



The Exponent

September/October 1991

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

Annual Fall Event: It's Networking Time Again

By Holly Berman

Does your idea of a perfect evening include dinner by candlelight and sparkling conversation? Has the economic downturn and its effects convinced you of the need to broaden your network of professional contacts? Once again, the UCWBG can brighten your post-Halloween blues with our annual networking event. Mark your calendar for 6 P.M. on Thursday, November 7 at the Cooking and Hospitality Institute of Chicago (CHIC), located in the trendy River North area. The CHIC was chosen because we will have the entire restaurant for our

members and will have a chance to sample a wide variety of delicacies prepared by professional chefs-in-training. We specifically requested food that would lend itself to sampling, not only because it is fun, but it allows circulating among the different tables to increase the opportunity for meeting other members and guests. Since the restaurant does not have a liquor license, we will not have a cash bar. However, soda and wine are *included* in our package price of \$27 for members and \$30 for their guests.

Members who have attended past networking dinners will testify that they have been among our most popular events. The atmosphere is informal, with an emphasis on having a good time and meeting new people. Tables will be designated for various industries or topics; e.g., marketing, banking, part-time work. This gives you a chance to learn about other career options, to gossip with others in your own industry, or just to mingle by table-hopping frequently. At the event we plan to have a handout listing each attendee, her job title, employer, and phone number. (If you are unwilling to have attendees contact you after the event, do **not** include your phone number.) We would appreciate an early response to facilitate making this list. Plan to join us on November 7 for an evening of good food and great company! Remember to slip extra business cards into your pocket to exchange at the event. ☺

WHAT: UCWBG Annual Networking Event

WHEN: Thursday, November 7, 1991

6:00–6:30 P.M. Wine and Soft Drinks

6:30–9:00 P.M. Dinner and Networking

WHERE: Cooking and Hospitality Institute of Chicago (CHIC)

361 West Chestnut (at Orleans)

Parking available on street or

in secured lot next door for \$5.00

R.S.V.P. with coupon below by Friday, November 1, 1991.

For more information, call Jane Belcher at 312/951-6121.

UCWBG Networking Dinner November 7, 1991

PLEASE PRINT CLEARLY OR ATTACH A BUSINESS CARD

Name _____

Title _____ Employer _____

Phone () _____ circle one: work or home

Guest(s) _____

Amount Enclosed _____ (\$27 members; \$30 guests)

Send coupon with check payable to the University of Chicago Women's Business Group to:
Holly Berman, 1012 Cherokee Road, Wilmette, IL 60091.

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From the President's Desk . . .

Welcome to Fall!

I hope each of you has had an enjoyable summer, and that you are refreshed and ready for fall. If your summer has been anything like mine, it's been a busy one. Much is also going on within the UCWBG.

We had an enjoyable evening at Ravinia, thanks to Kathy Terman and her team. The weather threatened not to cooperate, but Kathy took care of that too.

And we have been busy fulfilling our theme "something of value for everyone." Just listen to what we've started this year.

1991 Initiatives

Stage II

Last winter we started a pilot group targeting women who are well-established in their fields, but struggling with life-change issues. This group of eleven women has met monthly, forming several close, supportive relationships. The group aims to provide this subset of our members a way to feel connected and to receive support for their career "mid-life crises." It has been kept small deliberately in order to foster trust and openness among the members. It is my hope that other such groups of ten to twelve participants will form. We will be reporting in more detail on this group in future *Exponents*.

Entrepreneur's Group

One of the most exciting groups yet, this group has met three times and has captured the interest of almost twenty members. As more and more of our members entertain the idea of starting their own businesses, it will be an important vehicle for attracting and retaining our entrepreneurs. You don't need to currently run your own company to join. If you are thinking about it, come hear what our very own entrepreneurs have to say.

continued on page 6



Kitty Voss
President

Vice-President's Voice

Vive La Difference

This is the age of diversity. We find diversity in our society, in the work force, in our schools, in family unit structures, in every aspect of our lives. "Vive la difference" used to be a chauvinistic put-down of women. Now it seems to aptly describe the basic premise of empowerment; learning to value and capitalize on what is unique in oneself.

We have so much diversity and uniqueness right here in the ranks of the UCWBG, perhaps not apparent to the casual observer. After all, we're all women, all U of C grads, all engaged in business. . . how different can we be? Very different indeed. One only has to look as far as our roster of special interest groups: MBA mothers, Stage II group, Entrepreneur's group. . . and the list goes on.

As I look toward the future of the UCWBG, my vision is that we can become a stronger whole by valuing and capitalizing on what each individual has to offer that is unique. For too many years, we as women in business have tried to emulate successful leaders while sublimating our own special attributes. Let's not make the same mistake in our own ranks. The one catch is that in order to value what is unique, you have to be visible.

So don't just show up sporadically at events, but get involved and make a *difference*. Instead of leaving the UCWBG on your "to do" list indefinitely, participate in some way, at some level. Show us what you offer that is unique. Don't allow yourself to be someone who can count on one hand the number of other members you know. Pick a subgroup that interests you and really participate.

In our case, the sum of the parts truly can be greater than the whole. Vive la difference.

Diane W. Dahl
President-Elect



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President-Elect

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

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Vice-President's Voice

The past few months have seen many new and exciting opportunities for me. I have recently changed jobs. This experience has caused me to reflect on my association with the University of Chicago in general (my former employer) and the UCWBG in particular.

The theme for this year, chosen by president Kitty Voss, is "something of value for everyone." The value I obtain from the UCWBG far exceeds the cost of membership. The programs put on by the career management and programs committees have been excellent this year, both in scope and content. I always enjoy the opportunity to interact with our diverse and talented membership.

I am serving as the liaison to the Job Search Support Group. Four of the twelve members who have attended our meetings since the group first met in June have found positions. This is impressive, given the current employment market. I continue to participate because I have found the members to be supportive, empathetic, results-oriented problem solvers. They have been instrumental in assisting me in my transition.

The Job Search Support Group is open to any UCWBG member who is actively seeking a change in her career. Currently the group consists of women who are unemployed, those who would like to change direction in their career, and those recently re-employed. We would also welcome women considering re-entering the work force.

The format of the group has evolved since the initial organizational meeting a few months ago. We meet approximately every two weeks. By consensus, the group structures half of the meetings with a relevant search-related topic featuring a guest speaker. Ellie Workman spoke on networking and Kitty Voss discussed resume development. Several of our members have graciously offered to share their expertise on other topics. The alternate meetings are kept informal to check in with group members and to discuss immediate concerns related to the job search process.

If you would like to join the Job Search Support Group or if you would like to discuss any of the other activities of the director-at-large, please give me a call. Assisting our members to obtain added value from their membership enhances the quality of my experience as a director. I look forward to hearing from you.

Donna Seltin
Director-at-Large



Donna Seltin
Director-at-Large

Advertising in 1992 UCWBG Directory

The UCWBG Annual Directory is "target-rich" in high-profile women: the UC Graduate School of Business and Law School graduates who are members of the UCWBG. To make a big impact while conserving dollars, simply advertise in the 1992 directory at the cost-effective rates that have remained constant for the past several years. The 1992 directory will be out near the beginning of 1992, so it will be easier to match a calendar year to the advertising year in the directory. If you are interested in maximum impact for minimum expense, contact the vice-president of marketing or send in your check (UCWBG does not bill) along with the advertisement to: Peg Conway, 3307 Meadow Lane, Glenview, Illinois 60025. We will typeset information from a business card, or we can print the ad with your own camera-ready artwork for that special look. Rates are:

\$80	Full page
\$50	Half page
\$30	Quarter page

We look forward to seeing your ad in our 1992 directory. ☞

Plan to Brunch in Lincoln Park

Does the thought of a delicious breakfast, with a menu that includes fresh-baked croissants, cinnamon rolls, omelettes, and apple pancakes cause your mouth to water? Then plan to join members of the UCWBG for breakfast at 9:30 A.M. on Saturday, October 26, at Medici on Surf, 2850 North Sheridan Road in Chicago. This will be a great opportunity for members to socialize in a more intimate setting, as well as provide the chance to taste what is rumored to be one of Chicago's best brunches. The cost to you will be the price of your meal plus tax and tip (\$6-\$7 range). Parking is available at a nearby lot on Diversey Avenue, but we recommend you take public transportation since parking is limited in this neighborhood. If you have questions, call Tricia Lenahan at 708/940-2636 (work) or 312/327-0846 (home). Please RSVP to Tricia by October 23. ☞

Fifth Entrepreneurship Committee Meeting

Date: Monday, November 11
Time: 6:30 P.M.
Place: Home of Judy P. Thornber, committee chair
110 East Delaware, Apt. 1703
Chicago, Illinois 60611
Note: We will have catered food at an estimated cost of \$6.00 per person
Purpose: Our fourth "working" meeting

Agenda

1. Introductions
2. At the last meeting, interest was expressed in the committee starting a new business. **Bring your best product idea to present to the group.** ☞

Save the Date!

Holiday Party and Annual Business Meeting
Wednesday, December 4, 1991, The Fortnightly Club

A Sparkling Night Under the Stars. . .



The people behind the scenes—the Program Committee.

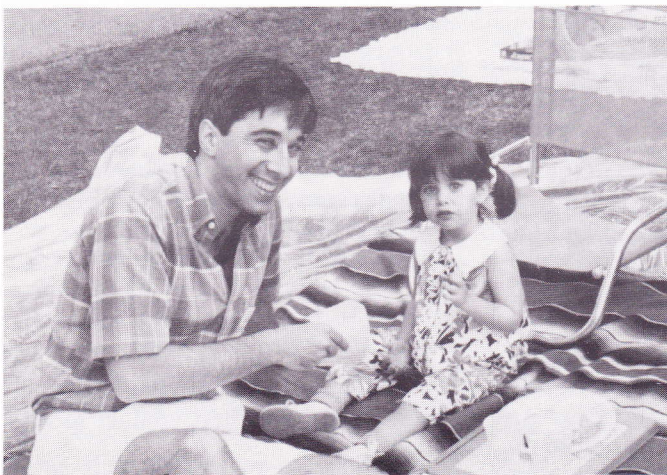
. . . is how one would describe the Cole Porter Centennial Concert attended by forty-five members and guests on Sunday, July 21 at Ravinia. The Chicago Symphony Orchestra and Chorus, along with guest soloists, performed selections from such American classics as *Anything Goes*;

Kiss Me, Kate; *Can-Can*; and *Gay Divorcee*.

The Program Committee arrived early to stake out a claim on the lawn just outside the pavilion. Hors d'oeuvres and dinner were enjoyed by everyone in the

picnic-like atmosphere. The relaxed environment was perfect for families to enjoy each other's company, as well as rekindling old friendships. Perhaps a new summer tradition has begun. Thanks, Program Committee, for coordinating a great summer event. ♪

The Ravinia event was enjoyed by. . .



all members of the family



old and new friends

Member Profile

From time to time we profile members of the UCWBG, our advisory board, and people of interest to the group. This month we profile one of our founding members.

Prior to receiving her M.B.A., **JOAN DAVIDSON GREEN**, '79, Campus, taught mathematics at the high school level and was an editor for a publishing company. Joan was employed by Bell and Howell from graduation until the birth of her first child in 1982. At that time she was manager of financial planning for the microfilm products division. Budget responsibilities were just some of the many diverse duties which Joan enjoyed in this position. The total range of complexities of the business were summarized in the preparation of the financial plan, from marketing and sales to manufacturing and production. Since then, she has had another child and has also continued to teach. Joan now teaches finance at Northeastern Illinois University and mathematics at the College of Lake County. Over the next several years, her children will reach ages which she hopes will allow her to resume a full-time career outside the home.

Professionally, being able to rise rather quickly to the position she targeted at Bell and Howell was tremendously gratifying to Joan. This represented overcoming the obstacle faced by many women in the early 1980s: lack of female representation in responsible management positions. Personally, the decision to devote much of her time to raising her children has been greatly rewarding and is one she has not regretted.

Joan's keys to business success are perseverance and attention to detail. However, she feels that achieving results is the direct outgrowth of gaining the respect and cooperation of her peers. "It makes sense to make it easy for people to do business with you. . . and to provide you with what you want and what you need to get the job done."

Joan remains affiliated with the UCWBG because "the network of women and contacts is extraordinary. For any professional woman, the caliber of our membership is exciting and a resource of which we should all be very proud." ☞

Nine Ways to Kill Any Organization

Submitted by Jo Ann Hinz

We know the UCWBG membership would never follow *these* rules.

1. Don't participate beyond paying your dues—let "them" handle things. Then complain that members have no voice in management.
2. Decline all offices and committee appointments—you're too busy. Then offer vociferous advice on how they should do things.
3. If appointed to a committee, don't work—it's a courtesy appointment. Then complain because the organization has stagnated.
4. If you attend meetings, don't initiate new ideas. Then you can play "devil's advocate" to ideas submitted by others.
5. Don't rush to pay your dues—they're too high anyway. Then complain about poor management.
6. Don't encourage others to become members—that's selling. Then complain that membership is not growing.
7. Don't read the newsletter and other communications—they're not important. Then complain that you're not kept informed.
8. Don't volunteer your talents—that's ego fulfillment. Then complain that you're never asked, never appreciated.
9. Have faith in no one and nothing. Don't take any chances on untried procedures. After all, you're not a gambler. Let someone else put her reputation on the line, then be sure to enjoy the benefits that result from another's leap of faith.

And if by chance your group grows in spite of your contributions, grasp every opportunity to tell the youngsters how tough it was; how hard you worked in the old days to bring the group to its present level of success. ☞



Everyone enjoyed the picnic-like atmosphere of the Cole Porter Centennial Concert.

What Gains Have Women Made in the Work Force?

By Holly Berman

Have women made significant inroads into traditional male occupations? The answer is a resounding "no" based on analyses of labor force data presented in the book *Job Queues, Gender Queues* by Barbara Reskin and Patricia Roos. The authors are sociologists whose healthy skepticism of media hype about women's changing job roles led them to examine Census Department data in order to derive percentages of males to females in various occupations from 1970 through 1980. With the aid of six additional researchers, they intensively studied eleven occupations where women seemed to have registered significant gains: book editors, pharmacists, public relations specialists, bank managers, systems analysts, insurance salespersons, real estate salespersons, insurance adjusters and examiners, bartenders, bakers, and typesetters and compositors. The issues they examined were five-fold: 1) Did the nature of the occupation change, and if so, how? 2) Did the training required change or become more accessible to women? 3) Did the labor market change so that persons entered the occupation in different ways, or were entry barriers lifted? 4) Did the characteristics of occupational incumbents change over the decade? 5) How and why did occupational rewards change?

The results were very discouraging. "Most of the occupations. . . feminized at least partly because their earnings, benefits, prestige, job security, autonomy, or chances for advancement failed to keep pace with those in other occupations. As a result, men were less interested in these occupations than they had been a decade earlier. In moving to other occupations, they surrendered declining occupations or occupational specialties to women." The authors explain this through a model that depicts occupational composition as a result of a dual-queueing process: labor queues order groups of workers in terms of their attractiveness to employers and job queues rank jobs in terms of their attractiveness to workers. In other words, the best jobs go to the "most preferred" workers and less attractive jobs go to the "less preferred" workers. "Thus, establishments with the most 'good' jobs are the most sex and race segregated; occupations whose male work force has grown faster than others pay best, offer more vocational training, demand less strength, and shelter incumbents from competi-

tion." The authors conclude that most of the occupations in which women registered real growth during the 1970s had become less attractive to male workers, causing positions to be filled by less preferred females. Two exceptions are banking and broadcast reporting, where litigation and/or threats of action by federal agencies prompted industry-wide change. Women also made gains in occupations which experienced great expansion, like computer systems analysis and accounting.

Within occupations, women and men were concentrated in different jobs. This could take the form of different clients, different industrial sectors, or different ranks. "Women were disproportionately relegated to lower-status specialties, less desirable work settings, lower-paying industries, and part-time rather than full-time work." A good example is banking. Women were rarely found to be investment bankers; instead they were most often found in customer service managerial positions. This explains why women fail to earn as much as men even when they are seen in the broad picture to be making strides into male occupations. "The percentage of female workers in an occupation is negatively correlated with occupational earnings." The historical record supports the theory that earnings drop first, causing men to leave the occupation, thus creating openings for women.

Based on these analyses, the authors are convinced that women failed to achieve genuine job integration during the 1970s. Their belief is that change will come about only by renewing pressure on policymakers to ensure the access of women and minorities.

The focus of these studies was the decade of the 1970s, although some empirical data was also available through 1988. I myself find that the conclusions ring true because they confirm so many of my friends' and my own experiences. It is easy for us to feel that our failure to progress into more desirable positions is a personal failure. In many cases, it is not. Women are clearly "less preferred" than men. Thus in 1991, a male informant can report a conversation from an executive dining room in which a woman loan officer is referred to as a bitch, with the corollary that women have no business as managers. Obviously, women have a long way to go in achieving equality with men in the workplace.

President, cont'd from page 2

Job Search Support Group

Started only this summer, this group has been meeting bi-weekly. Generally about ten members attend, although the number at any given meeting varies. This is an open-ended group, with people rotating in and out. It is a self-run group, which is usually risky in terms of group viability. But given the caliber of its members, I have every confidence that it will endure. Guest speakers are sometimes invited; for example, a recent meeting hosted Ellie Workman, director of alumni career management at the GSB. To date, four group members have successfully secured new positions.

190 Students

This group is now forming, thanks to the efforts of Susan Cason, member and current 190 student. This is a very promising subgroup in terms of membership recruitment of current students. The board met with about thirteen prospective members at a lunch in May. The discussion was lively and interest level high. We look forward to meeting more 190 and Weekend Program students and welcoming them into the UCWBG.

Suburban Outreach

The North Shore group is thriving and allows members with constraints in attending downtown events to still feel a part of the group. It provides a way to deal with family and time issues. We look to form west and south suburban groups in 1992.

MBA Mothers

While not a new initiative this year, this group continues to meet periodically on the North Shore. We look to expand this group to the west and south suburbs in 1992.

We warmly welcome your participation in one or more of these groups. In addition, we've planned an active fall roster of programs: September panel on leadership styles, October new member tea, November networking event, December holiday party. See you all at our upcoming events!

Kitty Voss
President

Job Queues, Gender Queues is published by Temple University Press and is available by calling 800/447-1656. ☞

Connections

About That Job. . .

Alice Conners, '82, 190, has moved to the Philadelphia area to become the director, market research for Wyeth-Ayerst International. Alice primarily deals in new products, licensing candidates, and forecasts.

Stacey Kirsch, '88, 190, was pictured and interviewed in an article in the August 28 issue of the *Pioneer Press* entitled "Mensa: More than a Word to the Wise." Members of Mensa, the "high IQ society," must have an IQ score in the top two percentile in the nation, about 132 or higher. Stacey, a

vice-president of a downtown Chicago bank, is Mensa's national publications coordinator.

Marge Waterstreet, '83, 190, will be speaking with Helen Schubert of Helen Schubert Public Relations on promoting your small business for the Chicago chapter of the Independent Computer Consultants Association (ICCA) on October 8 at the Berghoff restaurant. The ICCA is a non-profit organization with over 2000 members. It was founded in 1976 and is headquartered in St. Louis. Marge is employed at Akzo Chemicals.

Been downsized out of a job? Considering a job change? Not happy where you are but aren't sure what you want to do? Find it hard to pick up the phone to make that first networking call? Wondering where to find information on not-for-profit companies? Or just looking for an outside opinion on your resume? These are just some of the questions that brought together UCWBG members last month in the newly formed Job Search Support Group. This group provides an opportunity to share ideas and information, as well as to offer and find support (everyone finds it hard to pick up the phone). The members have decided to meet every other week. If you are interested, call Kitty Voss at 708/864-5052 for information. ✍

North/Northwest Group Celebrates Birthday

By Agnes Roach

We're having a birthday party on Tuesday, November 19 at 6:30 p.m. and you're invited. The North/Northwest Networking Group and the North Suburban Mothers' Network will celebrate together. It's our first birthday, the University's 100th, and even one of the North/Northwest Group's members will be celebrating her birthday that day. We hope to see all of the people who have attended during the first year, all who are interested in attending, and cordially invite other interested UCWBG members to come and help us celebrate. For a more relaxed party atmosphere, Holly Berman has volunteered her home in Wilmette for the occasion. We will have the food ca-

tered, and expect the total price to be in the range of \$12 to \$20 per person. This figure should be exact by the time you RSVP in November.

The September meeting offered everyone a chance to network and get acquainted at Uncle Tannous of Northbrook.

Please RSVP for our birthday party by phoning Nancy Gunder at 312/883-7003 or 708/433-3806, Agnes Roach at 708/356-0575, or Virginia Tomasek at 708/835-8475 to reserve by Friday, November 15. If you cannot make this meeting, but want to be informed of future meetings, let Agnes, Nancy, or Virginia know. New members are always welcome.

Directions:

From the south: Take I-94 north and exit at Lake Street. Drive east two miles. Three blocks after the light at Illinois Street is Cherokee. Turn left (north) on Cherokee and drive 1.5 blocks to 1012 Cherokee Road (on east side of street). Park in drive or on street.

From the north: Take I-94 south and exit at Skokie Road. Drive to second road which is Lake. Drive two miles east on Lake, then follow remaining directions above.

From the east: Note that Cherokee is about one mile west of Green Bay Road.

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 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, 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 Suburban Box Lunch with William Golomski, MBA '72: "Total Quality Control: Helping to Ensure the Vitality of Our Future"
The Lodge at McDonald's Office Campus, Oak Brook
12:00 NOON, \$15
- 12 UCWBG New Member Tea
Four Seasons Hotel
- 19 UCWBG Board Meeting
Home of Kitty Voss, 9:00 A.M.
- 21 GSB Mind Your Own Business series: "Buy Smart"
The Monroe Club, 111 West Monroe, 5:30 P.M.
- 26 UCWBG Brunch
Medici on Surf, 9:30 A.M.
2850 North Sheridan Road, Chicago
Contact: Tricia Lenehan, 708/940-2636
(see article on page 3)
- to 27 "I Dream a World: Portraits of Black Women who Changed America" exhibit, a tribute to African-American women who have inspired us with their vision and achievements
The Chicago Historical Society
Clark Street at North Avenue, Chicago, 312/642-4600

- 28 GSB Mind Your Own Business series:
"Ten-Year Celebration Soiree"
The Monroe Club, 111 West Monroe, 5:30 P.M.

November

- 7 UCWBG Networking Dinner
Cooking and Hospitality Institute of Chicago, 6:00 P.M.
361 West Chestnut, Chicago
Contact: Jane Belcher, 312/951-6121
(see article on front page)
- 16 UCWBG Board Meeting and *Exponent* Deadline
Leo Burnett, USA, 35 West Wacker, 19th floor, 9:00 A.M.
- 19 UCWBG North/Northwest Networking Group and North Suburban Mothers' Network Birthday Party
Holly Berman's home, 6:30 P.M.
1012 Cherokee Road, Wilmette
(see article on page 7)
- 20 GSB Club Loop Box Lunch with Steven J. Priest, MBA '83
"Out of the Clouds: Bringing Business Ethics Down to Earth"
Suite 2718, One First National Plaza, 12:00 NOON, \$15

December

- 4 UCWBG Holiday Party and Annual Business Meeting
The Fortnightly Club
- 21 UCWBG Board Meeting

Send Calendar listings to *The Exponent* at the address below or phone Karen Chromizky at 708/515-6563.



The University of Chicago
Women's Business Group

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