



The Exponent

December 1990

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1990 Accomplishments Highlight Tenth Anniversary Year

By Lorena Blonsky

This has been a terrific year for the UCWBG. Our membership has increased to well over 500 members and we have seen record attendance at our events. Each major event drew over forty attendees, with a high of 114! We have met our 1990 objective to personalize membership in a variety of ways. The specific accomplishments of our board members and their committees, and how these accomplishments relate to our 1990 theme, are outlined below.

Programs/Career Management

Programs and career management events have targeted members with diverse interests. Grace Mary Stern addressed the topic of women and the legislative process; Jean Allard and Susan Davis addressed breaking through the glass ceiling; Sherren Leigh represented our interests in entrepreneurship; and a panel of our own members addressed life balance.

We became better acquainted with each other at our social events this year. They included our tenth anniversary party, summer picnic, dinner and theater (*Do the White Thing*) event, second annual networking event at Bub City, and holiday party. We had the opportunity to get to know each other better, as well as meet prospective UCWBG members and prospective GSB students at the Office of Admissions reception at Spiaggia. At our networking event, we had the rare opportunity to meet and get to know University of Chicago President Hanna Gray.

We further enhanced our events by inviting guests who had previously served as speakers and by organizing a committee of greeters to welcome attendees. For M.B.A. mothers who work inside and/or outside the home, we held some social events at suburban locations for greater convenience. We have also reached out to the University of Chicago Law School

alumnae, who have begun to attend our events and to participate actively in our organization.

Public Relations

The public relations committee has continued to play a key role in promoting the UCWBG in the community. Notices of UCWBG events appeared in several newspapers. Additionally, we initiated a pilot program of taping selected speakers and loaning the tapes to members who were unable to attend these speaker events.

Membership

Our first new member brunch was an enormous success this year. New members were introduced to each other and to board members and, as a result, many new members signed up to participate on committees.

We held our second annual membership phonathon, reaching out in a more personal way to encourage women GSB graduates to join the UCWBG. In addition, when potential new members express interest in joining, they are now sent a new member packet of information, which was formalized and put together this year.

The membership directory has been expanded to include more information about each member, such as members' other degrees and majors, prior positions, other affiliations/memberships, and areas of expertise. We have also provided a comprehensive directory supplement with updated member information and new member listings.

Marketing

A new marketing vice-president and committee were formed this year with a unique mission and identity. The mar-

continued on page 3



Inside This Issue

From the President's Desk	2
Vice-President's Voice	2
Gray Networks with UCWBG	3
Distinguished Service Awards	4
Honorary Membership	4
New Members	4
What's In A Name?	5
Founding Members	6
M.B.A. Mothers Network	7
UCWBG Mentor Program	7
UCWBG Lends Hand	8
Connections	9
Some of Our Own	9
Advertising in Directory	9
Calendar	10

From the President's Desk . . .

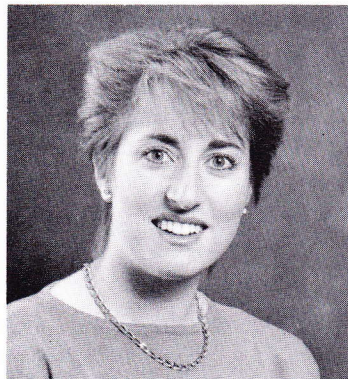
As I look back over the past year, I feel proud to have represented the UCWBG and to have served as your president. We have accomplished so much in this tenth anniversary year, both by improving the internal running of our organization and by promoting events of particular interest to our members.

The theme for 1990 was to personalize membership, and I feel that we have met and continue to meet this objective. We held our first new member brunch this year, welcoming new members with a personal touch. In keeping with our theme and our interest in having fun, our tenth anniversary party was a huge success. Dinner and the theater this summer were other vehicles we provided to get to know each other better. In addition, we have seen record attendance at events, the most well-attended being our networking event at Bub City last month with 114 attendees.

Our events have reached out to members in non-traditional ways this year by addressing issues such as women and the legislative process, breaking through the glass ceiling, and life balance. In addition, we went one step further by beginning to arrange events closer to home for M.B.A. mothers.

I am pleased to report, particularly to those of you who have participated in lengthy board meetings and to those of you who have an interest in accepting a board position in the future, our board meetings (which, I am told, lasted five hours several years ago) are now approximately two hours in length.

We have reached out to our founding members and profiled their interesting and diverse backgrounds in *The Exponent*. We have also reached out to alumnae of the University of Chicago Law School, who have participated in several of our events this year and, in many cases, have joined our organization, contributing to the diversity of our membership.



Lorena Blonsky
President

continued on page 8

Vice-President's Voice

As I look back upon my two years of service as a UCWBG board member, I am reminded that one of the reasons I wanted to become a member of the board was to observe the similarities and the differences between an all-female board and the predominantly male organizations in which I have participated.

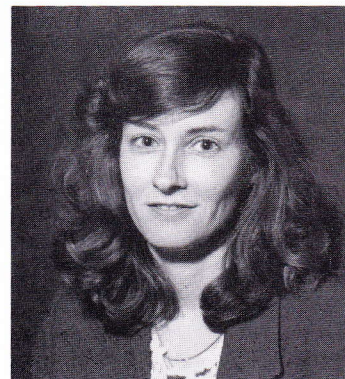
While an M.B.A. student in 1975, as part of the required curriculum that we then fondly referred to as "human manipulation," I devised a

project to study the communication patterns and decision-making processes of men in small groups. One of the objectives of that study was to observe the different ways in which a small group resolves conflicts of opinion among its members in reaching a unanimous decision about a potential course of action.

According to the dissonance theory at that time, a member of a small group can eliminate disagreement in one of several ways: he can convince himself that the content of the decision is relatively unimportant, deflate the status of the individuals who are disagreeing, attempt to persuade others, or change his own opinion.

Although it is dangerous to generalize from a limited sample of data, I have made a couple of observations about the ways in which men act versus women in reducing dissonance in small groups. First, it appears to me that women are much less inclined than are men to be directly confrontational to other members on a point of disagreement. Instead, women prefer to work out the disagreements on an individual basis prior to the meeting to avoid a direct confrontation during the meeting. Second, women are more eager to reach a compromise position rather than insist on one absolute position over another. Third, women seem to be less inclined than men to trivialize issues.

continued on page 8



Adrienne Harvitt
Director-At-Large

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1990 Board of Directors

President:	Lorena Blonsky 708/831-5990	VP-Internal Communications:	Randi Stillman 612/593-5904
President-Elect:	Kitty Voss 708/864-5052	VP-Public Relations:	Ruth Ann Watkins 312/908-6019
VP-Administration:	Donna Seltin 312/702-3733	VP-Marketing:	Peg Conway 708/699-4893
VP-Finance:	Susan McPherson 312/782-5800	Immediate Past President:	Nancy Gunder 312/883-7003
VP-Membership:	Shirley Beasley 708/858-4709	Director:	Adrienne Harvitt 312/726-4501
VP-Programs:	Carlette McMullan 312/236-1600	Director:	Lynn Messinger 312/855-4614
VP-Career Management:	Diane Dahl 312/787-0642		

keting committee assisted in consolidating database information on members and UCWBG history, redesigned our membership renewal/application form, and solicited our first advertisements for this year's membership directory.

Administration

We have continued to streamline clerical functions and have improved the quality of service we receive from Alumni Services, an independent company that provides administrative assistance to us.

Board meetings have become more focused and, as a result, we have decreased their length to under two hours. This has proved to be a significant morale booster to board members, who have already committed a great deal of time and energy to the group.

Internal Communications

The Exponent was made more personally and professionally relevant to our membership. The number of articles featuring UCWBG members was expanded and included profiles of our forty-four founding members. New columns have been added, including "Welcome to New Members" and "Some of Our Own." The number of articles addressing issues important to members has been expanded and UCWBG events have been promoted and highlighted in a standardized format.

Furthermore, *The Exponent's* design and typeface have been updated, and the reproduction quality of photos and color bands has been significantly improved. These updates and improvements were accomplished by working together with our desktop publisher, Bridgeport Computer Services.

Other Business

With regard to future nominations of new board members, we have prepared written guidelines and reworked an interest form to add continuity and to promote self-nominations. In addition, we have developed and continue to solidify mutually complementary and supportive relationships between the UCWBG and the GSB Alumni Office, the University of Chicago Alumni Office, the GSB Club of Chicago, and the Campus Women's Business Group.

Our tenth anniversary year, 1990, has been an active one for the UCWBG. We have accomplished a great deal this year because of the dedication and hard work of the board, committee members, and many other volunteers. Thanks go to all who contributed to the continuing fun and professional development this group offers to all of us. ✍

UC President Hanna Gray Networks with UCWBG



University of Chicago President Hanna Gray mingled with UCWBG members (left to right) Diane Dahl, Kitty Voss, Rose Rifa Martin, and Jo Ann Hinz at the annual networking event held on November 7 at Bub City.

By Stacey M. Kirsch

More than 110 UCWBG members and guests turned out at Bub City on November 7 for the annual networking event, which featured University of Chicago President Hanna Gray as keynote speaker. This was a unique opportunity to meet and mingle not only with UCWBG members, but also with over forty alumnae of the university's law school.

President Gray kicked off the event by speaking about what the term "networking" means to her and how it is used—to describe various useful ways of making contact with others. Although she sees nothing wrong with this, she feels that there is an uneasy relationship between friendship creation and the instrumental use of networking.

She feels it may seem ridiculous to perceive two senses of the word and wondered how to reconcile the two points of view. She feels one should balance the pursuit of a career or way of earning a living with a larger set of preoccupations; the whole of life includes more than just work.

President Gray sees this conflict of view as similar to the conflict between uses of the word "vocation." Students may not see education as a way to open the mind and take a leap into the un-

known, but may see it as something instrumental on the way to a vocation—a job or way to earn a living. This concept contrasts with one of vocation as a calling—a commitment to something larger than oneself.

How can networking benefit us? The struggles of choice and balance are very personal, but President Gray feels that, through networking, we can learn that we are not alone in these struggles. When asked if she could think of a better term than network, she could not. She continued that although the term may have developed in a negative rather than a positive way, as in "old boys' network," women now have their network, too. She seemed to feel that this situation is exclusionary, but that men and women can all network together, eliminating the exclusion.

After President Gray's remarks, members and guests wasted no time getting down to the business—and pleasure—of networking.

Before the keynote address, an honorary membership was presented to Jean Allard, a partner in the law firm of Sonnenschein, Carlin, Nath and Rosenthal, for her time and efforts on behalf of the UCWBG (see article on page 4). ✍

Five Members To Receive Distinguished Service Award

By Lorena Blonsky

The UCWBG Board of Directors has voted to recognize five women who have distinguished themselves by their outstanding contributions to the UCWBG: Diana Carpenter, Barbaragail Dancewicz, Kathleen Holoubek, Jo Anne McCarthy, and Joan Steel.

There has never before been a year in which five women have each received a Distinguished Service Award. However, 1990 has been an exceptional year, and the board strongly believed that each of these women was particularly deserving of the award this year.

Diana Carpenter served as a board member for three years and has always been available to assist board members with various projects. Diana actively worked on and resolved membership and mailing list issues. She also put together the Mentor Program and has managed it for two years. One of our original members in 1980, Diana has written numerous articles for *The Exponent* and served on the nominations committee this year.

Barbaragail Dancewicz served as president in our fifth anniversary year and as a board member for a total of four years. She compiled historical data for our first five-year history and made numerous organizational changes during her term, including adding a director-at-large position to the board. This year, Barbaragail served as a speaker at our life balance event. As one of our founding members, she has been most supportive of the UCWBG. Barbaragail is probably best known to our members as the exceptionally gracious hostess at our summer picnic, which she and her husband John have hosted five years in a row.

Kathleen Holoubek is a past president of the UCWBG and has served as a board member for four years. Kathleen served as our first president-elect. As past president, she headed last year's nominations committee and is currently the chairperson of our advisory committee. Kathleen planned and managed our second career conference and is responsible for increasing the visibility of the UCWBG. As a result of her working closely with GSB Dean Gould and his office, the

UCWBG president is now asked to sit at the head table at the Business Forecast Luncheon and at the Management Conference. Additionally, Kathleen affiliated our group with the Executives' Club of Chicago.

Jo Anne McCarthy served as a board member for three years and can be counted on continually for various behind-the-scenes projects. In addition, she coordinated the writing of the UCWBG bylaws, put together the first job descriptions in operating manuals, and served on both the fifth anniversary and the tenth anniversary party committees. Last year, Jo Anne assisted with the production of *The Exponent* and has been responsible for the calendar in *The Exponent* for the past two years.

Joan Steel has been an excellent resource for the UCWBG. She assisted in organizing our 1988 Career Conference and has assisted in arranging speakers for many individual events. In 1987, Joan set up a seminar for GSB students and the Committee of 200. Joan has helped organize the UCWBG Advisory Board, has served on this board for two years, and has agreed to serve again. As one of our founding members, Joan has been particularly supportive and has assisted in broadening our affiliation with other professional groups. She agreed to sponsor any UCWBG member for membership in the Executives' Club of Chicago.

Congratulations to these women and thank you from all of us! ✍️

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.

Nanette Bianchi
Nicolette Bonin
Harriett Brown
Onaiza Jilani
Danielle Palmer

UCWBG Awards Honorary Membership to Jean Allard

By Lorena Blonsky

Jean Allard accepted an honorary membership to the UCWBG at our November networking event. She was chosen for her outstanding contributions to the UCWBG and to the community of women both nationally and in Chicago. Several years ago, Ms. Allard served as an individual speaker at the UCWBG program, "Serving on a Board;" made an introductory speech at our 1988 Career Conference; and served as a speaker this year with Susan Davis at our program, "Breaking Through the Glass Ceiling." She is active with the University of Chicago and remains highly visible in the community of women.

Ms. Allard is a partner in the law firm of Sonnenschein, Carlin, Nath and Rosenthal. In addition to her responsibilities at her law firm, she serves on the boards of Commonwealth Edison Company, LaSalle National Bank (subsidiary of Algemene Bank Nederland), Axel Johnson, Inc., and USF&G Corporation. Previously, Ms. Allard was vice-president for business and finance at the University of Chicago. She served as secretary and general counsel of Maremont Corporation, a Chicago-based manufacturer and distributor of automotive replacement parts and ordinance material. At the University of Chicago Law School, she was research associate and assistant dean.

Ms. Allard is an active member and chair of the Section of Business Law of the American Bar Association. She is also a member of the American Law Institute, American Judicature Society, New York Stock Exchange Legal Advisory Committee, and an American Bar Foundation Fellow. She serves as a director of the Chicago Association of Commerce & Industry, The Latino Institute, and is a founding member of the Chicago Network. ✍️

Editor's Note

Just do it!
Speak your mind in a letter to the editor.

One More Time: What's In A Name?

By G. Chris Keeley

What is in a name? Quite a bit. Psychologists tell us our names are important in defining who we are, what directions we take, and how others view us. In this tenth anniversary year, a significant milestone for the University of Chicago Women's Business Group, I would like to recount how this organization got its unwieldy name and acronym. (Try sounding out UCWBG.) Like one of Aesop's fables, for example, "How the Bear Lost Its Tail," this account is presented to instruct and to explain.

From the onset, coming up with the name for this organization was one of the thorniest issues with which we grappled. Much seemed to be at stake in what would appear to be a relatively simple task. Let me set the context in which the discussions took place and what was considered in giving ourselves the name "The University of Chicago Women's Business Group."

As you know, the 1970s found an ever-increasing number of newly-minted female MBAs entering the business world. It was an unsettled period; we grappled with defining our places in business hierarchies and in the new roles and situations in which we found ourselves. This was a time when we infiltrated the business world in large numbers with the expectation that our careers would define who we were as much as careers had defined our male counterparts. Many of us believed not only that we could have it all, but also that we *should* have it all.

The conventional wisdom of the time advised us to pattern ourselves after our male counterparts, so we dressed for success, wore business hairdos, and controlled our emotions. (We were a rather grim group.) Despite these accommodations and despite our University of Chicago academic credentials, the results achieved were far below what many of us were led to believe would occur. We aspired to line positions, but found ourselves in staff roles. Some of us privately began to ask, "Is it *me*?" As we talked, we began to ask the question, "Is it *us*?"

We looked for female role models for clues. We were disappointed. What few female role models (CEOs, of course) we identified, more often than not, turned out to be women who had been mentored by powerful men who just happened also to be relatives by blood or marriage. Furthermore, most of these women did not have M.B.A.s!



In discussions among ourselves, we began to question the university's role in preparing us for the business world. Some of us even thought the university's efforts after graduation needed to be greater, ongoing, and more supportive. However, the university's reaction was one of bewilderment. After all, had it not done what it had always done so well and for so long, that is, equipped us with a highly-respected business credential: *the* University of Chicago M.B.A.?

The university's view appeared to be that our careers after graduation were completely up to us, not the university. Yet, individually we were grappling with issues that no school curriculum or credential could address. Our need to talk to each other became overwhelming.

There were two views of how the group should relate to the university. The first view was a reactive one. Since the university officials shrugged us off, we would "show them" by organizing our own group, developing our own resources, and our own network to meet our special needs. During the first two years, for example, we purposely avoided meeting in locations associated with the university. We also discussed including women MBAs from other schools. Ultimately, a second view prevailed.

Common sense overcame our initial emotional, anti-university reaction. Pragmatically, we looked at how we could *use* the university to meet our needs. We recognized that the university had much to offer—the university's name, the value of a University of Chicago degree, the university's resources and contacts—all very appealing to a group of volunteers with many wishes, but few resources. We took a classic win-win approach. Happily, the university also modified its initial view of us as a small faction of malcon-

tents. Perhaps our growing membership roster was a factor in the university's more supportive stance.

During my presidency in 1983, we established with the university the 190 Delaware location as a base for our board meetings, other organizational activities, and programs. In short, we affirmed our university affiliation, and the identification with the university was incorporated in our name. The reference to women in our name was another matter entirely.

Some of us did not want a reference to women in our name, arguing that such a reference invited the misconception that the organization was a frivolous social group. Some feared that we would be categorized as secretaries, the ultimate business failure. (Of course, some of us wanted a secretary to call our own. She would be a cheerful gal Friday type who would anticipate our needs...and maybe even make an occasional cup of coffee. "My secretary..." had such a nice ring of success and was a symbol of making it.) We wanted to be clear: *we* were professional *business* women.

Our emphasis on business was so strong that, even privately among ourselves, there was some amount of hesitancy to recognize or even to talk about human issues associated with our personal lives and families. The result was a not-uncommon reaction to the organization that it was "cold."

Our program topics of the period reflect this hesitancy. Programs on dual-career couples were acceptable, as were programs focused on business dress. (A small faction of members still continued to disdain such topics as not being serious or business oriented.) However, pregnancy, children, and family issues were seen as too far removed from the world of business (for men as well as women), and these topics did not receive formal recognition.

Our barometer was, "Would a men's business group have this as an issue of concern to them?" Thus, when a pregnancy/family situation presented itself, it was an individual, private event to be quickly taken care of and put aside. The conventional wisdom was to return immediately to work after childbirth, within days, if possible, but no longer than a month—enough time to find that wonderful, solid nanny who would handle

continued on page 7

Founding Member Profiles (Cont'd.)

By Shawn McGuinness and Randi Stillman

Almost all forty-four founding (ten-year) members have been profiled in *The Exponent* since the July/August issue. Watch for a few more profiles in the January 1991 issue.

MARCIA BERS ('80, Campus) is a senior editor with *Forbes* magazine in Chicago. In addition to writing, she most enjoys the diversity of her job, which allows her to talk with corporate chieftains while covering a wide range of industries. Since receiving her M.B.A., she has "bounced" between investment banking and journalism. She is most proud of specific stories she has worked on, such as one in which she pointed out the coming decline of the investment banking industry at a time before the stock market crash and the junk bond collapse.

Marcia's key to success in business is persistence and keeping an open mind in terms of other job opportunities; that is, "maintaining a sense of perspective on the value of what you're doing despite compensation." The biggest professional hurdle she has overcome is being a woman in the fields of investment banking and journalism. However, this has also worked to her advantage when interviewing older male CEOs. Being less intimidated by a female journalist, they tend to let their guard down, allowing her to "go in and stick it to 'em."

Marcia has maintained her affiliation with the UCWBG, not because she can get story ideas or business tips, but because of the camaraderie of professional women within the organization, "women out there like you."

SUE BORMUTH ('78, Campus) is a vice-president at Capital Agricultural Property Services, a small subsidiary of the Prudential Insurance Company that does farm management and real estate sales for agricultural properties throughout the United States. She is in charge of systems and operations at the corporate level. What satisfies her most is being able to see the results of increasing productivity and job satisfaction for all employees of the company. Before going to farm management, Sue worked for five years in the operations department of a bank.



Sue is most proud of getting a computer system up and running in a short time frame despite other people's skepticism about her ability to accomplish the task. The keys to her success in business are being oriented towards the goals of the organization and being able to work with a variety of people, including being able to develop other people to perform to their maximum abilities. Her biggest professional hurdle is staying abreast of the technical expertise required in systems and information handling, since her organization is not large enough to hire a specialist.

Sue stays affiliated with the UCWBG so she can keep abreast of developments in the business world outside of her own industry and organization.

BARBARA BOWLES ('71, 190) is president of her own company, The Kenwood Group, an equity money management firm, which she started in 1989. Always wanting to run her own business, she most enjoys having the responsibility for its success or failure. Barbara is most proud of having her own company and seeing the progress she has made in a short time. Additionally, she is proud of being able to combine marriage and motherhood (she has a seven-year-old son) with her business career.

Barbara began her business career in the First Scholar Program, ultimately leaving to take on a number of successive corporate positions. After serving as vice-president of a trust department, she joined Beatrice as Assistant Vice-President of Financial Relations, and, later, Kraft as Vice-President of Investor Relations until its recent takeover. The keys to her business success are interacting well with

other people and making fast but reasonably good decisions.

The biggest professional hurdle Barbara has overcome in corporate America is the glass ceiling and the difficulty of breaking through it. As a senior-level officer—and one of two senior-level women—at Kraft, she faced the hurdle of making it up the next step of the ladder. As a new business owner, she finds "it is too early to be frustrated about anything."

She has maintained her membership in the UCWBG because "the people and the networking are the best part for me."

CAROLYN SUE WEEKS ('71, Campus) was most recently Vice-President, Strategic Planning at Sears, Roebuck and Company. Within the Sears network, Sue enjoyed a variety of functional assignments during her rewarding eighteen-year career. Her responsibilities ranged from developing and purchasing products for national retail and catalog distribution to starting a new database marketing department. Sue's current mission is defining the next significant phase of her career life. Her goal is to apply diverse marketing talents to a start-up venture or business acquisition.

Sue began at Sears upon graduation from the GSB, moving to challenging new assignments every two to three years. Such diversification provided Sue with a very broad business experience. This broad-based expertise is preparation for her long-range goal of running her own business.

Sue is most proud of being able "to sustain a rewarding and challenging momentum over the course of a long-term career with one organization." The key to her success is her "ability to quickly analyze business situations and determine the best strategy, coupled with hard work and dedication." Sue's biggest professional hurdle is "being able to realize the impact my values and abilities have on the organization."

She believes that the UCWBG is networking at its finest. It is a group of talented individuals helping each other understand the hurdles involved in business and in life, and who are interested in helping each other master these challenges. ♣

M.B.A. Mothers Keep Networking

By Holly Berman

The Mothers Network meetings have brought together members who are struggling to balance the demands of career, marriage, and parenthood. One measure of their success is the fact that participants were eager to attend similar informal events in the future. **If you have an interest in attending future meetings, please check the *Exponent* calendar for dates and places.**

One big problem for participants is finding a good time when dads can babysit, kids are not sick, and there is nothing else on the schedule. Because of this, we expect that the people who show up at any given meeting will often not be the ones who were at the last meeting. So, don't feel that these meetings are an ongoing commitment. You can even attend just one meeting to enjoy the camaraderie of these informal groups.

If you are considering whether or not to have children, you might plan to attend one of these meetings. You'll find women who will eagerly share their experiences and viewpoints.

The next event will be held on December 10, 7:30 P.M. at the home of Geri Hansen, 411 South Edgewood, La Grange, Illinois. Please contact Geri at 708/352-3426 if you plan to attend.

Name, cont'd from page 5

all the details and complications surrounding the bundle we handed off. If we had personal doubts about the feasibility or desirability of shifting off childrearing, we kept our reservations to ourselves.

Including "women" in the name of the organization also raised the specter that the organization represented militant feminism—the sure kiss of death to career growth. To be perceived as a feminist organization was almost as horrifying as being perceived as a frivolous women's sorority.

All of these views about "women" in our name were considered and discussed. In the end, the decision was based on the fact that our common interest centered on managing our careers in environments where we, as females, faced unique business and social issues that our male counterparts did not. Ultimately, we determined that our biology should not be denied; it *is* strong stuff, and so it was incorporated into our name.

What Do Students Want?— Results of UCWBG Mentor Program, Next Steps

By Diana Carpenter

All you marketing types, attention! We are looking for innovative ways to appeal to women GSB students. They are our future members, and the UCWBG has been exploring several ways of strengthening ties with them even before they receive their diplomas and venture into the business world.

The Mentor Program is one of these approaches. For the past two years, the UCWBG has matched GSB students with alumnae in the students' areas of professional interest.

How It Worked

The Campus Women's Business Group solicited students who wanted to have a mentor, and provided us with each one's area of interest, such as banking, consulting, real estate, corporate finance, marketing, and so forth. Then we called our UCWBG members, based on our directory's professional index, asked them to be mentors, and matched them with the students.

We consistently received very positive, enthusiastic responses from our UCWBG members. As a group, we are obviously eager to share our experiences and help other women who are at earlier stages in their careers.

Special Credit

Without the help of several of our members, the Mentor Program could never

There you have it. When we put all the elements together, the name was clear: the University of Chicago Women's Business Group. Now, after its first decade, the organization continues to reflect the essential ingredients of its name. I am proud to have been part of its history, and I look forward to being a part of its future.

Editor's Note: G. Chris Keeley, '79, 190, is Director, Human Resources Administration at Indiana University/Purdue University at Indianapolis. She has written this article in lieu of being interviewed for a founding member profile.

have been undertaken. Special thanks go to Linda Froning, who undertook in both years the lioness' share of the work, soliciting mentors and matching them with students. Thanks also go to Suzanne Keers, Marcia Lewis, Laura Torres, and Irene Marquez.

Results

Several months after the mentors and students were put in touch with one another, we contacted each of the mentors to get feedback on her experience.

Although some productive relationships resulted from the program, we found an ongoing problem with the level of commitment and follow-through on the part of many of the students. We don't know if students had too many other activities competing for their time and a mentor relationship was just not at the top of their priority lists. Perhaps they were already so focused on their career plans that they didn't see the need for input from more senior people.

Based on these results, the UCWBG board decided that our members' efforts would be better spent on other activities.

Future

We want to continue to be visible to the students and serve as a resource for them. Every year we provide keynote speakers and panel members for the Campus Women's Group's Career Conference, as well as invite students to our own events. We have ongoing contact with the head of the Campus Women's Group.

What other steps can we take? Possibilities include a reception once a year on campus, or presentations on specific topics, or articles for a campus publication, or a networking evening.

We would probably do best by first asking the students what we could offer that would be most useful to them and that would get us good recognition on campus.

Interested? If you would like to head up such a market research project, please call me, Diana Carpenter, at 708/699-0712 or Kitty Voss at 708/864-5052. ✉

UCWBG Lends Helping Hand

By Kathleen M. Voss

Where does the money go? This question is occasionally asked of the UCWBG. As you know, we are a non-profit organization that charges dues to support its services and functions. I'd like to tell you about one service, which is but one of the meaningful ways that the UCWBG fulfills its mission to support the university and its students.

In October of 1987, the UCWBG donated \$3000 to the university and asked that the donation be used to establish a short-term loan fund for GSB students. The name of this fund is The University of Chicago Women's Business Group Loan Fund. Loans from this fund are available to GSB students interest free, for no longer than a four-month term.

In 1988 one student accessed this fund to help pay her spring tuition. This loan enabled her to stay on track to graduation. During the 1989-1990 academic year, a total of three students borrowed varying amounts from the Loan Fund. Their letters of thanks, to Sofia Kougeoures, Loan Manager, GSB Office of Admissions and Aid, follow this article.

March 28, 1990

Dear Ms. Kougeoures,

I would like to express my thanks to you and the University of Chicago Women's Business Group for providing the temporary loan I needed until my GradShare loan came through. Without the \$1500.00 which your organization so generously provided, I may not have been able to pay my bills!

Again, thank you. I will not forget how much the loan helped me.

Sincerely,

(Name withheld—recipient is working at R.H. Donnelly)

May 1, 1990

Dear Sofia:

Please extend my thanks to the University of Chicago Women's Business Group for the emergency loan of \$1000.00. With this money, I am able to finish paying my Winter tuition bill and I will be able to march at graduation. To be able to march at graduation is very special to me because it signifies completion of my M.B.A. at the University of Chicago—an accomplishment I am very proud of! I would have been devastated had I not been able to march.

Please thank the U of C Woman's Business Group for not only loaning me the money, but also for providing me with the cash so expeditiously. I was unable to pay the remainder of my bill for the Winter quarter because my usual source of cash experienced an unexpected cash flow problem. The prompt loan took care of me.

Sincerely,

(Name withheld—recipient accepted a position with Coopers & Lybrand in Europe)

June 11, 1990

I truly appreciate the Women's Business Group having funds available to GSB students in emergency situations. I thank the WBG for being there when I needed the support. I graduated from the University of Illinois with a B.S. in Electrical Engineering. I have just completed my first year with the GSB and am in the joint degree program with the Law School. The stress of the first year was exacerbated by the fact that my funds were running short! Once again, thanks to the WBG for your support!

Sincerely,

(Name withheld—recipient is continuing at the law school)

President, cont'd from page 2

There are so many other accomplishments we have made this year, no less significant, I just can't list them all in this column. I have, however, outlined these additional accomplishments in a separate article (see front page).

As my term as president officially ends this month, once more I would like to acknowledge and thank several women who made significant contributions to the UCWBG this year: Kathy Terman and Pam Ewing for chairing the tenth anniversary party committee; Diana Carpenter for coordinating the Mentor Program; and Kathleen Holoubek for serving as the advisory committee coordinator. Thanks also go to the GSB Alumni Office for their continued support.

Most importantly, our board members have worked diligently this year to improve this organization for us all. I thank each one: Shirley Beasley, Peg Conway, Diane Dahl, Nancy Gunder, Adrienne Harvitt, Carlette McMullan, Susan McPherson, Lynn Messinger, Donna Seltin, Randi Stillman, Kitty Voss, and Ruth Ann Watkins, for their energy, enthusiasm, time, and commitment to our organization.

Best wishes to Kitty Voss, who in January becomes the new UCWBG President!

Lorena Blonsky
President

Vice-President, cont'd from page 2

I suspect that the reasons for the above differences, at least in part, are attributable to the historical differences between the socialization of male and female children in the family. At least in my family, the female members were relegated to the role of the peacemakers.

Consequently, the increasing emergence of women in business should have a significant—and positive—influence on changing how decisions are made in the inner sanctum of the corporate boardroom. All that we have to do is get there!

Adrienne Harvitt
Director-At-Large

Connections

Advertising in 1991 Membership Directory

Lynn Messinger, '86, Campus, married Joseph Brundza on November 3, 1990. Her new home address is 3900 North Lake Shore Drive #13F, Chicago, IL 60613.

Pamela Sternad, '88, Campus, was promoted to business analyst, responsible for all phosphorus chemical mining and manufacturing operations for FMC Corporation based in Philadelphia. Her new work address is 2000 Market Street, Philadelphia, PA 19103 (215/299-6882).

By Peg Conway

Response to advertising in the 1990 membership directory was excellent, so we are again encouraging advertising as a way to reach members. It's inexpensive and effective! The rates are the same as for 1990: Full Page—\$80, Half Page—\$50, Quarter Page—\$30.

We need camera-ready artwork if you want special fonts or logos included in your ad. Otherwise, send us a business card, and we will have the information typeset. **Send the check and any artwork by January 31, 1991 to: Peg Conway, 3307 Meadow Lane, Glenview, IL 60025. Call her at 708/729-3765 with any questions.**

Some of Our Own

Among eight women recently honored by the YWCA with its annual achievement awards were two honorary members of the UCWBG. They are **Ellen Gordon**, President and COO of Tootsie Roll Industries, Inc., who was a featured speaker at our February 1989 program, and **Evelyn Echols**, travel industry entrepreneur, who has been serving on the UCWBG advisory board. Both women were also featured in the November 1990 issue of *Entrepreneurial Woman* as two of fourteen successful business owners who reveal their greatest business hurdles. ✍

Projects Wanted

Everyday or sophisticated database projects that employ DBASE IV, PARADOX, FOCUS, DB2, IMS, IDMS, ORACLE on PCs, minis or mainframes for IBM, Vax or Apple computers.

Available for hands-on assistance:

- To solve problems or speed up projects
- To set up a PC in your home
- To set up a database and transparent interface to products like Lotus or Harvard Graphics
- To create presentation videos of research results, training or the introduction of new products or services

Also offering seminars on multimedia technology of the '90s, database marketing, and database concepts.

Contact: JoAnn D. Hinz, 193 East Quincy, Riverside, IL 60546 (708/447-0853). ✍

Nanny Wanted

In-home, English-speaking, nonsmoking nanny wanted to care for newborn in north suburbs. Start immediately. Salary negotiable. Please call 708/835-3715.

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

December

- 4 UCWBG Annual Meeting and Holiday Party
Harris Bank, 37th Floor
111 West Monroe
- 10 UCWBG Mothers Network Meeting
La Grange, 7:30 P.M.
(see article on page 7)
- 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 1991 *Exponent* Deadline
East Bank Club, Chicago, 9:00 A.M.

January

- 30 GSB Club of Chicago Theatre Event:
Phantom of the Opera
Auditorium Theatre, Chicago
Contact: Melanie Marhefka, 312/702-7727

February

- 5 UCWBG Program Featuring Gayle Hanley,
Managing Director of Henri Bendel, Chicago
900 North Michigan Avenue, 6:30-8:00 P.M.
(save the date)

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



HAPPY HOLIDAYS!

Don't forget to renew your
membership for 1991!



The University of Chicago
Women's Business Group

630 Green Bay Road, P.O. Box 350
Kenilworth, Illinois 60043
708/256-4422



Address Correction and Forwarding

Celebrating Ten Years!

The Exponent is published monthly by the
Internal Communications Committee
Address correspondence to:
The Exponent
c/o Randi Stillman, Editor
630 Green Bay Road, P.O. Box 350
Kenilworth, Illinois 60043

DECEMBER CONTRIBUTORS:

Holly Berman
Diana Carpenter
Nancy Gunder
G. Chris Keeley
Jo Anne McCarthy
Randi Stillman

Lorena Blonsky
Peg Conway
Adrienne Harvitt
Stacey M. Kirsch
Shawn McGuinness
Kitty Voss