



The Exponent

September/October 1993

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

"I Like Your Style"

by Jane E. Belcher '85 and
Melanie A. Joyce

"Style" is defined in *Webster's Dictionary* as "overall excellence, skill or grace in performance, manner or appearance." That will be evident in the University of Chicago Women's Business Group's next program, "I Like Your Style," on Thursday, September 23, at The Lounge of the Chicago Athletic Association, 12 South Michigan Avenue. This first-time-ever event will profile fifteen women and highlight the rich variety of our membership. Their stories will be told, and their lifestyles illustrated, by the fashions they model.

Models will be drawn from our committees and special interest groups, and the clothing will be provided and coordinated by Judy Moore, proprietor of The

LaSalle Shop. You'll learn about the lifestyles and accomplishments of our UCWBG Women of Style as they show off available fashion by such designers as Peggy Martin, Richard Dayhoff, Caroline Rose, Maria Rodriguez and Merle Limited. Introducing our profiled members and their clothing will be Kelli D'Angelo, morning disk jockey for FM100.

As we go to press, the committee is still selecting the models for this event. Women have been nominated by the heads of the UCWBG's committees and special interest groups, and the final selections will be made to showcase the wide variety of ages, careers, lifestyles (and body types!) our membership boasts. A cash bar and

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- WHAT:** "I Like Your Style" Show
WHEN: Thursday, September 23, 1993
 6:00-7:00 P.M. Buffet Dinner
 7:00-8:00 P.M. Style Show
WHERE: The Lounge of the Chicago Athletic Association
 12 South Michigan Avenue, Chicago
COST: \$28 UCWBG members or guests

RSVP by Friday, September 17

"I Like Your Style" Show
Thursday, September 23

Name _____

Day Phone () _____

Payment Information Total Amount: _____ (\$28 members and guests)

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 or credit card information to:

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

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

Mark Your Calendar

We have been working hard to bring you a Fall lineup of events that will benefit any woman in business.

Networking in the '90s: A Workshop to Build Skills

October 14, 1993

Join us for a hands-on workshop led by Melissa Giovagnoli, co-author of *The Chicago Entrepreneur's Source Book* and a soon-to-be-completed book on networking.

UCWBG Annual Networking Event

November 4, 1993

Take advantage of your membership. Network with women from numerous industries in a fun atmosphere. The skills you learned at the network skills workshop can be put to use.

UCWBG Annual Holiday Party and Business Meeting

December 7, 1993

Socialize with UCWBG women and meet the 1994 Board of Directors. This event promises to wrap up the year with great door prizes and a lot of fun.

Watch your mail for flyers with more details.

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From the President's Desk . . .

The times are a-changing! This year the University of Chicago gets both a new president and a new dean of the Graduate School of Business. While it is too early to determine the impact each of these new leaders will have on the school, one thing is certain—new directions will be emphasized and new programs developed. All of this will keep the University the dynamic, strong institution that it is.



Kathy Terman
President

We recently met with Dean Hamada to bring him up-to-date on the UCWBG and to get his ideas for the future. While not yet ready to articulate his vision for the GSB, he is interested in moving the MBA experience from what he calls "buying a commodity-type product" based on the ratings of business schools in such magazines as *Business Week*, to a partnership between the school and the student. This partnership would recognize the investment students make in the school as a lifetime one, and would include lifelong education, social, and networking opportunities for graduates. In addition, he envisions alumni being actively involved in recruiting students to the GSB and in helping to enhance the experience of students going through the program.

The UCWBG is already moving in this direction. Last year our advisory board suggested we become more involved with the GSB, as befits such a strong alumni organization. To that end, we hosted a 190/Weekend Career Day last March and sponsored a panel at the Management Conference on women in business. We are also looking at recruitment activities: one of the projects the new Innopreneurship committee has taken on is to work with the Admissions Office to help recruit more women students to the GSB. We are planning a number of activities in pursuit of this goal, and we hope all of you will help us. This is a new direction for the group and we want everyone involved—both the prospective students and our members—to enjoy the experience.

Before I close, I would like to thank the board members who work behind the scenes to keep the UCWBG strong. They do not

Board Member Profiles

Name: Shawn McGuinness

Current Board Position:
VP—Marketing/PR

Current Career Position:
Real Estate Broker

Greatest Personal Achievement: Survived the 1987 stock market crash, managed a system conversion, bought and remodeled a new home and got married within the same year

Why are you a UCWBG member? Stimulating interaction with women from a diverse variety of disciplines

If I weren't a real estate broker, I'd be a special education teacher

What is your favorite way to relax? Reading anything

Why did you choose to pursue an MBA? To ensure that as many career doors would be open to me as possible... for my 20s, 30s, 40s and beyond

The last good book I read was Gloria Steinem's *The Revolution Within*. Sometimes it was simplistic, but often it's good to return to the simple things.

What is your favorite pigout food? Unfortunately, everything!

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Shawn McGuinness
VP-Marketing/PR

always get the same visibility that the programs and career management chairs receive, but they are equally vital to the organization. Tricia Lenehan, our VP—Administration, takes minutes at our board meetings and maintains the group's records; Connie Kantutis keeps our finances in order; Shawn McGuinness leads our marketing/PR effort; Karin Halperin helps us keep in touch with each other by editing *The Exponent*; Mary Beth Pinda, our VP—Membership, keeps us growing; Cindy Monroe and Karen Chromizky, Directors-at-Large, organize our new membership activities and our phone-a-thon respectively. Thanks all for devoting so much time to the UCWBG and helping it to be the dynamic organization it is today. ☞

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

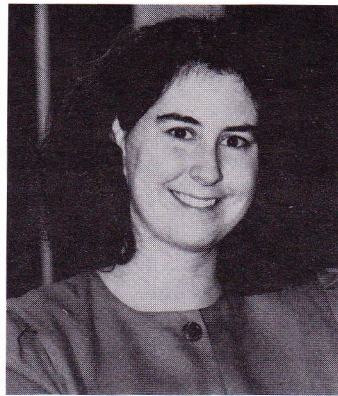
1993 Board of Directors

President: Kathy Terman '85 312/394-8065	VP-Career Management: Suzanne Keers '88 312/942-7212
President-Elect: Chandra Greer '90 312/220-5043	VP-Internal Communications: Karin Kurp Halperin '87 312/280-4682
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VP-Programs: Melanie Joyce '80 312/461-2816	Director: Cindy Monroe '82 708/864-6568

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

Profiles, cont'd from page 2

Name: Tricia Lenahan
Current Board Position:
VP-Administration
Current Career Position:
Real estate manager
Greatest Personal Achievement: Moving to Chicago without a job, where I knew no one
Why are you a UCWBG member? The contacts and the conversations
A few words that best describe me: flirtatious, loquacious and energetic
If you didn't have to work for a living, what would you be doing? I'd be a teacher
What is your favorite way to relax? eating and reading
What teacher made the greatest impression on you? My high school math teacher who told me I was good at math
Why did you chose to pursue an MBA? I wanted to get on the "fast track." Of course I quickly abandoned that idea.



Tricia Lenahan
VP-Administration

U of C Highlights

- You should have received your invitation to the Chicago alumni clubs-sponsored reception honoring Robert S. Hamada on his appointment as dean of the GSB. The reception takes place in the historic Chicago Stock Exchange Room in The Art Institute of Chicago, 230 South Columbus Drive, Tuesday, September 14 at 6:30-8:30 P.M.

Please call the GSB Conference Office at 312/702-7572 for more information before Wednesday, September 8. Hope to see you at this gathering.

- The U of C Club of Metropolitan Chicago and the Alumni Association are hosting welcome receptions throughout the country honoring Hugo F. Sonnenschein as the University's eleventh president.

The Chicago reception beginning at 5:30 P.M. will be held at The Field Museum of Natural History on Tuesday, October 5. The Field Museum is home of the new permanent Brachiosaurus exhibit. The exhibit features the largest mounted dinosaur in the western hemisphere. To encourage families with children to attend, all exhibits on the first floor will be open for viewing throughout the evening. For more information, please contact the University Alumni Association at 312/702-2150.

Plan to Brunch in Lincoln Park

Does the thought of a delicious breakfast, with a menus that includes fresh-baked croissants, cinnamon rolls, omelettes, and apple pancakes cause your mouth to water? Then plan to join UCWBG members for breakfast at 9:30 A.M. on Saturday, September 18, at the 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. Your cost will be the price of your meal plus tax and tip (\$6-7 range). Parking is available at a nearby lot on Diversey between Hampden Court and Clark Street. If you have questions, please call Kathy Terman at 312/394-8065 or Maureen Thomas '87 at 312/975-8367. Please RSVP to Maureen by September 15.

Breakfast Subgroup Forming...

Can't make it to the above event but interested in other activities like this? We are interested in forming a breakfast subgroup that would meet informally for breakfast every other month. If you would like to be on the mailing for this new subgroup, please call Maureen Thomas at 312/975-8367.

Style, cont'd from page 1

buffet-style dinner, representing a sampling of international cuisine, will be served from 6:00-7:00 P.M. The show will go from 7:00-8:00 P.M. Cost of the event is \$28 for you and any of your guests. Space is limited, and we will not be selling admission at the door, so reserve your place now by using the accompanying coupon by Friday, September 17.

Cirque Du Soleil Review

by Melanie Joyce

We went to the circus! And what a circus it was! Over 50 UCWBG members and their guests attended Saltimbanco, the most recent production of Cirque du Soleil, on Sunday, August 1. We sat under the Big Top and watched one of our members actually get into the act—Karin Halperin, *Exponent* editor, was kidnapped during the introduction and wound up kissing a clown. (Who among us hasn't had that experience?) Karin eventually made it back to her seat to join the rest of us in watching some of the most colorful, musical and sophisticated juggling, mime, high wire and acrobatics ever produced.

After the show many of the group made their way to the North Pier building and gathered on a porch at Baja Beach Club with cool drinks, or grabbed a bite at the A-1 Beanery upstairs. It was a wonderful way to meet family and friends of our members. All in all, it was entertainment followed by new and renewed acquaintances.



An MBA in Hollywood

by Pam Ewing

Imagine you have landed in a place that is so foreign and yet so familiar, it could be England—you understand the language but not what people are saying. That's a little like Hollywood. Like anyplace in the world it has its own energy and style, but putting your finger on what that "is" is next to impossible. Following are some of my ruminations—my ideas on how this place works or doesn't work. Please keep in mind that while I have held a variety of positions in small to large firms in the Midwest, in Los Angeles I've been trying to get my foot in the door by working as an assistant at a talent agency.

"L.A. is the one place in the world where you can be encouraged to death," a man introduced himself to me at the beginning of a seminar. And I've found it true. The people who have had some success want to encourage you; the people in control don't want to discourage you lest tomorrow you have more power than they; the rest of the struggling masses are mirroring their hope in you. This is unlike my corporate experience where criticism is easier to depend on than praise. Of course in either case, praise does not equal pay.

There is one real job for every illegitimate or non-paying job in L.A. The casting couch (sex in exchange for opportunity) is alive and it affects everyone, not just actors. I never liked to think that people pursued this avenue, yet I realize it's part of life anywhere. What appalls me is some people think it's okay to do it this once and then they'll get ahead. They don't seem to realize the carrot offered is plastic and that the more plastic carrots grabbed, the more plastic carrots will be offered. If women want to be treated as equals they need to respect themselves more than plastic—no wonder women in Hollywood have such a hard time breaking into power positions such as feature film directors and producers.

Flash, excesses and oddities seem to define the area, but this is part of the creative fringe testing the boundaries. Whether you appreciate it as such or not, I believe TV and film have become the defining art of our culture. Most corporations are not set up to accept truly unique individuals unless they hide their peculiarities until they are in upper management. With the state of confusion in the world and the merging of cultures, I see

that "oddities" must be embraced to truly grow and expand. Hollywood has this down pat: Respect risk—it defines you.

Catch 22—an old term that needs a Hollywood alternative because it is the standard mode of operation. Examples are plentiful: You need an agent to get a creative job, yet no agent will sign you unless you have the job or substantial previous work. Steven Spielberg will probably never receive the critical acclaim he deserves because his films are too successful at the box office. You need to be experienced enough and mature enough to do the work but once you've accomplished enough to be mature enough you are considered too old.

In corporate America, position is power. In Hollywood, power is more elusive. People bounce from project to project and job to job. Power is sometimes related to fame, not always. Power is definitely related to box office success, but that might only last a year if you don't surpass yourself. If power in this town could be carbon-dated, I think it could be proved that power decays more quickly here.

Everyone is determined, but down which path is the question. Aren't we all guilty of teetering on our own uncertain heap, unsure of our next move lest it be wrong and enjoying the known shelter of insecurities rather than the unknown? Indecisiveness is never a virtue and absolute dedication to your path is an absolute. BUT, you get no points for being on the wrong path and all trails are unmarked, many uncharted. Guts must be clad in iron will. I think that it is not as obvious that such problems exist in the corporate world where companies pretend to have "career paths" and "performance evaluations." In reevaluating my corporate jobs I can see that this was true in the company though no one really would define. You have to do what is right for you even if that draws you outside of the game everyone else plays. Being dynamic with your own intuition is the only hope of real personal satisfaction in a job. In many ways it is easier to be dynamic in a company than in Hollywood because everything here is built on a shaky ground or shifting sand. Then again with companies in economic turmoil...

Where do you put reality? When you brush off the veneer and daily hustle of

any business, you arrive at individuals and their personal goals. Hollywood makes a lot of sense here because it pulls together the necessary people with the personal desire to see a specific project happen and then it disbands, spreading ideas and skills. I think that is the power of ideas to be rods dipped in the boggy mixture of business that people can congeal around and form new substances of worth. I seem to sense more corporations moving in the direction of purpose-driven groups capable of creating their own dynamics.

Just as sales and resulting revenues drive companies and product lines, so it goes in Hollywood. Remakes, sequels, prequels and formulas are the cash cows for now. The problem I see is that it is too expensive/too risky to venture into many new ideas which will eventually bankrupt the talent pool and the audience response. But where should Hollywood get its ideas—from critics who use their opinions to outrun the public, from the producer driven by revenue, from the carefully schooled film student with so much to say that it becomes a muddle, from the headlines which never cease to supply bad news? I think Hollywood needs to spend some money on itself, R&D if you will. Idea generation and dissemination need to expand rapidly.

Talented people in general are also very entrepreneurial if they are going to be successful. I used to tire of people who endlessly promoted themselves at work and accomplished little else. Funny thing was most of those people did very well for themselves with very little in actual accomplishment. I see more and more clearly that you are really the only thing you have to see and no matter your talents or accomplishments—see yourself you must.

Unlike most companies in Hollywood controversy is fuel and fuel is power even if it pollutes. Delta Burke is quoted as saying that she got her own series mainly as a result of her feud with the producers on "Designing Women." The gossip columns didn't paint a very good picture of either side in the feud, it was just fuel.

I read a book by Richard Pamplin which was supposed to be a how-to guide for writers in Hollywood. It typified the fact there are a thousand ways to spend money you haven't earned on breaking in and learning a craft. Richard had one idea

Work of Her Own—

Women who have found fulfillment after leaving America's corporate career culture

Review by Mary Condon '76

Susan Wittig Albert, Ph.D., in line for its presidency, left her position of vice-president of Southwest Texas State University for a year's leave of absence to research, write, and spend time with her family. She never returned. This book is the result of her study of eighty women who acted similarly, women she terms "career leavers."

It is Albert's thesis that there are many women in America alienated by the corporate environment, having changed it somewhat from within, but who now are seeking or have sought work outside of that milieu.

This is a counter-culture tome, referencing sub-themes like cooperation vs. competition, trading off to less financial reward/less status/less stress, rural retreats, spiritual fulfillment. She and they decry life on autopilot, isolation of women in the patriarchal work environment, a "culture that fundamentally devalues mothers and children."

It is an irony of this book that some women in angst left careers to which others emigrated in relief. Albert well reconciles this in the end when she says "I have come to believe that what we do, in the long run, may be far less important than the way we do it, that the attention

which I treasure—the idea of a slow no. Most questions have a yes or a no. Will you buy my product, yes or no? What we fail to take into consideration is that most responses are quick and reasonable. My corporate training was that a "no" was just an opportunity to make a "yes." In Hollywood, as I believe in life, most "maybe's" are really slow no's. A torturous ride down a dark tunnel prompted by hints of hope until the exhausted end is a "no" cutting off the last of your emotional resources. The lesson to be used: Keep hoping for a "yes" while you keep pumping out the material which will generate it. Don't be a one-horse jockey. There are a lot of races to run.

Excellence is in the nuances. It is easier to see in a painting where detail is

and love and devotion that we give to our work, whatever that work is, makes that work important. I believe that it is not our world-changing work that will eventually reshape our culture, but our world-changing feminine selves, dedicated to work that honors us, honors others, and honors our planet, however unglamorous it may be. I believe that when we bring to any work our mindful focus, our focused mind, we work in the spirit of right consciousness. In that spirit, the question of right livelihood resolves itself."

Two criticisms might legitimately be made of this otherwise rather profound four-year endeavor. One, the anecdotal approach on occasion reads like an article from *Cosmopolitan* magazine: at her worst—"Mary-Alice smiles easily, with a smile that lights her green-flecked hazel eyes." And two, there is an incongruity between the eighty high-caliber, high-earner (mostly above \$50M per annum, many in the six-figure range) subjects, and Albert's suggestions regarding transitional personal money management at the close of her work.

The last three chapters offer a self-exploration exercise. This book is worth reading for any woman in transition. ♪

paid to every color and stroke, but it is just as true in everyday life. An actor doesn't just give emotions to the lines but also employs the silences. Whatever commands the excellence of your performance, whatever drives you to a new level of satisfaction, that's the Hollywood glow in the job. Just as the city of Hollywood is rather small and dingy, the idea of euphoria that the name Hollywood has inspired is the glow of Atlantis, of purpose and personal inspiration. Should I return to regular corporate life in a few years, from my experience here I'll be more iconoclastic, more self-determined and more driven to excellence as it moves my soul.

Ms. Ewing '90, writes in
Los Angeles.

Help For Entrepreneurs: The MIT Enterprise Forum

The MIT Enterprise Forum of Chicago, Inc. is a group whose mission is "to promote and strengthen the process of starting and growing companies which have a strong technology orientation by providing services which educate and inform entrepreneurs." The Forum was founded in 1978 under the auspices of the MIT Alumni Association and is open to MIT alumni and non-alumni. Its principal activity is a monthly case presentation, where a CEO of a company provides a business plan to a panel of experts for critique and suggestions. In addition, the Forum hosts networking opportunities, start-up clinics, seminars and workshops, and publishes a newsletter. The Chicago chapter meets at the Union League Club the third Wednesday of each month. For more information, call the MIT Enterprise Forum Office at 312/782-4951. ♪

Innpreneurship Committee Selects Projects

The Innpreneurship Committee is a new committee whose mission is to introduce innovative new programs, activities, and services to the UCWBG. The committee has selected four projects to work on for the remainder of the year.

- Work with the University of Chicago to recruit more women to the Graduate School of Business
- Start a new subgroup that will hold bimonthly informal breakfasts on the weekends
- Conduct a survey of 190/Weekend/XP students to determine what kinds of activities the UCWBG could sponsor that would appeal to this subset of our membership
- Determine the feasibility of tapping into an existing University of Chicago career program for high school or college students

If you have other ideas for new programs or activities the Innpreneurship Committee could pursue or if you would like to help with one of the above projects, please call Kathy Terman at 312/394-8065. ♪

Nominations for Distinguished Alumnus Award

by Cindy Monroe

If you know a woman graduate of the GSB who has achieved outstanding success and recognition in her field, we'd like to know.

The UCWBG is soliciting nominations for the 1994 Distinguished Alumnus Award. This award, which has been made every year since 1971, has never been presented to a woman graduate. Criteria for selection for the award are professional achievements of the highest caliber in the management of a profit or nonprofit organization, and may include:

- Outstanding success in a competitive environment
- The success of an organization that can be attributed to a single individual
- The recognition by colleagues and peers of outstanding leadership and administrative abilities

The award recognizes consistent accomplishments over a number of years. Past recipients include Barry Sullivan '57, former Chairman of First Chicago Corporation (1990) and B. Kenneth West '60, Chairman and CEO of Harris Bankcorp, Inc. (1989).

PLEASE NOTE: All nominations must be received by the GSB Alumni Office by **October 15, 1993**. Nominations should be accompanied by the nominator's name, daytime phone, and background information or letter of reference in support of the candidate.

To nominate an alumna, or for additional information, please contact Cindy Monroe, director-at-large, at 708/864-6568. ✉

New Members Welcomed at Brunch

by Cindy Monroe

Would you believe almost 100 new members have joined the UCWBG since late last year? On July 10, thirty of those new members received a warm welcome at a brunch sponsored by the UCWBG Board.

While enjoying a hearty and delicious brunch, the new members met each other and board members, engaged in relaxed conversation and made new contacts.

Board members discussed possible future directions of the group, upcoming events, and opportunities for involvement on committees and other projects.

A second new member brunch will be held this Fall, for those new members who couldn't attend in July (as well as for those who might like to come again!) ✉

Step Out to Stop Abuse

Volunteers are needed to "Step Out to Stop Abuse" on Saturday morning, September 11. Walkers are needed to join The Chicago Abused Women Coalition (CAWC) in its second annual 10K Walk-a-thon and Art Fair.

Proceeds from the Walk-a-thon will benefit Greenhouse Shelter, which provides emergency housing, food, clothing, legal advocacy and counseling to more than 700 women and children every year.

The CAWC Walk-a-thon will begin at 9:00 A.M. on September 11 at the Totem Pole at Addison Street and Lake Michigan in Chicago. The route will be south along the lake and back to Addison Street. Other festivities include a multi-cultural art fair, face painting, balloon animals and prizes for top pledge gatherers. For more information contact Karen Swennson, UCWBG member, or Beth Schultz or Gwen Luster of CAWC at 312/489-9082. ✉

Kepler-Ranshaw Enterprises: Workshops for the Independent Consultant

Saturdays...Holiday Inn Apparel Mart in Chicago 8:30—4:30

October 2: Basics of Consulting

Learn how to define your business, find potential clients, and negotiate fees. Leave with an Action Plan to get started now.

October 16: Writing Successful Proposals

Discover a powerful format for creating proposals that look great and win assignments. Samples provided.

October 30: Marketing Consulting Services

Master proven techniques for expanding contacts and promoting your business--with no hard sell.

Your investment: One workshop is \$225; two workshops, \$395; three just \$575. Lunch and all materials are included. Register by September 20 for one, two or three workshops and deduct another 10%!

Reservations or information, contact:

Jane Ranshaw (312) 281-0932

Jim Kepler (708) 492-9398

OUR APOLOGY TO...

Joan Hackett of Joan Hackett Photography. Joan shot the U of C Annual Management Conference photo printed in the July/August 1993 *Exponent*. Our apologies for not giving her credit and our thanks for the sharp photo!

UCWBG North/ Northwest Networking Group

by Agnes Roach '80

The North/Northwest Networking Group found Barbara Dahl's July presentation on personal privacy both stimulating and thought-provoking. There was a very good turnout for this cooperative effort with the career management committee. Very special thanks to Barbara, to Suzanne Keers and her committee, and especially to Cathy Pratt, First Chicago, our hostess.

On September 30, we will enjoy the festive atmosphere of Mykonos Restaurant, where we can sample Greek food and network. All UCWBG members or prospective members are welcome to join us. We will pay for dinner individually.

The North/Northwest Networking Group meets every other month. Our next meeting will be in November.

Date: Thursday, September 30, 1993
Time: 6:15 P.M.
Place: Mykonos Greek Restaurant
8660 W. Golf Road
Des Plaines, IL
708/296-6777

R.S.V.P by 5:00 P.M. by Tuesday, September 28 to:

Nancy Gunder '83 312/296-5533 or
708/433-3806
Agnes Roach 708/356-0575
Virginia Tomasek '87 708/835-8475

Directions coming from the:

Southeast/Northeast: Take I-94 to Dempster; exit west to IL-43, north to Golf; west to Greenwood (Golf Mill Shopping Center). Continue on Golf about one block west; restaurant will be on your right (north side of Golf).

North: Take I-94 south to I-294 south. Exit to go east on Golf. Drive about 1.2 miles to restaurant (on your left—north side).

West: Take I-294 north and exit at Dempster to go east. Drive east about two blocks to Potter, turn left. Take Potter to Golf; turn right (east) and drive less than one mile to Mykonos. 📍

P A S S A G E T O :

NAWBO ADVENTURE



Join the Chicago Area Chapter of the **National Association of Women Business Owners** on Tuesday, September 28, at 5:15PM for a venture into the **Field Museum** and a celebration of NAWBO membership. Walk through the rooms of the Museum and get to know what makes NAWBO the premier organization for women business owners: its members. An array of hors d'oeuvres and a cash bar will be provided. Tickets are **\$25 members/\$30 non-members**. To reserve a space, call **(708) 256-1563**.

This event is
sponsored by:

Ameritech &

N A W B

Lighten Your Workload by Linking with Alums

by Jo Anne McCarthy '76

The perfect partner for you—and your desktop PC. Perhaps this is a good time to bring up some available windows of opportunity. The GSB ALUMNI ROUNDTABLES can make even the heaviest workloads feel lighter.

Link with alums, 200 to date, who participate in the GSB Alumni Roundtable Project. As a member of the Chicago GSB Club, UCWBG and/or XP Club, you can share innovation, expertise, or contacts in an Alumni Roundtable. You can sound out ideas and opportunities in a roundtable with other alums with similar interests and goals. Meet a creative director, an investment analyst, an MIS director, an

audit partner, a financial systems consultant, a banker, personal trust advisor, wine shop owner, VP manufacturing, or a treasurer for a CFO with whom you have lost contact. Build bridges in the global economy. You can "expand your RAM" on a regular basis.

Easy Installation. Now is the best time to learn how you can build and expand as an active roundtable member. You should have received a recent GSB mailing on alumni roundtables and coordinators. If you have an interest or question about the roundtables, please contact the GSB Alumni Office at 312/702-7727. 📍

The Unspoken Taboo Subject

by Agnes A. Roach

Recently I realized that there is a taboo subject which probably ranks above the usual ones—discussing the needs of “gifted” students. In our egalitarian society, no one wants to admit that, indeed, some people are born with high IQs, and, therefore, a different order of emotional needs. In fact, more people are likely to tell you that their children have learning or physical disabilities than will say “My child is gifted.” This is incredible since no parent is reluctant to tell you that their child is a great athlete, or shines in music, dance, or other performance art.

This also made me think, as I began doing some intense research on the needs of gifted children, and found many authors who pointed out that gifted women, particularly, often did not live up to their intellectual potential in terms of career achievement. Where are there more likely to be gifted women than among the graduates of the University of Chicago GSB? (or Medicine or Law schools?) Genetics being what it is, if those gifted women married equally intelligent men, would not their chance of having gifted children be very high?

Therefore, I call to your attention a new move among school systems to go to the “middle school” concept. This is an alternative term for removing special levels of education on both ends of the spectrum so each class is a perfect bell curve in terms of IQ. All the research I have done,

which includes speaking by phone to experts on gifted education around the U.S., indicates that gifted children, having an IQ of 130+, have special needs. In fact, these kids learn best in classes with other gifted students. What is scary, is another figure: that 40% of gifted kids who have been educated in an average way from first grade, will have learned to be average by grade four. Grouping gifted kids together also allows the next smartest students to shine—the cream can rise to the top, so at least two groups of students learn and do well. Also, even gifted students do not grasp every concept the minute it is presented. However, often these “smart” students are made to feel awful by teachers and fellow students because they had a B or C on a test. Even without classes grouped by ability, it becomes obvious to every student in a classroom, where his fellow students stand academically.

This is, therefore, a call to arms to all of you who have gifted children, and who have been reluctant to admit it, to become your child’s advocate. Don’t believe the fallacy that those kids will do all right without special course work. If you want to discuss this subject, or would like to read more about it, give me a call at 708/356-0575. Our bright children represent the future of science, medicine, business, etc., for the U.S. We all need to be advocates for gifted education. ♪

Making the Connection

by Chandra Greer

As I walked into the November 1991 Networking event, networking was the furthest thing from my mind. Satisfied with my job and career, I was looking forward to simply enjoying the outstanding company of my fellow UCWBG members and the outstanding food of the Cooking and Hospitality Institute of Chicago. I never dreamed that I would leave a few hours later with the business card of the women who would soon help me and my husband Steve find our dream house.

Shawn McGuinness (1993 VP-Marketing/Public Relations) and I were having a casual conversation when I mentioned to her that Steve and I were looking for a new condo. I’m sure my eyes widened when she casually responded “I sell residential properties for Rubloff.” Who could I trust more to handle a real estate transaction than a University of Chicago Business School graduate and member of the UCWBG?

Shawn and I set up an appointment to discuss exactly what Steve and I were looking for. Because of her thorough knowledge of the Chicago real estate market, Shawn quickly realized that our housing needs would be better satisfied in a single family house rather than a condominium.

To make a long story short, because Shawn so clearly understood our needs, the very first home she showed us was the one we ultimately bought. We’ve lived in the house over a year, are extraordinarily happy with it, and often give a silent thanks to Shawn for her help.

The moral of the story? Networking for career success is a critical component of what we offer each other as members, but there are a lot of ways we can connect that are outside the realm of traditional networking. If you don’t believe me, feel free to stop by 920 West Webster any time. ♪

Have you had a successful experience networking with a UCWBG member? If so, call Chandra Greer at 312/220-5043. We’ll publish your connection in the next issue of The Exponent.

Calendar, cont’d from page 10

November

- 4 UCWBG Annual Networking Event
- 13 Chicago GSB Self-Assessment Seminar: “Identifying and Capitalizing on Your Talents”
Speaker: Ellie Workman
For more information: 312/702-3936
- 13 UCWBG Board meeting
Leo Burnett, USA, 35 West Wacker, 25th floor, 9:00 A.M.

December

- 7 UCWBG Annual Holiday Party and Business Meeting
Embassy Suites, 600 North State, Chicago, 6:00 P.M.

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

Connections

Welcome to New Members

Maryalice Harvey '88, Campus, has moved from Monterey, California, to Stamford, Connecticut.

Adrienne S. Harvitt '76, Campus, has accepted the invitation from the board of trustees to become a member of the University of Chicago's Women's Board.

Carolyn Lynch '88, 190, started her own financial consulting firm, Lynch & Associates. Her office is located at 602 North Park Boulevard, Glen Ellyn, Illinois.

Laura Quayle '91, 190, left IBM to join LaSalle Partners, Limited in Chicago. Laura is associate, corporate relocation and can be reached at 312/782-5800, ext. 2575. During 1993, Laura and her family moved to Margo Lane in Northbrook, Illinois.

Sandra K. Seim '80, 190, has left Rush-Presbyterian-St. Luke's as assistant vice president/facilities planning for facilities manager, Chicago Symphony Orchestra in Chicago. Sandra can be reached at 312/435-8779.

The UCWBG extends a warm welcome to the following members who recently joined us. We look forward to meeting you at UCWBG programs and activities.

Katherine Anderson
Lake Forest, IL

Deborah Cline
Chicago Cubs/Tribune Company

Cathleen Colehour
Chicago, IL

Kim Goodhard
Rudnick & Wolfe

Kendra Leindecker
R.R. Donnelley & Sons

Valerie Lewis
CIGNA

Julie Lyon Morrison
Chicago, IL

Andrea Nist
Chicago, IL

Jennifer Page
Trade Insurance Services

Victoria Stephen
U.S. Postal Service

Quality Management Club Forming

A new GSB alumni club is forming that will focus on quality management. The proposed mission of this club is to provide a means for GSB alumni students, and faculty interested in quality management to identify and contact each other for the purpose of: sharing ideas, issues, and opportunities; advancing the body of knowledge on best management practices; and promoting the GSB's reputation as the quality management leader among business schools. For more information, please contact John Starr at 312/752-3976. ☞

Accountant Wanted: Dead or Alive!

The University of Chicago Women's Business Group is investigating incorporating. We are looking for an accountant with experience in incorporating a not-for-profit organization. In return for your time and expertise, you would receive a complimentary one-year UCWBG membership. Call Connie Kantutis at 312/942-2567 if you are interested/available or have any ideas. ☞

Connections

If you have changed your home or business address or phone number, please notify us c/o Communications Management, Inc. (CMI) at 708/256-5804. 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, c/o CMI, 825 Green Bay Road, Suite 270, Wilmette, IL 60091.

Name _____ Class Year _____ Campus 190 XP _____

Day Phone _____

Please describe any change in the space below.

Calendar

September

- 11 UCWBG Board meeting
Leo Burnett, USA, 35 West Wacker, 25th floor, 9:00 A.M.
- 13 **Note change in date from Tuesday to Monday**
UCWBG Internal Communications committee meeting at
Mary Condon's apartment in Chicago, 6:30 P.M.
Contact: Karin Kurp Halperin, 312/280-4682
- 14 **Chicago Area Alumni Club Reception honoring
Robert S. Hamada, 6:30 P.M.**
Chicago Stock Exchange Room, Art Institute
RSVP: 312/702-7572 by September 8
- 15 UCWBG Innopreneurship committee meeting at
Kathy Terman's apartment in Chicago, 6:30 P.M.
Contact: Kathy Terman, 312/394-8065
- 18 **UCWBG brunch in Lincoln Park**
Medici on Surf, 2850 N. Sheridan Road, Chicago, 9:30 A.M.
RSVP: Maureen Thomas, 312/975-8367 by September 15
(see article on page 3)
- 23 **UCWBG "I Like Your Style" Show**
The Lounge, Chicago Athletic Association, 6:00 P.M.
Contact: Jane Belcher, 312/951-6121 or
Melanie Joyce, 312/461-2816
(see article on front page)

- 30 **UCWBG North/Northwest Networking Group**
Mykonos Restaurant, Des Plaines, 6:15 P.M.
RSVP: Agnes Roach, 312/356-0575 by September 18
(see article on page 7)

October

- 1 The Women's Business Development Center
Seventh Annual Entrepreneurial Women's Conference
Palmer House Hilton Hotel, Chicago
Contact: Helen Brown, 312/853-3477
- 5 Communications Expo '93: Creative Connections for Business
Roosevelt University, 430 S. Michigan Ave., Chicago
10:30 A.M.-3:00 P.M.
Contact: 708/676-3784 or 708/332-0147 for information
- 5 U of C Club of Metropolitan Chicago and Chicago Alumni
Association reception honoring Hugo F. Sonnenschein
The Field Museum of Natural History, 5:30 P.M.
Contact: University Alumni Association, 312/702-2157
- 8 November/December *Exponent* deadline
- 9 UCWBG Board meeting
Leo Burnett, USA, 35 West Wacker, 25th floor, 9:00 A.M.
- 14 **UCWBG Career Management Workshop**
"Networking in the '90s"
Speaker: Melissa Giovagnoli
- 26 UCWBG Internal Communications committee meeting
location to be announced, 6:30 P.M.
Contact: Karin Kurp Halperin, 312/280-4682

continued on page 8



The University of Chicago
Women's Business Group

825 Green Bay Road
Suite 270
Wilmette, IL 60091

Forwarding and Address Correction Requested

Save the Date

November 4 Networking Event

The Exponent is published bimonthly by the
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