



The Exponent

March/April 1993

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

Martha Layne Collins to Speak

by Rachel Tasch and Melanie Joyce

You should have already received your invitation to an exciting and unusual program co-sponsored by the UCWBG and publishing giant R.R. Donnelley. On Wednesday, March 24, amid the exhibit galleries of The Chicago Historical Society, the UCWBG plans a very special evening with Martha Layne Collins, governor of Kentucky from 1983-1987. Ms. Collins will discuss the many spheres of influence within which she has been successful: politics, international dealings, education, and business.

Ms. Collins, who sits on R.R. Donnelley's board of directors, initiated this event when she expressed an interest



Martha Layne Collins

in sharing her experiences with other professional women. Donnelley will co-sponsor the event with UCWBG, inviting a select group of its women executives to attend the program.

The program will be at The Chicago Historical Society, 1601 North Clark Street, Chicago. The setting promises to provide an intimate atmosphere for the audience to network and share ideas over cocktails and dinner. The evening starts at 5:30 P.M. We will have admission to all of the exhibit galleries and reception halls of the Historical Society. Current exhibits include "A House Divided: America in the Age of Lincoln" and "Chicago Goes to War, 1941-45." The discussion and dinner begin at 6:30 P.M. We will be at tables surrounded by building facades last seen at the Chicago's World Fair of 1893.

Total attendance is limited to 150 (60-75 from each sponsor), and final RSVP date is March 8. This promises to be a popular event, and we offer it to UCWBG

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WHO: Martha Layne Collins, former governor of Kentucky

WHAT: UCWBG/R.R. Donnelley Joint Program

WHEN: Wednesday, March 24, 1993
5:30-6:30 P.M. Cocktails
6:30 P.M. Presentation and dinner

WHERE: The Chicago Historical Society
1601 North Clark Street, Chicago

COST: \$25 UCWBG members (includes drinks)

RSVP by Monday, March 8.

**Martha Layne Collins event
March 24, 1993**

Name _____

Day Phone () _____

Payment Information Total Ticket(s) Amount: _____ (\$25 members)

Select payment option: Check enclosed Visa Mastercard

Card Number: _____ Expiration Date: _____

Signature (required): _____

To register for this program, return this coupon with check payable to UCWBG to:

UCWBG, 825 Green Bay Road, Suite 270, Wilmette, IL 60091.

You may fax a credit card reservation to: 708/256-8954

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From the President's Desk . . .

Our first program of 1993 was a big success! Approximately fifty people turned out to hear Professor George Bateman discuss the principles of total quality management and how to apply them in one's corporation. Professor Bateman also touched on the issue of personal total quality management using Harry Roberts' checklist idea. The basic idea is to create a checklist of the items that you most want to work on, then count "defects"



Kathy Terman
President

when you don't succeed. The goal is to drive your defect rate down following the principles of total quality management. It is an interesting concept, and I am in the process of compiling my own checklist. I'll let you know how it goes. Thank you, Melanie, and the Programs Committee, for a wonderful event.

Another exciting first for the UCWBG is our working with the GSB Conference Office to construct a panel within the 1993 Management Conference under the broad topic of women as leaders. The panel will be titled "Sphere of Influence: How Women are Impacting Global Business, Politics, and Society." It should be an exciting session and I hope all of you will attend it. Thanks go to Diane Dahl for organizing this endeavor.

We have some exciting activities planned for you in the months ahead. On March 24 we will be holding a joint meeting with women executives from R.R. Donelley & Sons, featuring Martha Layne Collins. On April 22 the Career Management Committee will host a panel on mentoring. I hope to see you at these two events. Finally, on April 25, we will be holding our first-ever board reunion for all past and current board members.

Finally, it is with sadness that I accept the resignations of Andrea Kellick and Linda Frigo from the board. Both have been very active in the UCWBG for several years and have contributed to the strength of the organization in many ways. Andrea has accepted a position with The Limited in Columbus, Ohio, and Linda has taken a very demanding job with Blackwell Consulting

Board Member Profile

Name: Diane Dahl

Current Board Position: Immediate Past President

Current Career Position: President—The Hartell Group, Inc.

Greatest Personal Achievement: Surviving the first three months of my son's life

Why are you a UCWBG member: Camaraderie/gaining board experience

If you didn't have to work for a living, what would you do?

Run a boutique vineyard in Sonoma/learn French and Italian/donate time to charity work

What book has made the greatest impression on you? "Gift from the Sea" by Anne Morrow Lindbergh

What is your favorite type of restaurant? French bistro

What is your favorite way to relax? Walking barefoot at dusk along the beach, listening to the waves

If I won a million dollars in the Lottery I would: Pay the mortgage, set up my parents and son for life, buy a place by the sea

Why did you chose to make Chicago your home? It has style, sophistication, character, and never lulls you into complacency with too much sunshine

What is your favorite childhood memory? The smell of freshly cut grass in the summertime and picking violets in the backyard for my grandmother



Diane Dahl
Immediate Past President

Services here in Chicago. Their functions will be ably assumed by Tricia Lenehan as VP—Administration and Karin Halperin as VP—Internal Communications. Andrea and Linda, we wish you the best of luck in your new positions, and Tricia and Karin, it will be a pleasure working with you this year. Welcome to the board.

Kathy Terman
President

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1993 Board of Directors

President: Kathy Terman 312/294-8065	VP—Career Management: Suzanne Keers 312/942-7212
President-Elect: Chandra Greer 312/220-5043	VP—Internal Communications: Karin Halperin 312/280-4682
VP—Administration: Tricia Lenehan 312/327-0846	VP—Marketing/Public Relations: Shawn McGuinness 312/368-5327
VP—Finance: Connie Kantutis 312/942-2567	Immediate Past President: Diane Dahl 708/655-1232
VP—Membership: Mary Beth Pinda 708/382-4763	Director: Karen Chromizky 708/663-3270
VP—Programs: Melanie Joyce 312/461-2816	Director: Cindy Monroe 708/244-9520

Communications Management, Inc. (CMI) 708/256-5804

Meet the Board of Directors — Part II

by Mary Condon

In the January/February issue of *The Exponent*, half the board of directors of the UCWBG was highlighted. In this article we will introduce you to the rest of these dedicated members to let you get the full picture of how the UCWBG works and of the women who make such an important contribution.

VP-Administration: The administrative duties of this vice president start with functioning as the secretary of the board of directors, which includes giving notice of, providing rooms for, and doing the minutes of all meetings. The VP-Administration maintains the group's and any tangential mailing lists. She also preserves all records and reports, administers balloting, updates the by-laws as required, and handles the logistics of letterhead stationery and envelopes, etc. All of the above requires a good deal of co-ordinating with the President, Board, committee chairs, GSB, and CMI.

Tricia Lenehan (Campus, '90) is ready to serve in this demanding capacity, and brings to the board substantial credentials as well as a vision of timeliness and efficiency. Tricia's past UCWBG experience includes being Director-at-Large in 1992 and serving on the Programs Committee in 1991. In addition to her U of C MBA, Tricia has an undergraduate degree in mathematics from Middlebury College. She works for Walgreen Co. as a Real Estate Manager.



Tricia Lenehan
VP-Administration

VP-Finance: The VP-Finance is treasurer of the UCWBG. She prepares the annual budget by activity. In addition to a variance analysis from that budget, her monthly report details the disposition of funds and the general financial condition of the organization. Bi-monthly she provides a financial analysis. She handles the filing for tax-exempt status and keeps financial records, while maintaining our relationship with the Group's bank. At year-end, she co-ordinates the transfer of check signing privileges to the new officers and recommends the next year's membership fee to the board.



Connie Kantutis
VP-Finance

Our new VP-Finance, Connie Kantutis (190, '90), is well suited for this office since she is Director of Financial Systems at Rush-Presbyterian-St. Luke's Medical Center. In addition, she is also Assistant Professor in the Health Systems Management Masters program at Rush University. Connie, an active member of UCWBG since her graduation, is also involved in several other professional organizations. She just completed a term as

President of the Greater Chicago Chapter of the Healthcare Information and Management Systems Society. Also, she has made numerous presentations to national and local healthcare organizations on Total Quality Management in health care.

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Melanie Joyce (190, '80) will be VP-Programs for the coming year. In the past, Melanie has been active on the Career Management and Programs Committees. Her goals are to develop and encourage member participation in the programming efforts and to provide interesting programs relevant to the members' work lives. Melanie is active in her demanding career as a vice-president at the Harris Bank, on the Discovery Board of the Goodman Theater, and also in committee work at St. Clement's Church.

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This year's honors go to Karin Halperin (190, '87), who vows to build upon the current strengths of *The Exponent* while incorporating new and fresh ideas to meet the changing and growing needs of membership. Karin brings several years of active membership and internal communications experience to bear on her new role. Karin has an undergraduate degree in Industrial Engineering from Bradley University as well as her MBA, and is currently at home with her newborn son.

Directors-at-Large: These members of the board provide an important function in that they do not have elaborately specified duties throughout the year and can therefore be called upon by the Board to assist when matters get too harried. They do, however, on an ongoing basis, work heartily in managing the Hospitality Committee, which exists to ensure the comfort and goodwill of all members, especially new members. These directors are also assigned the task of writing two or three articles for *The Exponent* during the course of their year's term.

Our two Directors-at-Large during 1993 will be Cindy Monroe (Campus, '82) and Karen Chromizky (190, '85). Cindy has embraced membership in UCWBG with strong enthusiasm, noting the organization for its stimulating membership, which through diversified she feels evidences strong commonalities.

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Women in Management Extends Invitation

Women in Management (Loop Chapter) has extended an invitation for members of the UCWBG to join them for two upcoming events. The first features *Elle* magazine's regional manager Cynthia Wood and Maureen Costello of Fine Points in a highlight of Spring '93 businesswear. The program will be held March 19 at 11:30 A.M. in the Silver Room of the Women's Athletic Club.

The second program will feature Katherine Smith, Vice President, Consumer Affairs at Quaker Oats. Ms. Smith will discuss "Visibility in the Organization." This luncheon program will take place on May 12 at the East Bank Club. For more information, contact the WIM office at 312/419-0171. ☞

A Woman to Watch

Congratulations to member Paula Mikrut for being named one of the "100 Women to Watch in 1993" in the January 1993 issue of *Today's Chicago Woman*. Paula is president of Baywood Technologies, a pen-based software company. Paula is active in the National Association of Women Business Owners and volunteers at the Chicago Enterprise Center. ☞

Basics of Consulting Seminar

by Jane Ranshaw

A "Basics of Consulting" seminar will be conducted by UCWBG member Jane Ranshaw in Chicago on March 27, at the Holiday Inn Mart Plaza. Geared especially to independent consultants with fewer than five years of experience or to those considering a career change, the seminar focuses on practical advice, such as defining strengths and markets, finding potential clients, turning proposals into assignments, and negotiating fees. Participants leave with reference materials and an action plan for improving their consulting practices. UCWBG members receive a \$10 discount off the base price of \$159 and there's another \$10 discount for registration by March 1. Contact Jane at Jane Ranshaw & Associates, Inc., Suite 11C, 3750 North Lake Shore Drive, Chicago, IL, 60613; 312/281-0932. ☞

UCWBG Mentoring Event

by Sue Keers

Do you have a mentor? How important is this to your career? Join us on April 22 for a panel discussion as we explore formal and informal mentoring, how to find a mentor, and the differences between male and female mentors. Details will be mailed in a flyer. ☞

Board of Directors Welcomes...

Tricia Lenehan to the position of VP-Administration and Karin Halperin to the position of VP-Internal Communications. Tricia will replace Andrea Kellick, who has moved to Columbus, Ohio to work for The Limited. Karin will replace Linda Frigo, who has taken a new and very demanding job with Blackwell Consulting Services. We welcome Tricia and Karin to the board and wish Andrea and Linda the best of luck in their new positions. Tricia and Karin are profiled in this issue, along with other members of the Board of Directors. ☞

Save the Date

Calling all past and present UCWBG board members. We are planning to have a reunion brunch on Sunday, April 25 at the Chicago Athletic Club on Michigan Avenue. You'll receive more details in the coming weeks, but mark it on your calendars now!

Board, cont'd from page 3

She has had previous board experience as VP-Programs and has been active in three other committees: Marketing, Strategic Planning, and Job Search. Professionally,



Cindy Monroe
Director-at-Large

Cindy is an account manager at Trilogy Consulting Corporation. Prior to that she was a marketing representative at IBM for ten years. Cindy's theme as director is to impact positively the perceived value of the UCWBG to both current and potential members. She wishes to increase the number of events that are responsive to members changing needs. She also wishes to increase member satisfaction with the openness of the group and its receptive-



Karen Chromizky
Director-at-Large

ness to ideas and participation.

Karen Chromizky has just come off a rigorous two-year term as VP-Internal Communications. Prior to that she worked on the Program Committee.

She is employed at Commonwealth Edison in the Outage Management Department, which provides corporate oversight to the management and planning of the nuclear plant refuel outages as well as daily plant activities. ☞

North/Northwest Group to Meet

by Agnes Roach

The North/Northwest Networking Group will meet on March 18 at 6:15 P.M. at Great Godfrey Daniels Restaurant, 10027 Skokie Blvd., Skokie, just opposite and north of Old Orchard Shopping Center. The food is eclectic, with everything from salads to full dinners. The size of this group lends itself well to networking and getting better acquainted. We are always happy to see new faces and to welcome returning members. To be sure you are on the mailing/notification list, call one of the people listed below.

Please R.S.V.P. by 5:00 P.M., Tuesday, March 16 to:

Nancy Gunder 312/296-5533 or
708/433-3806

Agnes Roach 708/356-0575

Virginia Tomasek 708/835-8475

Directions Coming from the:

South/Southeast: Take I-94 north to Old Orchard and exit to go east. Drive about six blocks to Skokie Blvd. (Rt. 41) and turn left (north). The restaurant will be on your right at 10027 Skokie Blvd.

West/Northwest: Take I-294 and exit to go east on Golf Road (when coming from the north or east on Dempster if coming from the south). Drive east on Golf to Skokie about 6.5-7 miles, turn left onto Skokie past the shopping center to Old Orchard. Right after the crossing it is 10027.

North: Take I-94 south to Old Orchard and follow first directions above.

East: Take Golf Road west to Skokie Blvd. and go north on Skokie to Old Orchard (past the shopping center). The restaurant is just north of the intersection.

Entrepreneurs to Hear Intrapreneur

by Judy P. Thornber

The Entrepreneurship Committee continued its tradition of brainstorming with committee members on the current challenges they face in their businesses. Focusing on committee member Julia Hathaway's bidding for major contracts as a meeting facilitator, the January meeting was particularly helpful in covering some techniques to generate and build a consulting business.

The committee will break new ground at its March meeting when Antonia Shusta, a very senior executive for Household International, will address the topic of "Creating from within the Organization." Ms. Shusta oversees three major companies for Household: Household Bank, Household Mortgage Services, and HFC Bank PLC, United Kingdom. Her management methods are considered revolutionary and ground-breaking within her company and the industry. Could it be they are the cutting edge of "female" management styles? Judge for yourself and learn how to make things happen inside the organization. New members are always welcome. Call Judy P. Thornber, committee chair, 312/642-9369. Meeting time and location are: 6:30 P.M., Tuesday, March 9, home of Judy P. Thornber, 247 East Chestnut #2201, Chicago. Buffet dinner is \$6. Park in building garage for \$2.50. ☺

Bateman Explains TQM

by Melanie Joyce

During UCWBG's first program of 1993, the speaker, GSB Professor George Bateman, offered a simple definition of quality: Quality is what the customer says it is. Bateman went on to provide an overview of quality management, with some hints and caveats to enable a successful implementation of quality within an organization. He finished the program with a videotape describing a personal quality initiative launched with the aid of personal quality checklists.

Bateman offered a more detailed definition of Total Quality Management (TQM) as a focused management system that aims at a continual increase of customer satisfaction, continually lower real costs, and continuous improvement built on a foundation of scientific method, embracing ten or so broad components.

Among the ten components is process management and improvement. Another component is the notion of "new management," which implies leadership, rather than relying on and hiding behind numbers so prevalent in management styles currently. A third important component is the integration of quality management planning with business planning.

Bateman offered the GSB's ten-step process improvement approach:

1. Select an area to improve.
2. Narrow the focus to a specific issue.
3. Document the process.
4. Identify specific causes.
5. Identify possible solutions.
6. Develop an implementation plan.
7. Implement the selected solution.
8. Check the results.
9. Feed forward.
10. Document the effort.

Bateman also presented a list of the basic tools for quality improvement, emphasizing in particular flow or process charts and pareto diagrams. He recommended a pocket-sized book called *The Memory Jogger*, published by Goal QPC, as a handy and complete guide to these tools.

To make TQM work, implementation is critical. Bateman suggested most implementation problems can be traced to failures in employee involvement, focusing on customer satisfaction, applying the practices of "new management," and

launching a TQM initiative that is too complex. Bateman thinks "Keeping It Simple, Stupid (KISS)" is a critical element in successfully implementing TQM.

As a personal introduction to quality tools, Bateman requires in his classes the documentation of a personal quality project. This involves the use of personal quality checklists as developed by Bernard F. Sergesketter, vice-president of the Central Region of AT&T. Bateman recommends the use of personal quality checklists to improve individual job performance and as a supplement to TQM training, by involving employees personally in a TQM process. ☺

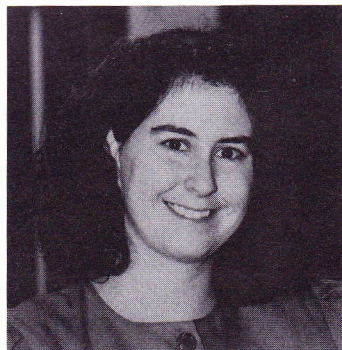
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Calendar

March

- 9 UCWBG Entrepreneurship Committee meeting featuring Antonia Shusta
Judy Thornber's house, 6:30 P.M.
247 East Chestnut, Apt. #2201, Chicago
Contact: Judy Thornber, 312/642-9369
(see article on page 5)
- 11 Alumni Career Management featuring Ellie Workman
"Keeping Your Options Open: Career Pathing in the '90s"
Contact: Dolly Parker, 312/702-7727
- 13 UCWBG Board meeting
Leo Burnett, USA, 35 West Wacker, 19th floor, 9:00 A.M.
- 16 Chicago GSB Club Box Lunch Series
Speaker: John P. Gould
Contact: Alumni Office, 312/702-7727
- 18 UCWBG North/Northwest Networking Group, 6:15 P.M.
Great Godfrey Daniels, Skokie
Contact: Agnes Roach, 708/356-0575
(see article on page 5)
- 24 UCWBG program featuring Martha Layne Collins
President, Martha Layne Collins & Associates,
former governor of Kentucky
The Chicago Historical Society, 5:30 P.M.
(see article on front page)

April

- 14 Chicago GSB Club Box Lunch Series
Speaker: Wayne Baker
Contact: Alumni Office, 312/702-7727
- 16 University of Chicago WMBA Conference
"Women and Leadership"
Contact: Carolyn Rogal, 312/288-0740 or
Michelle Maynard, 312/493-2885
- 17 UCWBG Board meeting and May/June *Exponent* deadline
Leo Burnett, USA, 35 West Wacker, 19th floor, 9:00 A.M.
- 22 UCWBG Career Management event on mentoring
Contact: Sue Keers, 312/942-7212
- 25 UCWBG Board Reunion
Contact: Peggy Hirsch, 708/382-0414
- 28 GSB Management Conference Luncheon
L.D. Simone, Chairman and CEO of 3M Company
Contact: Conference Office, 312/702-7572

May

- 8 UCWBG Board meeting
Leo Burnett, USA, 35 West Wacker, 19th floor, 9:00 A.M.
- 13/14 CRSP Seminar at the Hotel Nikko
Contact: Conference Office, 312/702-7572

Send Calendar listings to *The Exponent* at the address below
or phone Karin Halperin at 312/280-4682.



The University of Chicago Women's Business Group

825 Green Bay Road
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Wilmette, IL 60091

Forwarding and Address Correction Requested

**Don't Forget to
Renew Your
Membership for
1993!**

The Exponent is published bimonthly by the
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