



The Exponent

May 1991

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

June Event: Medical Care System and Women's Needs

By Holly Berman

Have you ever felt growing irritation as you sat in your doctor's waiting room one hour after your appointed time? Are you aware of recent media reports that reveal women heart patients are treated with medical regimens that have been tested only on men? Do you know that insurance company surveys report that hysterectomies lead the list of unnecessary operations? When I read these reports, I am truly appalled and angry. So I was very interested to read a media report of a recent speech given by Dr. Linda Hughey Holt, chairman of the department of Obstetrics and Gynecology at Rush North Shore Medical Center. Her topic: how the health care system has failed to meet women's needs.



Linda Hughey Holt, M.D.

Dr. Holt was recruited by Rush North Shore Medical Center to head the OB/Gyn department after the old Skokie Valley Hospital affiliated with Rush-Presbyterian-St. Luke's Medical Center to form Rush North Shore Medical Center. She is widely credited with a total revamp of the department, including a dramatic decrease in the rate of caesarean deliveries. Dr. Holt is co-author of *The American Medical Association Guide to Woman Care* for which she won *American Health* magazine's Health Book of the Year award. She is a co-author of *Midlife Health: A Woman's Guide to Feeling Good* which was acclaimed Trade Book of the Year by the American Medical Writer's Association. Besides her duties as department chairman, Dr. Holt is on the faculty of Rush Medical School and president of HOS Associates, a private practice in gynecology, obstetrics, and nurse-midwifery. Her special interests are midlife health issues and medical management of gynecological problems. She frequently lectures on women's health issues and serves on the advisory boards of several women's groups.

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WHO: Dr. Linda Hughey Holt

WHAT: "How the Medical Care System has Failed to Meet Women's Needs"

WHEN: Wednesday, June 12, 1991
6:00-7:00 P.M. Hors d'œuvres and Cash Bar
7:00-8:00 P.M. Presentation and Discussion

WHERE: The Inn at University Village
625 South Ashland Avenue

R.S.V.P. with coupon below by Friday, June 7, 1991.
For more information, call Holly Berman at 708/251-8817.

**Women's Medical Care with Dr. Linda Holt
June 12, 1991**

Name _____

Daytime Phone () _____

Guest(s) _____

Amount Enclosed _____ (\$17 members, \$19 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 . . .

GSB Management Conference

On April 3 the GSB held its 39th Management Conference, and in my opinion, it was the best conference yet. Well attended as usual, the emphasis this year seemed to be on the human side of business.

D. Wayne Calloway, Chairman and CEO of PepsiCo, was the keynote speaker. He observed that "something big is happening out there. . . something human," and cited the freedom movement of eastern Europe, the striving toward individuality. He examined his own organization and concluded that when failures occur, they occur for three primary reasons: *flawed values*, manifested in arrogance, dishonesty, and an inability to work with the team; *lack of commitment to a goal bigger than the individual*, which keeps an individual from reaching full potential; and *lack of loyalty to a larger cause*, leading to pettiness, cutting down co-workers, complaining, and destructive behavior. Success is the flip side of failure—in this context, *human values* directed toward a higher purpose. He observes that as organizations become flatter, individuals have more responsibility and authority at lower levels. We therefore need larger doses of human values.

I was proud to represent the UCWBG at the speaker's table. The issues that were discussed in the panels are those that our group has addressed since our beginning. That they were discussed with such emphasis at this prestigious conference is, I feel, evidence of the influence women have generated in the work place. While we cannot take all of the credit, we clearly have made an impact. I was very pleased to see many of you there, and hope that next year even more of you are able to attend.

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Kitty Voss
President

Vice-President's Voice

Why does anyone join the University of Chicago Women's Business Group? I imagine the reasons are as varied as our members, although I think there are a few we all have in common.

I joined the UCWBG for three reasons. First of all, I wanted to maintain my affiliation with the University of Chicago. As a two-time graduate I have a great fondness for the University. In fact, the University's donation requests always stress that as a two-time graduate I should be twice as loyal, and therefore give twice as much. It may sound corny, but I do believe in learning for learning's sake. I enjoy meeting graduates of the U of C because I know they will be intellectually alive in a way I don't routinely find.

Secondly, I joined the UCWBG as part of my ongoing self-development activities. At one of our programs, Marilyn Miglin said that "the road to success is paved with construction." Being involved with this group offers unparalleled opportunities to develop and hone one's managerial skills in a "safe," non-work environment.

Finally, I joined the UCWBG to meet people. Over the last five years I have met an incredible variety of women whom I would never have met had it not been for the group. I have really enjoyed getting to know so many professional women who have such high expectations for themselves.

If any of these reasons makes you nod your head in agreement, I urge you to become more involved with the group. If you want to maintain contact with the University, we are exploring ways to help the U of C celebrate its 100th anniversary next year. If you are looking for self-development activities, or just want to

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Kathy Terman
VP-Programs

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

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Baldrige Rewards "Common Sense and Kindness"

By Marge Waterstreet

Over 100 people attended Letitia Baldrige's speech "The '90s—Naughty or Nice" on April 9 at the Monroe Club, 111 West Monroe. This was due to the speaker's excellent reputation as an author of twelve books and to the UCWBG's successful publicity campaign.

Program Vice President Kathy Terman introduced Ms. Baldrige, who defined etiquette as merely "common sense plus kindness." The speaker predicted that the corporate-raider techniques of the 1980s would not be successful in the



Letitia Baldrige discusses ethical behavior in the business world with UCWBG members and guests.

present decade of international business. Citing dozens of cases where manners helped or hindered many executive careers, Ms. Baldrige encouraged the audience to practice conversation and deference skills.

After answering many audience questions, Ms. Baldrige autographed copies of three of her books: *Letitia Baldrige's Complete Guide to Executive Manners*, *Letitia Baldrige's Complete Guide to the New Manners for the '90s*, and her novel, *Public Relations, Private Affairs*. ☞



Ms. Baldrige graciously autographs a copy of one of her books for a member.

Third Dinner Meeting of North/Northwest Networking Group

By Agnes Roach

The March meeting of the North/Northwest UCWBG Networking Group was held March 7, jointly with the Mothers Network. There was a large turnout, and everyone enjoyed the French bistro food as well as networking with old and new acquaintances. The next meeting for this group will be on Thursday, May 30, 1991, at 6:15 P.M., at Gusto Italiano, Carillon Square, 1470 Waukegan Road, Glenview. Judy Thornber will join us to describe what the Entrepreneurship Committee is working on and to gather additional suggestions.

Please RSVP by phoning Nancy Gunder at 312/883-7003 or 708/433-3806, or Agnes Roach at 708/356-0575 to reserve by Tuesday, May 28. If you cannot make this meeting, but want to be informed of future meetings, let Agnes or Nancy know.

See you in May!

Directions:

From North:

Take I-94 (Edens) to the Skokie Boulevard exit. Drive about one block on Skokie Boulevard to Lake Street. Turn right (west) and drive about 2.2 miles to Waukegan Road. Turn right (north) and go about 1/2 block (.1 mile) to the first light. Turn left (west) to enter the Carillon Square shopping mall. At the stop sign turn right into the parking area. Gusto Italiano is in the northwest corner of the mall.

From Northwest:

Take 294 (Tri-State Tollway) to the I-94 extension. Take the extension to the Edens and follow the above directions OR exit the extension at Waukegan Road. Proceed south about 4-5 miles to the stoplight 1/2 block (.1 mile) before Lake Street. Turn right (west) to enter the Carillon Square shopping mall. At the stop sign turn right into the parking area. Gusto Italiano is in the northwest corner of the mall.

From West:

Take Lake Street (also known as Euclid in the northwest suburbs) west to Waukegan Road. Turn left (north) and go about 1/2 block (.1 mile) to the first light. Turn left (west) to enter the Carillon Square shopping mall. At the stop sign turn right into the parking area. Gusto Italiano is in the northwest corner of the mall. ☞

Please... Make Reservations for Events!

By Kathy Terman

Due to the extreme popularity of the Letitia Baldrige event, the UCWBG regrets that reservations could not be taken after the deadline listed on the coupon. To ensure your place at future events, please respond by the reservation deadline. If you find out after the deadline that you can attend the function, please call the number listed to confirm that space is available. ☞

Job Search Support Group Forming

By Holly Berman

The recession has resulted in large-scale cutbacks at professional and managerial levels, and we are aware that many of our members are currently unemployed. Since the emotional turmoil caused by a job loss is an obstacle to finding a new position, many job seekers find it helpful to meet regularly with others in the same position. Benefits include new contacts, the exchange of ideas, and perhaps most importantly, morale boosting. If you are interested, please contact Holly Berman at 708/251-8817. If there is sufficient interest, we can meet and explore the potential for such a group. ☞

Do Women Manage Differently than Men?

By Holly Berman

One of the terrific programs hosted by the UCWBG in 1990 was "Breaking Through the Glass Ceiling." I was struck by the fact that both speakers, Susan Davis and Jean Allard, expressed their belief that women manage differently than men. Both strongly recommended the book *The Female Advantage*, by Sally Helgeson. In it, Ms. Helgeson features several high-profile women who have been successful in the corporate world while utilizing female strengths and sensibilities.

In the November/December 1990 *Harvard Business Review*, an article titled "Ways Women Lead" by Judy B. Rosener echoes this same theme. Ms. Rosener contends that the current wave of women managers rejects the "command-and-control" style and instead draws "on the skills and attitudes they developed from their shared experience as women." She describes this "transformational" leadership as having four components: 1) encouraging participation, 2) sharing power and information, 3) enhancing the self-worth of others, and 4) creating enthusiasm among subordinates. Ms. Rosener's study focused on women who were members of the International Women's Forum, an organization of women leaders in diverse professions around the world. Only one of the interviewees worked in a traditional, large-scale company. Most belonged to medium-sized organizations which had experienced rapid growth. In fact, many of the women interviewed said they got their first break because their organizations were in turmoil. Like Ms.

Helgeson, this author also believes that women's interactive style is more suited to the management needs of the 1990s, and that wise organizations will incorporate it into their corporate environment, creating more opportunities for women.

Fortune magazine dated December 17, 1990, fired back with an article titled "Do Women Manage Differently?" In it, the author warns "The lavish new praise of women threatens to become a sea of fresh stereotypes." This article quotes many sources who reject the idea that women have different management styles and states that those most likely to succeed in the future are "those of either gender best able to adapt to the tribe's customs. . . . Though well meaning, the women-make-better-managers crowd risks diverting corporate America's attention from a critical issue in the workplace: discrimination, however subtle, against women and minorities."

In September, the Career Management Committee plans to host a program on this topic. Lots of our members have left the corporate world to start their own organizations. Many swear they'll never go back. Why is that? Is it a question of style? How do you feel about the idea that the tide is turning towards a "female" management style? Is that idea hopeful or demeaning? **We're looking for people with strong opinions either way who would like to participate in this event. If you are interested, please contact Holly Berman at 708/251-8817 or Linda Liscano at 312/828-0727.**

Medical Care, cont'd from front page

She is married and the mother of three children. Since Dr. Holt is a University of Chicago graduate, she has agreed to address our members on June 12.

Although Dr. Holt is clearly a respected member of the medical establishment, she holds fairly radical views about the treatment of women. She believes that women are overmedicated and subjected to surgery as a quick-fix solution to their problems. Gynecology especially tends to resort to surgical solutions, rather than spending time determining the real source of the complaint. She advocates that women who are dissatisfied with their medical care should "vote with their feet" since change will result from consumer anger and complaint.

What are your options as a patient and how do you exercise them? What actions are appropriate to ensure that you are getting proper medical care? These are serious questions that can have lasting implications for our health and well-being. Come join us on June 12 and meet a doctor who wants to help you master the medical care system.

Directions:

The Inn at University Village is located one block south of the Eisenhower Expressway, at the intersection of Harrison and Ashland Avenues. This is near the University of Illinois at Chicago (UIC) Circle campus and Rush-Presbyterian-St. Luke's Medical Center. There is *free* valet parking. The Inn can also be reached by taking the Congress/Douglas rapid transit line (exit at Polk Street and walk 1-1/2 blocks east) or the #7 Harrison or #126 Jackson bus. Cab fare from the Loop should be \$3.00-5.00.

President, cont'd from page 2

Board News

Congratulations to Kathy Terman and her team for arranging an outstanding program last month featuring Letitia Baldrige. It was a provocative presentation, and it appeared that everyone had a great time.

I am saddened to inform you of the resignation of Susan McPherson Chandler from our board of directors. Susan has been ill for the past several months, and feels she cannot continue in her position of VP-Finance for the remainder of 1991. We wish her a speedy recovery and return

to normal activities. I'd like to personally thank Sue for her contributions to the board during 1990 and in the planning for 1991.

A warm welcome to Suzanne Keers, who will join the board and assume the duties of VP-Finance for the remainder of 1991. Sue has been very active behind the scenes for several years. She has participated in several telethons, has contributed *Exponent* articles (she's the person who interviewed all of this year's incoming board members and wrote sketches of them earlier this year), and is always ready

to volunteer her time and talents. As always, Sue's response to our request was an enthusiastic "Yes!" I'm glad you're on our team, Sue.

I look forward to seeing more of you now that the weather is getting warmer and we emerge from our winter cocoons. We have some interesting programs coming up in May and June. See you there!

Kitty Voss
President

Women's Business Development Center Entrepreneurial Conference

The Women's Business Development Center is celebrating its fifth year in operation by announcing its fifth Entrepreneurial Woman's Conference. This conference, sponsored by the Center in partnership with the Chicago *Sun-Times*, will be held on Thursday, September 26, 1991 at the Hyatt Regency Chicago Hotel. The theme of this year's conference is "The State of Women in Business: Capitalize on Change." Highlights of the conference include the third annual Women's Business and Buyer's Mart to market your business or service to corporations and government agencies; substantive workshops focusing on current entrepreneurial issues and industry-specific information; the Women's Forum, a luncheon panel featuring nationally-known, successful women entrepreneurs, moderated by WBBM-TV's Terry Savage; and an awards breakfast, where this year's awards are presented and previous winners are inducted into the Women's Business Development Center Hall of Fame.

For more information about this conference, contact Carol Dougal, director, Women's Business Development Center, 230 North Michigan Avenue, Suite 1800, Chicago, Illinois 60601, or phone 312/853-3477. ☎

UCWBG in Trade Journal

Mac/CHICAGO, a magazine for Macintosh computer users, featured many applications of desktop publishing in its March/April 1991 issue. *The Exponent's* desktop publisher, Marjorie Webb of Bridgeport Computer Services (BCS) was one of those highlighted in the feature. In fact, the front page of last December's *Exponent* was shown as a sample of the work BCS produces and the UCWBG was mentioned by name.

Many thanks to Marjorie Webb and Jim Quigley for the extra publicity. But, more importantly, many thanks for their flexibility and wonderful work for the UCWBG over the last few years. Here's to many more years of *Exponents!* ☎

Lost and Found

Last notice to the person who left a bag of materials from the Women's Business Development Center Seminar on September 12, 1990 at our own September 12 event that featured Sherren Leigh. If it belongs to you, call Kitty Voss at 708/864-5052.

Vice-President, cont'd from page 2

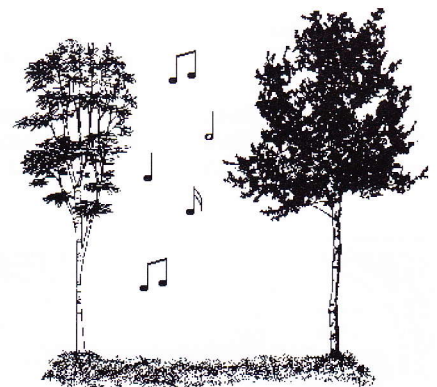
meet new people, we have committees of every sort that will help you learn new skills and meet members like yourself. Call one of the board members—we'd love to hear from you.

Kathy Terman
VP-Programs

Board of Directors Welcomes. . .

Suzanne Keers to the position of VP-Finance. Suzanne ('88, 190) is director of the management system support group at Rush-Presbyterian-St. Luke's Medical Center. Her group serves an internal consulting function for operational and quality issues. Sue will be busily putting her accounting knowledge to work overseeing the finances of the UCWBG. In her spare time, Sue hopes to formalize our financial procedures to ensure uniformity. She is presently a member of the programs committee, was a member of the nominating committee in 1990, has participated in several membership telethons, and has put her talents to work by volunteering whenever asked. We welcome Sue to the board and wish Susan Chandler a speedy recovery from her illness. ☎

July Event at Ravinia



Details in future *Exponents*

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

May

- 15 UCWBG Program featuring Susan Lambert, U of C School of Social Administration "Family Responsive Policies in the Work Force" The Monroe Club, 111 West Monroe, 6:00 P.M. Contact: Nancy Kaplan, 708/835-0831
- 18 UCWBG Board Meeting and June *Exponent* Deadline U of C, 190 East Delaware, 9:00 A.M.
- 23 The Chicago GSB Club of Minnesota 190 Recruiting Reception, Minneapolis Athletic Club Contact: Pat Powell, 312/702-7727
- 30 UCWBG North/Northwest Networking Group Gusto Italiano Restaurant, Glenview, 6:15 P.M. Contact: Agnes Roach, 708/356-0575 or Nancy Gunder, 312/883-7003 (See article on page 3)
- 30 Detroit 190 Recruiting Event, The Renaissance Club Contact: Pat Powell, 312/702-7727

June

- 1 Chicago GSB Club White Sox Game, 6:05 P.M., Comiskey Park Contact: Pat Powell, 312/702-7727
- 5 The Chicago GSB Club of St. Louis 190 Recruiting Reception, The Sheraton Westport Contact: Pat Powell, 312/702-7727
- 7-9 Reunion Weekend, University of Chicago campus Contact: Pat Powell, 312/702-7727

- 12 UCWBG Program featuring Dr. Linda Holt, Chairman OB/Gyn Department, Rush North Shore Hospital "The Medical System and Women's Needs" The Inn at University Village, 6:00 P.M. Contact: Holly Berman, 708/251-8817 (See article on front page)
- 15 UCWBG Board Meeting Place and time to be announced

July

- 1 July/August *Exponent* Deadline
- 13 Chicago GSB Club Cubs Game, 1:20 P.M., Wrigley Field \$15.00 members, \$17.50 non-members Contact: Pat Powell, 312/702-7727
- ?? UCWBG Program at Ravinia Date and time to be announced
- ?? UCWBG North/Northwest Networking Group Date and place to be announced
- 20 UCWBG Board Meeting Place and time to be announced

August

- 10 Chicago GSB Club Arlington International Racecourse, 12:30 P.M. \$38.00 members, \$42.00 non-members Contact: Pat Powell, 312/702-7727
- 17 UCWBG Board Meeting and September *Exponent* Deadline Place and time to be announced

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

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

Address Correction and Forwarding

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Internal Communications Committee

Address correspondence to:
The Exponent
c/o Karen Chromizky, Editor
P.O. Box 3123
Oak Brook, IL 60522
FAX No: 708/515-2990

MAY CONTRIBUTORS:

Holly Berman
Suzanne Keers
Agnes Roach
Kitty Voss

Karen Chromizky
Jo Anne McCarthy
Kathy Terman
Margie Waterstreet