Horrigan, '84, Campus: was promoted to Manager in December and has recently transferred from the

Chicago office to the Boston office of Deloitte, Haskins & Sells. She can be reached at One Financial Center, Boston, MA 02111, (617) 348-4000. Her new home address is 35 Elwyn Avenue, Portsmouth, NH 03801, (603) 433-2634.

Carolyn Mainguene, '81, 190: has moved. Her new address is 135 Brookfield, Mt. Prospect, IL 60056, (312) 930-7664.

Sandra Miller, '86, 190: has moved. Her new address is 515 Evanston Avenue, Lake Bluff, IL 60044, (312) 234-2160.

Agnes A. Roach, '80, Campus: has been elected Communications Vice President of the Kentuckiana Chapter of the International Association for Financial Planning for 1989-1990. She served as program Vice President in 1988-1989.

Janice K. Thompson: has changed business addresses. New address: Digital Equipment Corporation, 225 W. Washington Street, 7th Floor, Chicago, IL 60602, (312) 419-2977.

Solomon, cont'd from page 1

There are more "no-nos" in the marketing of art than in many other businesses because of the nature of the business. Art is expected to appreciate, thus they have no "sales". Demographic studies can only tell them how to sell to certain types of clients — not what to sell to them — because of the personal decisions made by the clients. The galleries must be able to tell two to three years in advance what will be good and what will sell because of the long lead times involved in getting the art to market.

The financing of galleries can be a problem, as banks often do not understand how the art business works and are usually reluctant to lend them money. Solomon is hopeful that the banking climate will improve, now that banks are making more of an effort to learn about art as a business.

JOBLINES

Business Planner. West suburban manufacturing corporation is seeking a professional with a technical undergrad (chemistry, engineering, etc.). Responsibilities include: business planning, marketing program development, competitive analysis, pricing, cost studies, "what-if" analysis for senior management. Salary 40-45K.

Send resume to Carl Kreutzfeld, IteX Executive Search, 2700 River Road, Suite 312, Des Plaines, IL 60018.

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

September

- 13 *The Exponent* deadline (October issue)
- 16 UCWBG Board Meeting
190 East Delaware, 9:00 am
- 18 MYOB Lecture Series: Valuing an Industry Start Up
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
- 28 GSB Alumni Box Lunch – Harry V. Roberts
"A Two-Minute Warning for American Business"
Suite 2718, One First National Plaza, 12:00 – 1:30 pm
Contact: Linda Paterson, (312) 702-7727

October

- 2 MYOB Lecture Series: A Staged Approach to Preserve Equity
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
The University Club, 76 East Monroe
5:30 pm reception, 6:15 pm lecture
Contact: Sara Bittinger, (312) 702-7572
- 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
- 14 AAUW Celebrates 100-year Anniversary (See article page 6)
- 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
- 18 *The Exponent* deadline (November/December issue)
- 25 UCWBG Networking Dinner
Danilo's, 6:00 pm (See article front page)
- 25 Business Leadership Breakfast
Contact: Barbara Backe, 702-7128

November

- 14 UCWBG Career Management Event
"How to Thrive Once You've Arrived!"
Place to be announced
- 18 UCWBG Board Meeting
190 East Delaware, 9:00 am

December

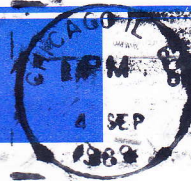
- 5 UCWBG Annual Meeting and Holiday Party
- 7 Business Forecast Luncheon
Chicago Hilton & Towers
- 8 GSB Alumni Box Lunch – Steve Lazarus
Contact: Linda Paterson, (312) 702-7727
- 16 UCWBG Board Meeting
190 East Delaware, 9:00 am

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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