



# The Exponent

February 1990

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

## NETWORKING:

## Not Just Another Buzzword of the '80s

By Nancy Bruggemeyer Gunder

The UCWBG Networking Dinner, held on October 25, 1989, at Danilo's Restaurant, was one of a few events that slipped by last year without a follow-up article in *The Exponent*. I volunteered to write about this event, not to close out 1989, but because I think the topic of networking is important.

This was the second year that the Networking Dinner was offered. Again, based on the program evaluations and conversation, the event was very successful with fifty members and guests in attendance. The purpose of the evening was to provide a setting that was conducive to meeting others and sharing professional and personal experiences.


The ice breaker came early in the evening, when Kitty Voss, 1989 Vice-President of Career Management, asked each attendee to introduce herself (or himself) and provide the group with a brief description of her (his) current position and the type of person she (he) would like to meet during the evening. I must admit that even the skeptic in me (which always questions whether I am wasting my time making the effort to network, particularly outside the in-



Members share personal and professional experiences at the 1989 UCWBG Networking Dinner.

dustry and functional area I am associated with) was silenced upon hearing the richness of experiences. My only regret is that I had difficulty keeping track of all the people I wanted to meet, either because of where I had been or where I felt I wanted to go both personally and professionally.

So, had the effort been worth it? Did I really gain anything from going to a networking dinner, or was I just one of many who paid lip service to this passing "fad" of the 1980s. I can say unequivocally that I gained a lot from the evening (in addition to the immediate benefit of good company, food and drink). By talking to others at different stages of their careers and personal lives, I picked up information that is currently useful to me, and which may continue to be useful as I encounter new situations. I also made a number of contacts whom I feel I can draw upon as information resources in the future.

Networking is about making connections and making those connections work for you. I think I can safely say that my last two jobs resulted from having made a long-term investment in networking. And I have every reason to believe that networking will continue to benefit me in the future. 

### Editor's Note

Due to a mailing problem, some members did not receive their copy of the January *Exponent*. We regret that this happened. If you did not receive your copy, please notify Randi Stillman at (312) 752-6154 to have it sent immediately.

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## From the President's Desk . . .

**Enthusiastic** is how I describe the UCWBG Board members who attended the first Board meeting of 1990! Our discussions centered around increasing membership and encouraging more participation from our existing members.

In line with our theme this year of personalizing membership, Directors Adrienne Harvitt and Lynn Messinger discussed our first-ever New Member

Brunch. The brunch will introduce new members to some existing ones, thereby welcoming them and showing them what an integral part of our organization they are. The brunch will be held at Adrienne's home in the northern suburbs.

Lynn and Adrienne are also chairing the Hospitality Committee, which will serve as, among other things, a welcoming committee at our events. They are personally inviting some new members to our February 8 program featuring Grace Mary Stern.

Members Kathy Terman and Pam Ewing are chairing our Ten-Year Anniversary Party Committee, and are planning this spectacular event at Susan Larson's magnificent home. Susan's home was recently featured on the front page of the *Chicago Tribune* Home Section and is located in the southern suburbs.

Shirley Beasley, Vice-President-Membership, offered to host a Membership Coffee at her home in the western suburbs sometime this year. Shirley will also be expanding the information available in our Membership Directory.

Peg Conway, Vice-President-Marketing, has already collected advertising pieces from our members (only) for publication in the Membership Directory. This brand new idea, to include members' advertising, is only one of the changes you will find in the Directory this year.

*continued on page 3*



Lorena Blonsky  
President

## Vice-President's Voice

### The Long and Winding Road

I recently decided to get off the "fast track" and onto the "long and winding road." Specifically, I left my first post-MBA job after almost three years working full time at fast-forward speed in the corporate world. I left to "stay home" with my pre-school son, despite achievements at work, devoted caregivers, and a supportive husband. All in all, I felt I was "balancing" my life fairly well. However, I left because I needed more unhurried time to be with my son to share experiences, impart values, express love, and build family relationships during these precious few pre-school years.

Believe me, this was not an easy decision, since my career had been the focal point of my energies for most of my life. My decision involved taking a close look at my values and redefining what "success," "career," and "family" mean to me. I have come to realize that I can successfully integrate professional activity and family life by not trying to do it all at once at all times in my life.

### Sequencing

This "solution," I have recently discovered, has been given the name *sequencing*. It encompasses the various ways in which working women sequence careers and motherhood over the course of a lifetime. Sequencing implies, not that women give up their careers, but rather that they reincorporate work into their lives in new ways after full-time mothering. Options include flexible part-time work and entrepreneurial forms of employment as well as full-time work.

As for me, I'm not entirely certain how I will reincorporate my career back into my life when I am ready to do so (I'm expecting our second child in May), although I'm leaning

*continued on page 3*



Randi Stillman  
V-P Internal Communications

## THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

### 1990 Board of Directors

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**Lorena Blonsky**  
(708) 831-5990

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**Director: Adrienne Harvitt**  
(312) 726-4501

**Director: Lynn Messinger**  
(312) 855-4614

# Mammography at the Workplace: A Step in the Right Direction

By Randi Stillman

Have you put off getting a potentially life-saving mammogram because you claim it would be inconvenient or too expensive? If so, you are not unlike many other working women. However, could you still find an excuse if a mobile mammography unit came to your workplace to take breast screenings during office hours?

The University of Chicago Hospitals now brings high-quality, low-cost screening mammograms to women over 35 who work for concerned employers. Because of the Hospital's "Right Directions" mobile mammography program, corporations can now arrange for a mobile van or a portable unit to be used to screen employees conveniently at the office.

Eligible female employees would pay a reduced fee of \$65, which is significantly below the current rates around Chicago. The fee includes both the exam and the cost of reading the films by a University of Chicago radiologist. Results are mailed confidentially to the employee and her personal phy-

sician within five working days.

While monthly breast self-examinations are still recommended, a mammogram can detect breast cancer from six months to two years before an experienced examiner can feel a lump in the breast. Such early detection improves a woman's chances of recovery. It is estimated that at least 95 percent of women can recover from breast cancer if it is detected early, before it becomes invasive or spreads to other parts of the body.

The American Cancer Society, the American Medical Association, and the American College of Radiology, among other highly respected medical groups, recommend that every woman have a baseline mammogram between the ages of 35 and 40, a mammogram at least every two years between 40 and 49, and a yearly mammogram after age 50.

For more information on how to bring the mobile mammography program to your company, call 1-800-666-6550.

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## Downtown Sports Club Offers Corporate Rate to UCWBG Members

By Randi Stillman

Alexander "Sandy" Weissent, GSB alumnus ('76) and CEO of the Downtown Sports Club at 441 North Wabash Avenue, has invited UCWBG members to join the Club at special corporate member rates. If at least five of our members join, they pay reduced monthly dues of \$68 and an initiation fee of \$298 instead of the normal \$475.

The Downtown Sports Club offers a wide range of sports activities, including aerobics, running, weight training, swimming, tennis, and racquet sports in a newly-remodeled facility. There are three spacious women's locker rooms, each equipped with a sauna and a whirlpool, as well as services such as manicures, massage, and laundry. The Club also features a restaurant, a bar, a lounge, and on-premises underground parking. There is even a large, well-equipped nursery with an attendant for watching your children while you work out.

Sandy Weissent brings business expertise with a love of sports to his position as CEO. He attended the GSB while a First Scholar in The First National Bank of Chicago's management training program. While at The First, he worked in both domestic and international cash management, subsequently creating and becoming Vice-President of its corporate lending management unit. After nine years at The First, he left in 1982 to spend one year at Banque Paribus in Paris. This was followed by one year working full time on ProSports Associates, Inc., a financial counseling and contract negotiations firm in the sports arena, which he had started earlier on a part-time basis with three college friends. Since assuming the position of CEO of the Downtown Sports Club, he has taken the Club from bankruptcy to one of the top five "financially fit" sports clubs in the nation.

For more information and a tour of the Downtown Sports Club, call (312) 644-4880. To join at the corporate member rate, call Randi Stillman at (312) 752-6154.

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## President, cont'd from page 2

Diane Dahl and Carlette McMullan have chosen to combine the Career Management and Program Committees this year and have already come up with creative ideas for events and for committee meetings.

All Board members are looking for volunteers to get to know and to help them implement their goals for the year. Please join us in making all of these ideas happen! Sign up to be part of a committee (see page 4) or call a Board Member who chairs a committee (see page 2) and volunteer today.

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Lorena Blonsky  
President

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

strongly in the direction of becoming an entrepreneur. However, I am confident that I will find or create a way to have more control over my time and to do the things that are intrinsically rewarding to me, both personally and professionally.

## UCWBG Benefits

In the meantime, I continue to benefit tremendously from my membership in the Women's Business Group. I have found other members to be sources of support, information, ideas, and friendship.

If you are a working and/or MBA mother who would like to meet others and discuss common issues, call Adrienne Harvitt at (312) 726-4501 or respond via the coupon on page 4 of this issue. Informal meetings of working and/or MBA mothers are presently being planned. Also, save the date of April 19 for our program on balancing work and family. I look forward to seeing you at these events!

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Randi Stillman  
V-P Internal Communications

# You Make It Happen

Want to:

- Make a difference?
- Make new contacts?
- Get more for your membership?
- Have fun?

**Then, join a committee!**

For example,

Are you a strategic thinker?

- **Marketing: developing marketing plans, targeting and recruiting members**

Are you a telephone addict?

- **Membership: telemarketing, member followup**

Want to flaunt your creativity or broadcast your ideas?

- **Internal Communications: writing**

Have (or want) contacts in high places?

- **Programs and Career Management: planning events, speakers**
- **Public Relations: contacting media**

Are you a gregarious type?

- **Hospitality: welcoming new members**
- **Public Relations: pulling the press**

Can you commit to periodic work?

- **Internal Communications: event coverage, interviews, editorials**
- **Membership: editing directory**

**Your resources, ideas, and comments are not only always welcome, they are needed!** Do you have questions about how to get involved or on which committee? Please call Adrienne Harvitt at (312) 726-4501 or send her the coupon below. Also, feel free to contact any of the Board members listed on the inside cover of *The Exponent* for more information about their committees. ✍

# Share Your Viewpoint

**By Carlette McMullan and Diane Dahl**

In keeping with the theme of our ten-year anniversary, personalizing the Women's Business Group, we invite your input regarding the content of two of our upcoming programs:

- **Balancing Work and Family**
- **Breaking through the Glass Ceiling**

Balancing Work and Family will be the focus of our April program. We are organizing a panel discussion on this topic. How have you been able to balance your work and family commitments?

Breaking through the Glass Ceiling will be the focus of our June program. How have you broken through barriers blocking your advancement at work? Did you have a mentor? Did you start your own business?

**Would you like to participate in either or both of these programs, or know someone who might be interested?** If so, please contact Carlette McMullan at (312) 236-1600 (W) or (312) 642-4310 (H), or Diane Dahl at (312) 787-0642 (W) or (312) 649-1176 (H).

We are trying to become closer to our membership. In this vein, we are organizing programs that reflect the interests and viewpoints of our members. In addition, we will be conducting some internal phone calls to remind you of upcoming programs.

We hope to see you there! ✍

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## I Want to Make It Happen

Please have someone contact me with information about the following committee(s):

Administration	<input type="checkbox"/>	Career Management	<input type="checkbox"/>	Hospitality	<input type="checkbox"/>
Finance	<input type="checkbox"/>	Internal Communications	<input type="checkbox"/>	Special Projects/As Needed	<input type="checkbox"/>
Membership	<input type="checkbox"/>	Public Relations	<input type="checkbox"/>	Working/MBA Mothers	<input type="checkbox"/>
Programs	<input type="checkbox"/>	Marketing	<input type="checkbox"/>		

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone: (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Send to: *Adrienne Harvitt, Harvitt & Gekas, Ltd., 135 South La Salle Street, Suite 1254, Chicago, IL 60603*

February 1990

# Career Connections

**Lisa Page Harding, '84, Campus,** has given birth to a son, Brian Zachary Harding, on September 22, 1989.

**Shirley Beasley, '89, Campus,** has begun a special assignment as Director of Marketing, Advanced Imaging Products, in Dayton, Ohio. Shirley is developing pricing and market segmentation strategies for the January introduction of *Electropress*, a product with an image-to-image variable information capability, which will bring "just-in-time" to the printing and publishing industries. Shirley can be reached at (513) 278-2651, ext. 5616. She is also maintaining her Chicago residence throughout this assignment and can also be reached at (708) 858-4709 on weekends.

**Antoinette (Toni) Nessi, '87, Campus,** has been promoted to Vice-President of Marketing for the Food Industry at A. Epstein & Sons International, Inc. Her work number is (312) 454-9100. Toni has a new home address of 11430 Ashley Woods Drive, Westchester, Illinois 60153.

**D. Anne Morgan, '79, 190,** has a new position as Marketing Representative- Insurance Industry with the Systems Integration Division of IBM. Anne's new address is 55 Oak Creek Court, Burr Ridge, Illinois 60521.

**Martha G. Van Geem, '81, Campus,** was elected last November to the Board of Education, Mt. Prospect Elementary Schools, District 57. Martha also works as an engineer at Construction Technology Laboratories at 5420 Old Orchard Road in Skokie. She can be reached at the office at (708) 965-7500, or at home at (708) 259-6338.

**Randi Stillman, '86, Campus,** has left her position as Associate, Strategic Planning and Research at the Chicago office of DDB Needham Worldwide (advertising) to raise her preschool son. She is planning to resume her career as a marketing research consultant after the birth of her second child, due May 1990. Her home phone remains (312) 752-6154.

## The Women's Business Development Center: A Valuable Resource

Are you thinking about starting a business, developing a present business or expanding a business? The Women's Business Development Center at 230 North Michigan Avenue, Suite 1800, can help get your business of tomorrow started today. This is a non-profit women's business resource center, which provides FREE counseling services to women business owners or those starting a business. Consultants are established women business owners, including accountants, financial advisors, insurance brokers, lawyers, and management, marketing, and strategic planning consultants.

In addition to providing individual counseling, the Women's Business Development Center offers seminars, workshops, conferences, and networking, referral, and support group services. For more information, call the Women's Business Development Center at (312) 853-3477. Office hours are Monday through Friday, 9:00 a.m. to 5:00 p.m., with a 24-hour answering service.

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## Career Connections

Please let us know if you have **moved** or **made any changes** in your career lately. Send information and a photo, if desired, to **UCWBG Career Connections, c/o Diane Dahl, 1763 North Sedgwick Street, Apt. 3-N, Chicago, IL 60614.**

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

## February

- 8 **UCWBG Program:**  
**Grace Mary Stern on "Issues of the 1990s: How Will Women Be Affected By and Effective in the Legislative Process"**  
**Metropolitan Club, 233 South Wacker Drive, 5:30 P.M.**
- 17 UCWBG Board Meeting and March *Exponent* Deadline  
190 East Delaware, 9:00 A.M.

## March

- 1 GSB and XP 38th Annual Management Conference  
The Westin Hotel, Chicago, 8:30 A.M.  
Contact: Melanie Marhefka, (312) 702-7727
- 17 UCWBG Board Meeting and April *Exponent* Deadline  
190 East Delaware, 9:00 A.M.

## Make It Happen!

See page 4.

22-24 J.L. Kellogg Graduate School of Management  
Northwestern University Executive Program:  
"The Art of Venturing: Entrepreneurship for the  
Businessperson"  
Contact: Jane Hoffman, (312) 864-9270

30-31 GSB Black MBA Conference  
The Chicago Marriott  
Contact: Linda Paterson, (312) 702-7727

## April

19 **UCWBG Program on  
Balancing Work and Family**  
**Location and time to be announced**

## May

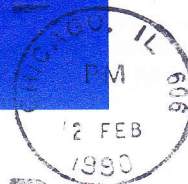
11 GSB Follies Reception  
Quadrangle Club  
Contact: Melanie Marhefka, (312) 702-7727

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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