



# The Exponent

July/August 1994

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

## The World's Smartest Garage Sale

by Chandra Greer '90

*"Let me listen to me and not to them."*

—Gertrude Stein

On the weekend of July 23 and 24, the University of Chicago Women's Business Group will hold the world's smartest fund raiser drive in the form of The World's Smartest Garage Sale.

Here is your opportunity to unload those textbooks from Accounting 311, the Elvis bookends you received as a wedding present and that 286 computer you traded in for a Macintosh Power Book.

The goal of the fund raiser is to enhance the value of the UCWBG membership. Specifically, the sale will aid in the subsidization of future events and programs. Proceeds from The World's Smartest Garage Sale will also help the UCWBG fulfill its commitment to its members through greater financial strength. And, it will help members experience the catharsis of clearing out the closets full of clutter in our increasingly cluttered lives.

The garage sale will be held in Chicago's historic Sheffield District and will take place during the weekend of the prestigious Sheffield Garden Walk. The location will be 920 West Webster (just steps from the entrance to the Garden Walk tour) which features a garden designed by Maria Whiteman, ASLA, who has created gardens for Roger Ebert, Café Brauer and the Rayovac Corporation.

### How It Works

- Merchandise donated by members will be collected at five drop-off locations in the Chicago Metropolitan area:
  - North suburbs
  - Northwest suburbs
  - West suburbs
  - South suburbs
  - Chicago (north side)
- Drop-off locations will be available on the UCWBG hot line (708/256-5804) after July 4.
- For items selling at \$25 or less, all proceeds will go to the UCWBG. Proceeds from items sold for more than \$25 will be split 50/50 with the donor. Tax receipts are available upon request.
- Any unsold items not reclaimed by the donor will be donated to a Chicago charity.

More details are outlined in the event flyer you received.

### We Need Volunteers

We are seeking merchandise drop-off sites as well as van owners who can transport merchandise to the sale location. Please call 708/256-5804 to volunteer.

This promises to be a fun and productive event. Attend the sale, enjoy a leisurely tour of the Garden Walk and help your University of Chicago Women's Business Group become an even stronger organization. ♣



## Choosing Alternative Career Pathways

by Valerie Anderson Lewis '95

Webster defines "alternative" as a proposition or situation offering a choice between two or more things only one of which may be chosen. The success of the Alternative Career Pathways event held April 14 showed the high level of interest that exists in exploring and expanding career options.

The program was moderated by Ellie Workman, University of Chicago director of Graduate School of Business Alumni Career Management. Ms. Workman noted that while many MBAs choose to enter the corporate world, many don't stay there, but ultimately pursue alternate paths. She gave the example of an investment banker who came to her for advice. Although this alumna was well perceived in her field and had recently been promoted to a position where she was earning over \$200,000, she was not happy and continuously fantasized about starting a bed and breakfast in Vermont. This alumna chose to pursue an alternate path which offered a different lifestyle and provided the opportunity to pursue altruistic ideals.

Ms. Workman noted that an entrepreneurial zest often drives MBAs to pursue

*continued on page 7*

**PROGRAM:** The World's Smartest Garage Sale  
**DATE:** Saturday, July 23 and Sunday, July 24, 1994  
**LOCATION:** 920 West Webster, Chicago, IL  
**FEES:** None

### Inside This Issue

#### Features

Naked in the Job Market 2  
 LifeWorks 2

#### On-going

Message from Chandra 2  
 Profile 2  
 North/Northwest Network 5  
 Celebrate UCWBG 6

## A Message from Chandra Greer

During the past six months it has become apparent to me that a whole lot of people hold the University of Chicago Women's Business Group in very high regard. The quality and volume of our activities over the past decade have been noted and are well-respected by many of the individuals with whom we have come in contact.

"Well-organized," "enthusiastic membership," "extremely professional," "self-sufficient," are all terms frequently used to describe us. We have our stuff together and it shows. It doesn't take a University of Chicago MBA to figure out that our reputation is directly attributable to the quality of our membership. You're the best, so you deserve the best from this organization.

Delivering a first-class array of services to the UCWBG membership is a mission your board members take very seriously. They, and their committee members, put a tremendous amount of work and commitment into activities such as writing and editing *The Exponent*, compiling the annual Membership Directory, maintaining an accurate and up-to-date membership database, sustaining several sub-groups and developing, organizing, and executing the many events we stage each year.

Equally important, but perhaps less obvious, is our quest to continually improve the scope and quality of our membership services. In fact, our Innopreneurship Committee, under Kathy Terman's leadership, is solely dedicated to this purpose.

However, we need to hear from you, too. I am extending an open invitation to any member who would like to offer any suggestions for improving the operation of the group. Call me at 312/220-5043 or the UCWBG hot-line at 708/256-5804. We very much care what you think because *you* are the University of Chicago Women's Business Group.

*continued on page 4*



Chandra Greer '90  
President

## Profile: Bobbi Williams

UCWBG Committee:  
Programs

**Current Career Position:**  
Manager of the Neurologic  
Testing Center at Northwestern

**Fantasy Career:** I would be an anthropologist studying hyenas in Africa. My core will always be science.

**Personal Heroes:** My mother and stepfather. My mother is an artist and my stepfather is a claims investigator. As a child, my mother enrolled me in art school. Today I sculpt and paint.

**I Never Expected to Get An:** MBA.

**Career Path.** As an undergraduate, I initially pursued an anthropology degree. I eventually switched to biology/pre-med. I continued this focus and completed one year of medical school. With the medical background, I joined Michael Reese Hospital as an EEG technician. During my 12-year career at MRH, I reached the position of supervisor of neurodiagnostics while pursuing an MBA in the 190 program.

**First Job:** A receptionist at a veterinarian's office.

**Most Challenging Achievement:** I obtained my scuba certification at Pearl Lake in Wisconsin.

**In Five Years I Will Be A :** MOM.

**Most Interesting Childhood Memory:** I accompanied my stepfather undercover at a carnival. I am surprised I didn't blow his cover as I told people that I wanted to go to medical school. Not a typical career for a carnival child.



Bobbi Williams '93  
VP-Programs

### THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

#### 1994 Board of Directors

**President:** Chandra Greer '90  
312/220-5043  
**President-Elect:** Suzanne Keers '88  
312/942-7212  
**VP-Administration:** Karin Janowski '90  
708/246-4347  
**VP-Finance:** Connie Kantutis '90  
312/942-2567  
**VP-Membership:** Julia Hathaway '90  
312/281-6396  
**VP-Programs:** Lisa M. Kieres '84  
312/935-9383

**VP-Career Management:** Danielle Palmer Capek '92  
708/251-7968  
**VP-Internal Communications:** Kathy Bailey '91  
708/387-8822  
**VP-Marketing/Public Relations:** Christine B. Cantarino '92  
708/632-3395  
**Immediate Past President:** Kathy Terman '85  
312/394-8065  
**Director:** Karin Kurp Halperin '87  
312/461-5632  
**Director:** Melanie Joyce '80  
312/461-2816

UCWBG (voice mail) 708/256-5804

by Julie Danis '84

The world has gone networking crazy. Not a week goes by that I don't field requests for information regarding a job search or receive an invitation to a career-enhancing opportunity.

It seems everyone wants to make connections with people who can help them find their true calling, open a door or even push them through one. In this pursuit nothing is sacred. People pass out cards and resumes, collect names and numbers, and set up meetings and follow-up calls everywhere: in church pews, on mountain tops and in steam rooms.

Networking is not new. It has evolved from the fine art of making connections and building relationships to bold, strategic maneuvers full of specific goals and objectives.

I am a firm believer in the process. Finding your place in the world is a numbers game. The more people you talk to, the greater chance you have of uncovering something, maybe even the right thing.

But sometimes it is intrusive. The person sitting behind me at the movies who dropped a business card in my popcorn and asked for a meeting after eavesdropping on my conversation was not a welcome networker.

Sometimes it is so calculating. One information seeker I know changes churches just to meet someone influential in an industry of interest. Leaving nothing to chance, another driven person travels one hour to a car wash because the most successful people's cars clean-up there. Yet another card collector only flies during peak business travel times hoping to meet someone in the sky. They'll be lucky if this scheming nets more than inspirational sermons, clean cars, and frequent flyer miles.

It seems the whole world is trying to make twenty-minute appointments with people they "know" through a friend of an acquaintance they met once in order to get three more names to continue the process. If money was involved this would be called a Ponzi scheme.

There is no denying that networking is here to stay or that it works. I believe in it and faithfully log networking activities into my Franklin Planner. I've even turned bad blind dates into Rolodex swapping sessions and passed out business cards on vacation with success.

A man I met on a mountain top led to a lady in a steam room who told me to call a guy behind a desk who gave me a great bit of advice: "Always be nice to someone networking because you never know who may be your next boss." Those are words to network by. ☺

*Julie Danis '84 is a management consultant, business and marketing writer and humorist. She invites your comments and stories about networking and other trends and issues invading your working life. Contact her at: The Everest Group, 310 South Michigan Avenue, Suite 2800, Chicago, IL 60604, phone: 312/939-3187, fax: 312/939-8512. No Internet address yet!*



Julie Danis

by Anita R. Brick '81

Don't look now, but you're naked in the job market. That closet full of drop-dead clothes won't help much. Neither will your impeccable resumé, finely honed interview skills, nor filled-to-capacity Rolodex. They won't hurt you, but they're not enough to advance your career. It takes more. You need to be known up and down the communication superhighway, not just hanging out on the on-ramp. You'll want to zoom down that open road, enhancing your professional reputation in person, in print, and on-the-air. Doing this effectively is what I call Visibility+<sup>sm</sup>. Here's the Top 10 List for becoming a Visibility+<sup>sm</sup> expert:

**Number Ten** Realize your efforts may not be recognized and rewarded without your pointing them out. This may mean turning the spotlight on yourself and leaving false modesty at home.

**Number Nine** Understand that good self-promoters are neither narcissistic nor boastful. Marketing yourself doesn't mean high pressure selling. However, it does mean being visible, accessible, and active.

**Number Eight** Know that being a Visibility+<sup>sm</sup> success does not require a gaggle of spin doctors (or even one). It's actually against the rules for you to ditch people after they've helped you or stretch the truth to the breaking point.

**Number Seven** Become known for your unique contribution to your profession, company, and community. People tend to hire and purchase more from people they know and trust.

**Number Six** Be clear about whom you want to "impress." If you learned anything in B-school, it was always to know your audience and prepare accordingly.

**Number Five** Keep your senses open to opportunities and grab them. Or create your own. It's a wild world in the workplace. No one will hand deliver key assignments to your door; you have to unearth them.

**Number Four** Don't let the media intimidate you. They're always looking for well thought out stories and credible experts. Position yourself as an expert, bring newsworthy ideas to their door, and be prepared to play by their rules.

**Number Three** Be bold. Many more doors will open for you if you're not afraid to knock. Though it takes guts, put yourself out there.

**Number Two** Take a BabyStep. Choose something you enjoy and that's easy. Volunteer in your community, write a short article for your association's newsletter, or even start your own talk show on public access TV... whatever is fun and motivating.

**...and Number One (drum roll)** Come to my talk, "Visibility: How to Get It, Use It, and Leverage It," on July 13 at the new GSB building. You'll find out how to make some of these top 10 Visibility+ ideas a reality. If you can't make it, call me at 312/549-4662. Better yet, send me an E-Mail to nmwbrickie@aol.com. ☺

*Anita R. Brick (MBA '81) co-founded a career consulting and outplacement firm and has guided thousands of middle-level managers through the career search maze. She is finalizing a book on professional visibility entitled Visibility+: How to Get It, Use It, and Leverage It to Advance Your Career and Boost Your Income. Ms. Brick is currently looking for stories of individuals who faced obstacles in their career and fought back. If you have an experience you'd like to share, please forward them to: Anita Brick, c/o No Matter What, P.O. Box 14115, Chicago, IL 60614 or send her an E-Mail at nmwbrickie@aol.com.*

# 1995 Board Nominations Process Announced

by Kathy Terman '85

As immediate past president of the UCWBG, it is my pleasure to chair the Nominating Committee which will prepare a slate of officers for 1995. It is the time to review our goals and direction, and seek out members, old and new, who would like the opportunity to be part of a dynamic group of leaders moving the UCWBG forward.

This is my fourth and final year on the UCWBG board, and in retrospect, I can see many advantages and experiences gained from serving on the board which could be yours, too.

- Opportunity to gain board-level experience in a low-risk environment
- Work side-by-side with talented, enthusiastic women
- Forge new paths, exercise creativity
- Form new, lasting friendships
- Open new business options through your relationships

This is a great growth experience. Think about it. If you're new to the UCWBG and don't feel comfortable nominating yourself for a board position, perhaps you would like to join a committee for next year. We welcome involvement at all levels.

For your convenience, a pre-addressed '95 nominations form has been included in this issue of *The Exponent*. The only requirement for nominating yourself or someone else is that the candidate be a current UCWBG member.

Following is a list of Nominating Committee members, their phone numbers, and a brief description of all UCWBG offices. Please feel free to contact current board members about their positions if you would like more information. You may call any Nominating Committee member with names and telephone numbers of potential candidates, or submit names directly to me using the form enclosed. *It is important that we receive names of all candidates before July 20 to prepare for our first Nominating Committee meeting.*

## Nominating Committee

Kathy Terman	312/281-2257	(h)
	312/394-8065	(w)
Peg Conway	708/729-3765	(h)
	708/808-4378	(w)
Karin Halperin	708/480-7962	(h)
	312/461-5632	(w)
Cindy Monroe	708/864-6568	(h)
Donna Seltin	708/848-1262	(h)
	312/880-6948	(w)
Chandra Greer	312/929-3832	(h)
	312/220-5043	(w)
Sue Keers	312/525-7559	(h)
( <i>ex officio</i> )	312/942-7212	(w)

## Board Offices

### President-elect

Serves on the Advisory Board Committee, chairs the Leadership Forum, and assists the president and immediate past president with any current or upcoming projects or activities. She also begins to formulate her goals and objectives for the next fiscal year, while fostering communications with the GSB, alumni office, and student groups.

### Vice President-Finance

Keeps full and correct account of receipts and disbursements of the group. Prepares the annual budget as well as monthly financial status reports and analyses when needed.

### Vice President-Administration

Serves as secretary of the board of directors, taking accurate minutes of all board meetings. Custodian of all records and reports. Prepares and mails ballots. Prepares updates of by-laws as needed. Coordinates and oversees activities of management services.

### Vice President-Internal Communications

Forms and manages a committee that produces and distributes *The Exponent*. Coordinates publication of all other information communicated to the membership. Arranges for coverage at UCWBG programs and events. She effectively works with everyone on the board, as well as with her own committee to produce a very tangible and visible product.

### Vice President-Programs

Conceptualizes and produces programs and events with the help of a diverse committee. She has the opportunity to personally meet speakers and presenters who are well respected in their fields. She stays in tune with the wishes and needs of our members.

### Vice President-Career Management

Like the VP-Programs, she works through a committee that seeks new and creative ways of addressing the career needs of our members. Activities may take the form of programs or workshops, but recently they have paved new ground: Career Management Roundtables with the Chicago GSB Club and the XP Club.

### Vice President-Marketing/PR

Forms and manages a committee that makes recommendations to the board regarding recruitment strategies and promotional efforts, conducts periodic surveys of the membership,

and coordinates external publicity for the group. Establishes ongoing relations with business editors and writers, and works closely with other board members to effectively publicize UCWBG events and members.

### Vice President-Membership

Forms and manages a committee whose primary objectives are to organize and conduct an annual membership drive and to produce the directory. She works closely with the VP-Administration and the professional association management firm used by the UCWBG to maintain up-to-date membership files and mailing lists.

### Directors-at-Large

Currently there are two director-at-large positions on the board. These officers coordinate special programs and activities as requested by the president; for example, the annual telemarketing campaign and new member brunches. Assist other board members in promoting activities and coordinating events where needed. Often tapped to participate in long-term planning discussions. ☞

## Breakfast Subgroup: On Summer Hiatus

The Breakfast subgroup will return in September. ☞



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President, cont'd from page 2

### Read This Issue!

Make sure you read this issue cover to cover; it has a lot of information on recent and upcoming events. So far we've had a great 1994 but we know the second half will be even better.

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Chandra Greer '90  
President

# Flight of the Buffalo

## A Book Review

by Rosemary Cudzewicz '86

*Flight of the Buffalo—Soaring to Excellence, Learning to Let Employees Lead* by James A. Belasco & Ralph C. Stayer, Warner Books, New York, New York, 10020, 355 pages, \$22.95 ISBN 0-446-51709-7

This book is written by two people of such similar minds and opinions they write in the first person about their personal leadership style transformation. The central analogy used in the book compares employees and their leaders to a herd of buffalo or a flock of geese. It is important to understand that a herd of buffalo is in absolute chaos if something disables their leader. They cannot function without their leader guiding their each and every move. A flock of geese, on the other hand, shares the leadership tasks among the members and constantly soars to new heights. This eight-part book is the story of the journey from the "herd of buffalo" to the "flock of geese" leadership paradigm.

In Part I — Our Personal Leadership Journey, the authors portray the following model which they use to unify their thoughts throughout the book.

### DETERMINE FOCUS AND DIRECTION

- Vision
- Customers
- Great Performance
- Value-added Strategies



### Develop Ownership

- Remove Obstacles
- Systems      • Skills
- Structures    • Mentalities

They also outline five key concepts which they expand on in the course of the book:

1. In most instances "I am the problem"...
2. The customer is the boss, not the internal organizational boss...
3. Think strategically...
4. Practice the intellectual capitalism leadership style...
5. Leading is learning...

In order to change, the "buffalo leader" must recognize that they like being everyone's problem solver and taking on all of the problems of the organization personally. In the short term it makes them feel important and more in control. However, in the long term they cannot possibly do an effective job at everything. They need to give their employees the tools, the freedom and the responsi-

# North/Northwest Networking Group

by Agnes Roach '80

Elizabeth Mannix, Ph.D., associate professor of behavioral sciences at the University of Chicago, will present a 2.5-hour interactive workshop to develop negotiating skills. These can be used every day in both business and personal contexts. To allow ample time, we will start earlier—at 6 P.M.—with a box lunch, but most networking time will be at the end of the evening. Because of the high level of interest expected and the box lunches, RSVPs are very important.

**Date:** Monday, July 25, 1994

**Time:** 6:00–9:00 P.M.

**Program:** Negotiating Skills Workshop

**Place:** First Chicago—Highland Park, 2nd floor (Free parking)  
850 Central Avenue  
Highland Park, IL  
708/433-2930

**Cost:** \$16.00

R.S.V.P. by 5:00 P.M., Tuesday, July 19, to:  
Nancy Gunder 312/296-5533 or  
708/433-3806

Agnes Roach 708/356-0575  
Virginia Tomasek 708/835-8475  
or fax credit card information to 708/256-8954 or use coupon below.

### Directions when coming from the:

**South/Southeast:** Take I-94 north to IL-41. Exit off IL-41 at Deerfield Rd. East. Deerfield Rd. runs into Central Ave. at a "Y" intersection. The First Chicago Bank is about three blocks east of IL-41 on the southeast corner. Park in the bank parking lot or on the street.

**West/Northwest:** Take I-294 north to I-94 to Half Day Road (Rt. 22). Drive east to IL-41 and south about 1.5 miles to Deerfield Rd./Central, then three blocks east as above.

**North:** Take I-94 south to Half Day Road (Rt. 22), exit to go east, and follow directions above, or take IL-41 south.

**Chicago:** Take a commuter train to Highland Park and walk about six blocks west on Central (through downtown Highland Park). ↗

## Negotiating Skills Workshop Monday, July 25, 1994

Name \_\_\_\_\_

Day Phone ( ) \_\_\_\_\_

**Payment Information** Total Amount: \_\_\_\_\_ (\$16 members; \$20 non-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 or credit card information to:  
UCWBG, Suzanne Keers, Unit K, 1919 N. Bissell, Chicago, IL 60614.

You may fax a credit card reservation to: 312/281-0407.

bility to solve their own problems and to make the right kind of decisions for the good of the company. The book provides numerous suggestions, anecdotes and examples to help the reader relate to the type of change required.

Another important point of the book is the focal role of the customer. "The leader's job is to put his or her customers first. He or she does that by determining what each of them wants or demands in terms of great performance from the leader, and then by working assiduously to deliver that great performance. The leader encourages others by setting the example to follow and adopt the same methodology." The authors emphasize the importance of devising a timely customer feedback mechanism and of having all employees involved with their customers, whether internal or external.

Management of intellectual capitalism is stressed throughout the book. A successful

leader cannot just pay attention to the products, budgets and facilities of the business; they must also: transfer ownership for work to those who execute the work, create the environment for ownership, coach the development of individual capability and competence and learn faster. "My experience has taught me that the key to organizational success today is in *getting the people to want to own the responsibility for their own performance.*" Members of the organization must be rewarded and compensated for taking on these new ownership roles. The authors recognize that behavior reflects what people get rewarded for so "If you want ownership behavior, pay for it."

This book definitely chronicles the evolution of two people in their journey to become successful leaders in their own companies as well as help in their management consulting practices. The narrative is filled

*continued on page 7*

# Celebrating the UCWBG

## Welcome to New Members

The UCWBG extends a warm welcome to the following new members.

Kathleen Mary Adamec '89, 190  
*Adamec Financial Group*

Patricia T. Galich '88, Campus  
*LaSalle Bank-Mattson*

Marcia L. Gilbert '89, 190  
*Metzler & Assoc.*

Valerie Theresa Lewis  
*Cigna Corp.*

Nancie E. Noie  
*Nancie E. Noie & Assoc.*

## Information Exchange

**Elizabeth Duncklee '90, 190**, has rejoined the GSB as manager of career counseling. She is very happy to be back.

**Rita Staley Gallagher '87, 190**, has joined J & A Corporate Financial Solutions as a consultant. J & A specializes in high-level financial analysis and system conversions for companies from start-ups to Fortune 50 firms.

**Karin Kurp** and Matthew Halperin '87, 190, welcome a new addition to their family, Erik Louis, born May 20, who joins his brother Basil at home.

**Carolyn Lynch '88, 190**, announces the arrival of a new baby, Brian Walker Lynch. Brian joins Carolyn and her husband, Pat, at home with big brothers Kevin and Colin.

**Dolly Parker** has left her position as assistant director at the GSB Alumni Office. She and her husband have relocated to the Minneapolis area. Dolly was instrumental in the production of *The Exponent*. Her expertise will be missed.

**Maureen F. Perou '89, Campus**, has started her own personal property/antique appraisal and professional estate sale business. The firm, Estate Excellence, is located at 2673 North Orchard, Chicago, 60614 (312/935-0715). She and her partner, Jennifer Brown Ceran '89, will also help individuals buy fine furnishings and accessories at well below retail prices.

**Agnes A. Roach, CFP, '80, Campus**, was quoted as an expert consultant in a recently published book, *Modern Bride Just Married: Everything You Need to Know to Plan Your New Life Together*, by Stephanie H. Dahl, New York, John Wiley & Sons, 1994. Agnes is quoted extensively in Chapter 9: "Building Financial Security: Long-Term Goals."

**Maureen Brown Thomas '87, 190**, has recently joined Driehaus Capital Management as an equity analyst. Driehaus Capital Management is an investment advisory firm specializing in emerging growth and small cap stocks.

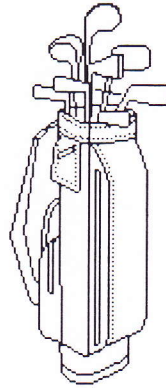
**Allison Weldon '94, Campus** has started a new job as a senior consultant in the management consulting group for Ernst & Young.

## Networking Connections

Listed below are member recommended networking/career development opportunities.

### ALS Golf Outing

Blackberry Oaks Golf Course will be sponsoring the Second Annual Walter Boughton Memorial Open for ALS Research (Lou Gehrig's Disease) on Saturday, July 9. They invite you to join them for a day of friendship, golf, dinner, dancing and entertainment, while raising funds for research. All funds benefit the University of Chicago. Please call Diane Blocker at 708/553-7170 for more information.



### Self-defense and Empowerment Course

Thousand Waves, 1212 West Belmont, Chicago is teaching an eight-week, beginner level course for women. Students are able to share their concerns and experience with violence, get in touch with their self-protective instincts and natural strengths, and learn new skills. All classes meet Wednesday evenings from 6:30 P.M. Call 312/549-0700 for more information.

## Diane Dahl Wins University of Chicago Award

by Chandra Greer '90

Diane Dahl '86 (UCWBG President, 1992) has received a Young Alumni Service Citation from the University of Chicago Board of Governors Awards Committee.

Diane was nominated for the award by Linda O'Bryant '79, a long-time member of the UCWBG, and received letters of recommendation from Kitty Voss (UCWBG President, 1991) and Chandra Greer (UCWBG President, 1994). We were honored to support her for this recognition.

It would be hard to imagine a person more qualified to receive this award than Diane. A UCWBG board member for four years, Diane was known for her drive, intelligence, vision and commitment to the GSB. As president of the UCWBG, Diane defined an innovative vision and implemented it in ways that have indelibly altered the direction of the group.

In addition to two very busy careers as president of the Hartell Group, a consulting firm, and mother of Harrison, Diane has worked tirelessly to uphold the reputation and standards of the GSB and to champion GSB alumna as the best and the brightest women in the business world.

Congratulations to her on this well-deserved award.

## Volunteer for a Focus Group

In the fall, we have planned a focus group for a few UCWBG members. The purpose of this focus group is to provide input and ideas for future UCWBG events and feedback on current member activities. We have received many good ideas from our members regarding future activities. As a result, we would like to investigate some of these ideas further in a specific focus session. If you are interested in participating in one focus group this fall, please contact either Christine Cantarino (708/632-3395) or Chandra Greer (312/220-5043).

**Alternate Careers**, continued from front page

alternative careers. Many U of C students have an independent spirit which often carries over into their professional lives. When introducing the panel, she added that the speakers chosen represented women who had chosen "not to run with the herd."

The first panelist, Karen Jesso '89, holds a U of C MBA and has a behavioral science background. Ms. Jesso sought to use that background in a clinical setting but was unsatisfied with the experience. She owned a pizzeria before entering the GSB and decided to apply her knowledge of human behavior to the service industry. Ms. Jesso is the owner of Cafe Biorgia, an Italian restaurant. She notes that pursuing an entrepreneurial career allows her to control her time. She spends that time doing things she enjoys. When discussing the importance of this aspect, Ms. Jesso noted she doesn't believe time is money—time is everything!

The second panelist, Jeannie Buitter '86, holds a U of C MBA and has a fine arts background. She is currently executive director of alumni affairs for the University of Chicago. Prior career lives include teaching art at the University of Chicago lab school and running a catering business. Ms. Buitter challenged the audience to think outside of the box to avoid placing limits on themselves. She spoke of the variety of experiences available in a non-profit environment. Meeting very interesting people is a key benefit in her opinion. Finally Ms. Buitter queried "If you're not happy, why not take a risk and try something different?"

Sandra Seim '80, the third panelist, holds a U of C MBA and has been a member of the UCWBG since it was founded. She is currently facilities manager for the Chicago Symphony. Prior professional experiences include working in a variety of both technical and management positions at Rush Presbyterian

St. Luke's Medical Center. When contemplating the career move to the CSO, Ms. Seim spoke of her love for music and the arts and of feeling she needed to make a change because her professional goals at Rush Presbyterian had been accomplished.

When evaluating alternative positions, Ms. Seim gave this advice: "Look at jobs for their individual merit. Ask yourself 'Is it as good as what I'm doing?'" She noted her job search process was both diligent and deliberate. Ms. Seim emphasized the power of networking. "The more people you know and tell, the more people can potentially provide a link between you and what you want to do."

The fourth panelist, Barbara Susin, holds a masters degree in public administration from Roosevelt University and attended The U of C for a year. Ms. Susin has a retirement and investment practice which provides financial workshops. She is also an instructor for the National Center for Women and Retirement Research. Ms. Susin noted the growing trend of women leaving high-powered jobs and finding jobs that better match their lifestyle. She also emphasized the power of networking and said UCWBG members are fortunate to have each other.

Ms. Susin offered this financial advice to those considering leaving their current jobs:

1. Consider changes in benefits, as these vary among companies. The hardest benefit to replace is disability insurance. Major insurance carriers will generally not provide disability insurance for workers working in the home. If this is important get some amount to take with you before leaving your company position.

2. Periodically check your earnings history with the social security administration to ensure that it is accurate.

3. Maintain a clean credit history. Take care of financial considerations when

operating from a position of strength.

4. For those starting a new business, the business plan should include a finance and marketing component, not just an idea. Explore options before venturing out.

5. Include a banker, CPA, and lawyer in your network. Seek out banks with a history of working with women business owners. When exploring options, find out the type of business/client banks seek, paperwork banks need, and tax and legal issues relevant to home businesses.

Although most women use their own money to start a business, Ms. Susin cautions against this. She notes that the pension/401K is generally the source of funds. Research indicates that women live seven to eight years longer on average than men and earn less money. As caretakers, women often need this money in their latter years. Ms. Susin emphasized understanding the rules and tax penalties applicable to drawing funds from pension/401K. Transferring assets from one source to another was one suggestion to avoid being penalized. If all these things are done, we will be better prepared and less vulnerable. ☞

**Book Review**, continued from page 5

with great stories and anecdotes about the pitfalls of buffalo leadership and the glories of geese leadership. Although the book is somewhat disorganized and the train of thought hard to follow at times, I still recommend it for anyone in a leadership role. It has some valuable pointers about modern leadership which are sorely needed if we are to meet the challenges of our global economy. ☞

*Rosemary Cudzewicz is president of Rosemary Cudzewicz & Associates, Inc., a business and technology consulting firm specializing in business process reengineering.*



## Connections



Has a special event occurred in your life? Have you been/will be a guest speaker, started a new company, been appointed to a board of directors, started/expanded family, etc.? We'd like to include the information in the next issue of *The Exponent* "Connection" section. Please write to UCWBG Connections, c/o Kathy Bailey, 90 S. 6th Ave. #204, La Grange, IL 60525 or fax changes to 708/387-8565

<input type="checkbox"/> New Address	Name _____
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<input type="checkbox"/> Accomplishment	
Class Year _____	<input type="checkbox"/> Campus <input type="checkbox"/> 190 <input type="checkbox"/> XP _____

Please describe any change in the space below.

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# Calendar

## July

- 9 UCWBG Board Meeting, Leo Burnett, 25th floor, 9:00 A.M.
- 13 1994 Career Management Series: "Visibility: How to Get It, Use It, and Leverage It" by Anita Brick  
GSB Downtown Center, 450 North Cityfront Drive  
Contact: Dan Brown, 312/786-5746 (w) or 708/945-0397 (h)  
(See article on page 3)
- 23/24 The World's Smartest Garage Sale  
Call 708/256-5804 for details  
(See article on front page)
- 25 North/Northwest Group presents Negotiation Skills Workshop  
First Chicago-Highland Park, 6:00 P.M.  
Reservations necessary.  
RSVP: Agnes Roach, 708/356-0575 or use coupon on page 5  
(See article on page 5)

## August

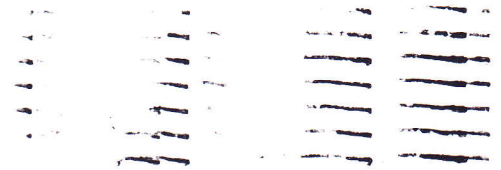
- 12 September/October *Exponent* Deadline
- 13 UCWBG Board Meeting, Leo Burnett, 25th floor, 9:00 A.M.

## September

- 17 Expanding Your Horizons: The New Career Agenda  
GSB Downtown Center, 450 North Cityfront Drive  
Watch for more details in the Sept/Oct *Exponent*.
- 27 UCWBG event: Anita Roddick of The Body Shop  
Watch for more details in the next *The Exponent*.



Send calendar listings to The Exponent at the address below or phone Kathy Bailey at 708/387-8822.



## The University of Chicago Women's Business Group

920 West Webster  
Chicago, IL 60614  
Tel: 708/256-5804



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