



The Exponent

October 1990

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

Hannah Gray Will Kick Off Annual November Networking Event

By Diane Dahl

Have you had it with rubber chicken dinners, staid old meeting topics, and sterile hotel conference rooms? Then today is your day! Sign up now for the UCWBG Annual Networking Event to be held at Bub City on Wednesday evening, November 7, 1990. We are thrilled to have University of Chicago President Hannah Gray join us for an evening devoted entirely to enjoying ourselves and getting to know one another to develop friendships and facilitate networking opportunities. President Gray will offer brief keynote remarks on the role networking and participation in business and university



Hannah Gray

groups have played in her own career, and then will join us for informal networking.

Mrs. Gray became president of the University of Chicago twelve years ago, and continues to enjoy both the institution and her job as chief protector of its traditions. After graduating from Bryn Mawr College, she earned her doctorate in history at Harvard University and became the **first** female chief executive of a major research university when she took office here in 1978. In a recent *New York Times* article on President Gray, former colleagues at the U of C and Yale (where she was provost from 1974 to 1978) describe Mrs. Gray as "intellectually tough and respectful of tradition, while possessed of a genuine concern for people's well-being."

Please join us on November 7th for a fun evening at Bub City, sample some crab fritters, BBQ brisket, cajun red beans, Bub's seafood stuffin', and more. Give yourself a chance to get to know some of the most interesting women in Chicago, and—as Bud likes to say—"put some South in yo' mouth." See you there!

Directions: Bub City Crabshack & Bar-B-Que is located in the new Clybourn Corridor, just one block southwest of the

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- WHO:** Hannah Gray and UCWBG Members
- WHAT:** UCWBG Annual Networking Event
- WHEN:** Wednesday, November 7, 1990
5:45 to 6:30 P.M.—Cocktails
6:45 P.M.—Buffet Dinner
7:00 to 7:15 P.M.—President Gray's Remarks
7:15 to 9:00 P.M.—Networking
- WHERE:** Bub City Crabshack & Bar-B-Q
The Old Glory Room
901 West Weed Street (North Avenue at Fremont)

R.S.V.P. with coupon below by Monday, November 5, 1990.
For more information, call Diane Dahl at 708/655-1214.

UCWBG Annual Networking Event November 7, 1990

Name _____

Daytime Phone () _____

Guest(s) _____

Amount Enclosed _____ (\$15 members, \$17 guests)

Send coupon with check payable to the University of Chicago Women's Business Group to:
UCWBG, 630 Green Bay Road, P.O. Box 350, Kenilworth, IL 60043.

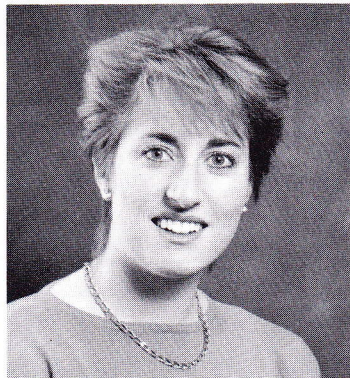
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From the President's Desk . . .

M.B.A. Mothers

Since the UCWBG began, the titles of many of our members have changed. In addition to promotions, career changes, and other significant life changes, many of us have now become mothers. For most of us, I am sure, the experience has been challenging. The UCWBG has hosted, thus far, two programs in the last ten years addressing the particular issues that face MBAs who are mothers. This month, for the first time, the UCWBG has organized informal gatherings for the specific purpose of getting these mothers together.



Lorena Blonsky
President

Adrienne Harvitt has put a great deal of time and energy into organizing this subset of our organization. Holly Berman has assisted her by agreeing to host the first meeting in the northern suburbs and by arranging other locations for future meetings. By continuing to offer programs that are relevant to members, we hope to retain our membership and continue to meet their professional and personal needs.

Self-Promotion

With regard to professional needs, the Board of Directors has recently spent some time discussing self-promotion and why it seems that many women are reluctant to promote themselves. Ruth Ann Watkins, vice-president of public relations, effectively addressed this issue in last month's "Vice-President's Voice." I encourage members to share their experiences with regard to self-promotion with Ruth Ann and her committee members. I believe that articles on the subject and perhaps a program related to this topic are relevant and would be beneficial for our professional development. What do you think?

Lorena Blonsky
President

Vice-President's Voice

Escape from the Sixty-Hour Work Week

Are you torn between a career you've put **years** into and a child or children you fear know your babysitter better than mom? Is your seemingly **only** choice to work sixty hours a week or stay home entirely? Is your personal life non-existent because you spend every waking moment at the office or traveling to unglamorous places on behalf of "the corporation?" And does it seem that the word "balance" might describe the number of pieces of fruit a woman could carry on her head in ancient times, but has no real meaning in the life of today's professional woman? I can empathize, because these are the types of questions I have been asking myself lately, after clearing the cobwebs of summer out of my brain. There has to be a better way.



Diane Dahl
VP-Career Management

No, I don't have the solution. But after talking with dozens of businesswomen this past year about the issue of balancing work and life in general, I have come to the distinct conclusion that there is a huge untapped market of professional women who have been essentially forced to leave the corporate world because they were unwilling to spend inordinate amounts of time at the office, and working part time was "against company policy." It seems to be an "either/or" decision—either you work full time or not at all. And it seems there are scads of other who would leave tomorrow if they thought they could find **challenging** part-time work somewhere else (and the key word here is "challenging").

Are there any visionary companies out there willing to hire bright, intelligent, capable professionals (both male and female) on a project basis, part time, or for special one-time consulting roles? The supply side of this equation is not the problem (i.e., finding experienced professionals who want an alternative to

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THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1990 Board of Directors

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708/864-5052

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312/726-4501

Director: Lynn Messinger
312/855-4614

Sherren Leigh: When the Going Gets Tough, the Tough Use Entrepreneurial Skills

by Kim du Buclet

On Wednesday, September 12, 1990, Sherren Leigh, president and founder of *Today's Chicago Woman* and Leigh Communications, led a discussion for the UCWBG entitled "Using Entrepreneurial Skills to Survive in a Recession." Ms. Leigh confirmed that as more companies begin downsizing, standing out within your company becomes more important.

There are ten areas of focus Ms. Leigh described as a sort of "how to keep your job" when jobs around you are being eliminated. These ten points are listed below:

1. **Put in more time than anyone else.** Come early, leave late. Volunteer for extra assignments.
2. **Develop staying power.** Commitment to a career is thirty years or more, not five or six. It is a long-term commitment that must be made.
3. **Utilize the art of networking.** Research shows that of all the jobs advertised in all the Sunday newspapers all over the country, these account for only eighteen percent of all available jobs. The remaining eighty-two percent are hidden and found only through networking.
4. **Become a specialist, develop a portfolio of expertise.**
5. **Learn how to be a manager.** Refine methods of giving directions to others.
6. **Thank those who help you.**
7. **Learn to be loyal.** Be loyal to your company, your boss, your division, etc.
8. **Learn good presentation skills.** Present yourself effectively. Create your own style and develop it according to your environment.
9. **Be creative within the boundaries of your company.**
10. **Learn to balance work with home life.**

Ms. Leigh also suggested that women learn how to take extra initiative by writing follow-up letters after making an acquaintance, as a form of networking, and by learning the art of self-promotion.

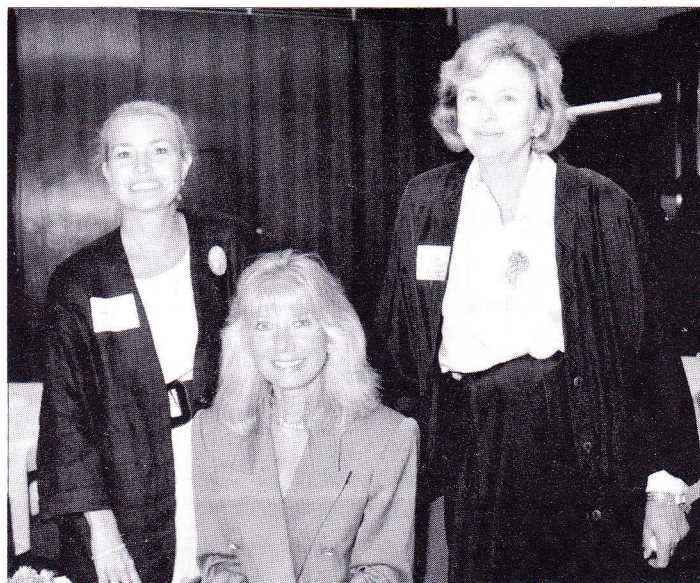
Please note: If you left a package at the Monroe Club on the evening of the Sherren Leigh program, please call Linda O'Bryant at 312/702-1484.

As a service to members who could not attend the Sherren Leigh program, audio tapes of the program are now available without charge except for return postage. To request a tape, please call Ruth Ann Watkins at 312/908-6019. This is a pilot service based on agreement with speakers at UCWBG programs.

November Networking, cont'd from front page

North Avenue and Clybourn intersection. **From Michigan Avenue**, go to North Avenue, head west to Fremont Street (one block west of Clybourn) and turn left. **From the Kennedy Expressway**, take the North Avenue exit, go east about one-half mile to Fremont Street and turn right. Street parking is available along Fremont, Weed, and Clybourn streets. Valet parking is also available.

Please use the coupon on the front page to reserve your place.



Members Linda O'Bryant (left) and Merilyn Hackett (right) pause during their discussion with guest speaker Sherren Leigh (center) at the UCWBG's September program.

M.B.A. Mothers Plan October Meetings

By Holly Berman

The first meeting to network UCWBG members who are mothers was held at my home on Monday evening, September 17. At this writing—in order to meet the October *Exponent* deadline—the meeting has not yet taken place. I fully expect that the meeting will be great fun. After all, there will be thirteen intelligent women who share two life-transforming events: motherhood and graduation from the GSB.

If the first date was inconvenient for you, please consider joining us for a meeting in either the western suburbs or at an in-town location. The meetings are as follows:

Date: October 15
Time: 7:00 P.M.
Place: Home of Patti Mortland
517 Longfellow, Glen Ellyn
R.S.V.P.: 708/469-1521 (day or evening)

Date: October 29
Time: 7:00 P.M.
Place: Home of Karen Holloman
1903 North Mohawk, Chicago
R.S.V.P.: 312/942-4933 (day)

Please contact Patti or Karen directly for directions if you are interested in attending. They will provide beverage and sweets. Costumes and treats are optional during Halloween week! ☺

Founding Member Profiles (Cont'd.)

By Patti Morland and Randi Stillman

So far, three-quarters of our forty-four founding members have been profiled in *The Exponent* beginning with the July/August issue. All founding members will be contacted, and additional profiles will be published in the remaining issues of 1990, our tenth anniversary year.

AGNES ROACH, ('80, Campus) is president and owner of AA Roach Financial Planning, now in Northbrook, Illinois. In addition to developing financial plans, she also evaluates other financial areas such as tax planning, investments, and retirement and estate planning. Her work is very satisfying because each client is different, and she can see the immediate application of her work and recommendations.

When she received her M.B.A., Agnes became an internal consultant with Inland Steel. She later completed the coursework to receive her Certified Financial Planner (CFP) designation and worked for a small financial planning firm before starting her own business.

On a professional level, Agnes is proud of being able to start up her business in several locations: Chicago, Tampa, Louisville, and Northbrook. She is also proud of her appointment this September to the Board of Directors of the Institute of Certified Financial Planners. On a personal level, Agnes is proud of the work she did to help found and nurture the UCWBG in its first five years of development.

The key to Agnes' success in business is, "I do my homework." The biggest professional hurdle Agnes has overcome is making several geographic moves in short time frames. She had to recognize and adapt to differences in four cities in order to conduct her business. She moved as her husband changed positions and progressed in his career.

As one of the first Co-Chairs to lead the UCWBG, Agnes put a lot of time and effort into the development of the UCWBG. She has found her UCWBG contacts as important outside of Chicago as they are within the city.



JO ANNE TANNENBAUM ('80, 190) has been an independent data processing consultant for the past seven years. She is presently at Unisys working on a Medicaid project. The most satisfactory aspect about her work is that she places herself in a great variety of situations in which she can use her intelligence and creativity.

After starting out as a corporate financial analyst, Jo Anne discovered that she enjoyed learning about computers as they were becoming more widespread in corporate settings. Her biggest professional hurdle was to totally redefine herself as a computer specialist instead of as a corporate financial analyst, and to look for a way to jump into the computer field without having a specialized background.

Having moved from Chicago to Boston, a high-tech city, Jo Anne is most proud of managing to find clients despite not knowing anyone there when she started consulting. The key to her business success is having a flexible outlook in terms of doing different things for her clients as well as herself.

Jo Ann has maintained her affiliation with the UCWBG because she enjoyed going to meetings when she lived in Chicago, and can read about the people and activities she misses now that she is in Boston.

EVELYN WILK, ('79, 190) heads the Chicago office of the DMW Group, a consulting firm specializing in network integration for computer systems. She works with mainframes, minis, and PCs using data, voice, and video technology. What satisfies her most about her work is

that she is continually learning and is in control of her time.

Evelyn's career changes have been within the computer industry. While attending the GSB, she was the head of Northern Trust's word processing department. Later she sold word processing products for Lanier. After graduation in 1979, she worked for Arthur Andersen and developed their word processing consulting practice. She was a senior manager there, doing technology planning for users of work stations, when she left in 1986 to form her own consulting firm. In early 1990, Evelyn merged her firm with the DMW Group.

The professional achievement Evelyn is most proud of is starting her own business and being successful at it. She feels the key to her success is her ability to keep her priorities straight and to make sure she stays happy while making everyone else happy.

The biggest professional hurdle she has overcome and continually faces is being a woman dealing with senior management. She considers her work a constant proving ground. She has kept her affiliation with the UCWBG because of her loyalty to the GSB and because she wants to support and stay in touch with women in business.

Vice-President, cont'd from page 2

conventional full-time careers), but the demand side is much more elusive. If you know anyone in a **decision-making** role within a company who would be open to using alternatives to fixed-cost core employees, give me a call. Or, if you have at least eight to ten years experience in your field and would like to explore becoming a candidate for this type of work, call my office as well.

They say that time is the currency of the nineties. I believe it. For the first time in my life I would be willing to give up some currency for more time. (I know, this is a violation of the M.B.A. creed, but so be it.) I would just like to know if any other UCWBG members have had similar thoughts and perhaps have ideas on how to increase and improve the choices available to professional women. Food for thought . . .

Diane Dahl
VP-Career Management

Connections

Mileen Burza, '82, XP-49, has a new title, Vice-President of Corporate Development at Square D Company in Palatine.

Agnes Roach, '80, Campus, has relocated to Illinois. Her new office address is AA Roach Financial Planning, One Northbrook Place, 5 Revere Drive—Suite 200, Northbrook, IL 60062,

where she can be reached at 708/356-0575. Her new home address is 17885 West Pond Ridge Circle, Gurnee, IL 60031, where she can be reached at 708/356-0677. Agnes has been elected Chairman Emeritus of the Kentucky Society of the Institute of Certified Financial Planners for the 1990-91 year. She has also been appointed to the Board of Directors of the Institute of Certified Financial Planners, head-

quartered in Denver, Colorado. She will serve as Director of the North Central Region, which includes coordinating fifteen societies in eleven states (including Illinois) for the 1990-91 year.

Nancy Zambon, '86, Campus, has changed jobs to become Director of Human Resources at Healthcare Compare.

Welcome to New Members

The UCWBG extends a warm welcome to the following new members who recently joined us. We look forward to meeting you at UCWBG programs and activities.

Paula Heybach
Nancy Mitchell
Marta Ramirez

Apartment to Rent

Beautiful one-bedroom apartment at 2626 North Lakeview Drive with view of Lincoln Park across the street. Well-managed condo building with great security, pool, and bargain garage parking (only \$90/month) 50 feet from CTA bus stop. Rent: \$950/month. Available November 1. Please call Diane Carter at 312/527-1220.

Networking in Northern Suburbs is Planned

Do you live and work in the northern or northwestern suburbs, making it difficult for you to attend many UCWBG meetings downtown? If so, you may be interested in organizational work now being done to set up a roundtable discussion/networking group for the UCWBG in the north metropolitan area. We are considering a meeting place around Lake-Cook Road. **If you are interested in being part of the organizational meeting in November, call Nancy Gunder at 312/883-7003 or Agnes Roach at 708/356-0575.** Even if you cannot help organize this activity, we need some information to start planning: what time of day (lunch or dinner), which days of the week, and where to meet. If there is enough interest, we anticipate starting to meet in January 1991. Please call with your ideas!

Job Share Opportunity

Coordinator of Planning and Marketing (Half Time)—Experienced MBA will have primary responsibilities to include healthcare strategic planning and program planning. Knowledge of healthcare marketing database management systems is preferable. Send letter with resume to Mr. Dennis M. Kepchar, Vice-President of Planning and Marketing, Children's Memorial Hospital, 2300 Children's Plaza, Chicago, IL 60614.

Editor's Note

Are you looking for a part-time, job-share or project-only situation? Do you have one to offer? Let us know! We'll list it in *The Exponent*.

Connections

If you have changed your home or business address or phone number, please notify us c/o Alumni Services at 708/256-4422. All changes will be issued to members in quarterly updates to the membership directory.

Please let us know if you have recently made any changes in your career or personal life (changed jobs, received promotion or award, appointed to board of directors, started new company, was/will be guest speaker, started/expanded family, etc.). Send information to UCWBG Connections, 630 Green Bay Road, P.O. Box 350, Kenilworth, IL 60043.

Name _____ Class Year _____ Campus 190 XP _____

Day Phone _____

Please describe any change in the space below.

Calendar

October

- 10 GSB Club of Chicago Box Lunch with Ellie Workman
One First National Plaza
Contact: Melanie Marhefka, 312/702-7727
- 15 **UCWBG M.B.A. Mothers Meeting**
Glen Ellyn, 7:00 P.M.
(see article on page 3)
- 15 Mind Your Own Business Lecture Series
The Monroe Club
Contact: Phil Saigh, 312/702-7727
- 20 UCWBG Board Meeting and November *Exponent* Deadline
LaSalle Partners, 11 South LaSalle Street, 10:00 A.M.
- 22 Mind Your Own Business Lecture Series
The Monroe Club
Contact: Phil Saigh, 312/702-7727
- 29 **UCWBG M.B.A. Mothers Meeting**
Chicago, 7:00 P.M.
(see article on page 3)

November

- 7 **UCWBG Annual Networking Event with Hannah Gray**
Bub City, 901 West Weed Street, 5:45 P.M.
(see article on front page)
- 10 Career Woman, Inc. Second Annual Career Conference
Hyatt Regency O'Hare, 8:00 A.M.-4:00 P.M.
Contact: Duchyll Joseph, 708/449-4025
- 17 UCWBG Board Meeting and December *Exponent* Deadline
LaSalle Partners, 11 South LaSalle Street, 9:00 A.M.

December

- 4 **UCWBG Holiday Party**
Harris Bank Boardroom
(save the date)
- 12 GSB Business Forecast Luncheon
Chicago Hilton and Towers, 11:30 A.M.-2:15 P.M.
Contact: Melanie Marhefka, 312/702-7727
- 15 UCWBG Board Meeting and January *Exponent* Deadline
LaSalle Partners, 11 South LaSalle Street, 9:00 A.M.

Send Calendar listings to *The Exponent* at the address below
or phone Jo Anne McCarthy at 312/454-7503.



The University of Chicago Women's Business Group

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708/256-4422

Address Correction and Forwarding

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