



# The Exponent

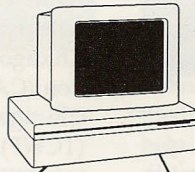
January/February 1995

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

## Introduction to the Information Superhighway

by Susan Miner '93

Many of our members will be vacationing during the holiday season. Some may stay around Chicago, others may jet off to an exotic tourist spot, and yet others may venture on an exciting road trip. The many real places we may visit can be just as exotic and exciting as some of the virtual places that can be seen using the Information Superhighway. At a rate of nearly 10,000 new subscribers a day, hundreds of thousands of "infomotorists" are speeding off to new



and interesting destinations every day on the Internet and World Wide Web. If you would like to merge from a "newbie's" entrance ramp and see the new virtual world the Information Superhighway has to offer, you have come to the right place.

The University of Chicago Women's Business Group will be sponsoring a series of Information Superhighway and Internet events for 1995. These activities will be your introduction to accessing the virtual world of the future. Our objectives are to educate and train our members in the use of this new

technology. With these training sessions, we hope to make members of the UCWBG proficient in the use of the Internet for internal (e.g., e-mail, meeting notices) and external (interfacing with the University's World Wide Web server, corporate sponsors) purposes. The first step is learning how to become comfortable with this new way of communicating.

The first event, Introduction to the Information Superhighway 101, will be held on Wednesday, February 8, 1995, at the GSB Downtown Center beginning at 6:00 P.M. Patricia Skarulis, CIO and VP of Information Services at Rush Presbyterian-St. Luke's Medical Center, will moderate a panel of Internet experts. The panelists will define the Information Superhighway and Internet, describe business and personal Internet applications, and discuss the equipment required to gain Internet access. In addition, the panelists will be available to answer participant questions.

Save the date—February 8! A flyer with all of the details will be forthcoming. For further information, please call Kendra Leindecker at 312/326-8979.

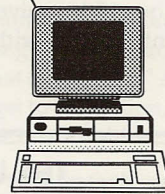


- WHAT:** Introduction to the Information Superhighway 101  
**WHEN:** Wednesday, February 8, 1995; 6:00 P.M.  
**WHERE:** GSB Downtown Center  
 450 North Cityfront Center, Chicago  
**COST:** \$25 UCWBG members; \$30 non-members

### Introduction to the Information Superhighway 101 Wednesday, February 8, 1995

Member Name \_\_\_\_\_ Day Phone ( ) \_\_\_\_\_  
 Guest Name(s) \_\_\_\_\_  
 I am interested in \_\_\_\_\_  
 Number of Ticket(s): \_\_\_\_\_ Members (\$25) \_\_\_\_\_ Non-members (\$30) Total Amount: \_\_\_\_\_  
 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, 1805 North Mill Street, Suite A, Naperville, IL 60563-1275. You may fax a credit card reservation to: 708/369-3773.



#### Inside This Issue

<b>Features</b>	
What Do You Do?	3
Your Money	6
<b>On-going</b>	
Messages	2
LifeWorks	3
Special Interest Groups	5
Celebrate UCWBG	8

## A Message from Suzanne Keers

1994 was an exciting and busy year for the UCWBG. I hope we can continue our "celebration" into 1995. In the past year, I have reflected a great deal about what this group means to me and to all of our members. I hear over and over again that it is the interesting and high quality people in the group that attracts our members and keeps them. What makes our members different from other groups we come in contact with?



Suzanne Keers '88  
President

I believe it has something to do with being women. I am not talking about biology here, I am talking about values, life experiences and approaches. While being raised in the "world of women" can be a great disadvantage in the business world, it is a double-edged sword. We are often not burdened by rigid expectations about our work life because many of us grew up with no concept that we would have a career. We often do not fit into the hierarchical corporate structures and find ourselves having to take unique and sometimes daring actions to fulfill our potential.

The result is a group of the most dynamic, innovative, and yes, brave business people I have ever seen. I find that the people I meet in the UCWBG are much more willing to embrace change and to try new ideas than most people I meet in business.

I want the theme for our 15th anniversary year to acknowledge how far we have come and to celebrate the fact we are constantly breaking the mold. We will take time this year to reflect on our 15 years, but I also want to keep us pointed straight into the future, full speed ahead. Therefore the theme for 1995, our 15th anniversary year, will be: "The UCWBG: Changing Approaches—Approaching Change."

To support our theme, we are planning a number of initiatives for this year.

- Celebration of our 15th anniversary throughout the year
- A series of events dealing with the Information Superhighway

*continued on page 7*

## Profile: Karen Swensson

by Laura Quayle '91

**Current UCWBG Involvement:** Philanthropic Committee member, former member of Program Committee, UCWBG member since 1989.



Karen Swensson '95  
Philanthropic committee member

**What philanthropic activities are you currently involved with?** I am presently working with two philanthropies: The Chicago Abused Women Coalition (CAWC) and the Today's Chicago Woman Foundation (TCWF).

**Let's start with CAWC. How did you become involved with the group?** Back in 1987 my cousin, Dan, was Santa Claus for their annual holiday party for abused women and their children, residents of Greenhouse Shelter. My two daughters were his elves. The following year, Dan recruited me to be an elf as well. In 1989, I decided to become more involved and became a hotline volunteer, committing four hours per week to answering phones, interacting with women and children, or whatever else was needed. (I spent a lot of time in the playroom with the kids.)

**What was the initial time commitment required to become involved?** The State of Illinois requires 41 hours of training (in this case, on domestic violence) to become a hotline volunteer. I worked as a hotline volunteer for approximately one-and-a-half years. Other CAWC functions which need volunteers, and do not require hotline training, are its two annual fundraisers. CAWC is involved with three other programs besides Greenhouse Shelter, which houses 42 women and children and is always full. The Domestic Violence Reduction Program—a collaboration between CAWC, Family Rescue, and the 3rd District Police Station—provides crisis intervention and follow-up response to families at risk, in addition to community training workshops on domestic violence. The Hospital Crisis Intervention Project provides on-site supportive services to abused women at Cook County Hospital, and offers staff on-going education and training on the identification, assessment,

*continued on page 7*

## THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

### 1995 Board of Directors

<b>President:</b> Suzanne Keers '88 312/942-7212	<b>VP-Career Management:</b> Kendra Leindecker '93 312/326-8979
<b>President-Elect:</b> Lisa M. Kieres '84 312/935-9383	<b>VP-Internal Communications:</b> Kathy Bailey '91 708/387-8822
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<b>VP-Programs:</b> Susan Miner '93 708/713-7587	<b>Director:</b> Julia Hathaway '90 312/281-6396

UCWBG (voice mail) 708/256-5804

## LifeWorks: Positioning

by Julie Danis '84

**Question:** How can you gain management experience, develop marketing and analytical skills, learn how to screen people like a human resource professional and become a food trend watcher all at the same time?

**Answer:** Try dating for 25 years.

**Next question:** How do you turn this personal experience into a professional asset?

**Answer:** It's all in the positioning.

"So, tell me something about yourself," the tenth interviewer this month asked. After much thought, I responded, "I've been dating for twenty-five years."

He sprang forward in his chair, propelled by shock, I suppose, but said calmly, "I mean something related to work and management and expertise of that sort." I could have said, "I'm diverse, eclectic, and well-rounded." But I knew he already believed I was different. I thought of discussing the common link between the short-term experiences in a variety of fields chronicled on my resume. But that goes back to being diverse, eclectic, and just me.

So, upon careful reflection, I continued my original line of thought. "Oh, dating is work," I said sincerely, "and it develops good management skills, also. After arbitrating dinner checks, movie choices, and television viewing rights, negotiating a sales target or compensation plan is easy. Communication skills rank high on my list of strengths due to dating. I've spent hours patiently listening to stories, presenting my own stories in the best light, and reading between the lines."

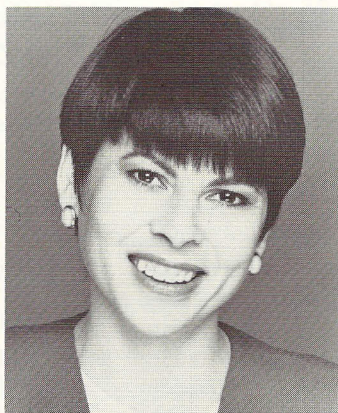
"And don't forget," I continued, "dating and analysis go hand-in-hand. A well-done due diligence lets you know when to cut your losses or continue to invest time, capital, and personal resources." My mind was cooking now. "I'm also familiar with mergers due to dating. Almost attempted one or two myself, but they felt more like an acquisition and I don't believe in white knights, anyway."

The interviewer listened without blinking as I related small group management skills to double-dating and crackerjack interviewing techniques to one-hour first dates. "I have great creative marketing skills from dating," I said, "as well as a nose for truth in advertising issues."

I summarized while remembering a quarter-century that started with soda pop and chips, moved to pizza and beer, and settled into chardonnay, sparkling water, crudites, and brie. "I've persevered and managed a complex issue through an ever-changing set of rules, while maintaining my search for excellence in a quality manner. I've lost out in a downsizing and sprung back with a re-engineered process. I know how to take risks as well as stick with something when the odds seem against me and the prospects are slim. I believe this makes me a management expert of sorts."

I stopped to breathe and he said, "I see," while scribbling something on my resume. The interview ended and we said our good-byes. On my way out I read his scribbles, upside-down. At the

*continued on page 7*



Julie Danis '84

## "What do you do?" Stumped? Read on...

by Anita R. Brick '81

To effectively promote a product, you must know what you're selling. In this case, the product is you. How would you describe what you do or want to do?

Let's say you are about to walk into a party of friendly, interested strangers who may be excellent professional contacts. How would you answer the simple question, "What do you do?" Some people freeze or come up with a long, unclear answer.

You should be prepared with a quick introduction, no more than one sentence. Think of it as the headline of an ad—concise and catchy. It should grab attention and make a person ask for more. Once you have her interest, she will want to learn more about you and perhaps help advance your career.

Put your "intro statement" into words you're comfortable with and that sound like you. Practice it often so it becomes second nature but not rehearsed. This introduction will also be a trusted ally in any media interviews. At parties or meetings a quick introduction will help get your message across before your new acquaintance gets distracted or bored and falls asleep.

Again, be real. Some professionals, overly immersed in their specialty, describe themselves in jargon-laden terms that no one else understands. Others get lost in their own words, confusing and losing the listener in the process. They talk about saving the world, speculate about how successful they'll be in two years, or go off on a tangent about how great they are. What a snooze!

Keep it brief. Share something appropriate about yourself. Look for the listener's interest or lack thereof and follow his lead. The best next step is to ask about the person you've just met. Everyone has a story to tell and appreciates a receptive audience.

The main point here is to make yourself accessible for further contact. If the situation permits, exchange phone numbers or business cards. You can save your brochure, article reprint, or press kit for a follow-up note. Doing too much too soon may seem pushy or even desperate. There's nothing to be gained from overwhelming your listener.

Talking about your work without inundating your new acquaintance with your marketing materials conveys how important your work is to you. Professionals work for many reasons in addition to making money. Sharing your sense of purpose and dedication tells others something about the real you—the first step in building a relationship.

Remember, if there's no genuine interaction, there's not much chance of making the contact a long-term resource. So know how to quickly answer the question "What do you do?" Ask it of others and listen with real interest. Don't forget to take action, one "appropriate" step at a time. Then enjoy the new relationships. ☛

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Send me your Visibility Plus Questions! If you include your phone number or e-mail address, you could end up in a future column (for a little more visibility). Please send your questions to Anita Brick, Visibility+ Questions, Box 14115, Chicago, IL 60614 or to [NMWBrickie@aol.com](mailto:NMWBrickie@aol.com).

*continued on page 7*

# A Message from Chandra Greer



Chandra Greer '90  
Immediate Past President

This year's *official* theme was "Celebrating the UCWBG" which we did in a number of ways, many of which are listed below. However, for me, 1994's *unofficial* theme was "Thinking Outside the Box." The 1994 board proved that in every U of C left-brainer, there's a right-brainer dying to get out. We look forward to even greater creative heights in 1995.

This year we staged several groundbreaking events. Our first event, *The Globalization of American Business*, spearheaded by Danielle Palmer (VP-Career Management) and Lisa Kieres (VP-Programs), was a fascinating look at how corporations deal with the opportunity and challenge of global markets. Dean Hamada moderated this panel discussion and got a first-hand and impressive look at our organization. In recognition of Dean Hamada's efforts to strengthen ties with his alumni constituency, including the UCWBG, we made him an honorary member.

Danielle and Lisa also brought us the *Exploring Alternative Career Pathways* event which was a unique opportunity to learn about not-for-profit careers and the "pathways" toward a job in this sector.

Through the efforts of Melanie Joyce (Director-at-Large) and Diane Dahl (President, 1992), the UCWBG brought The Body Shop's *Anita Roddick* to Chicago. In this wonderful event, held at The Art Institute, we heard the thrilling saga of how Roddick has taken the notion of corporate responsibility to the ultimate level.

At our annual *Networking Event*, we introduced the concept of progressive networking in order to maximize the number of contact points each attendee could estab-

lish. We also used the event as an opportunity to "celebrate" some of the goods and services produced and provided by those of our members who own their own businesses.

*The World's Smartest Garage Sale*, strategically held during the Sheffield Garden Walk, was our first fund-raiser and a huge success. It was also an interesting microcosm of economic and marketing theory and demonstrated the power of perception—some shoppers were too intimidated to bargain with us because of our U of C MBAs!

In cooperation with the XP and GSB clubs, we participated in the recent *GSB Career Conference*. Suzanne Keers (President-Elect), who orchestrated our end of the conference, made sure the UCWBG was celebrated at this forum, especially since the UCWBG founded the original Career Roundtables.

For the second year in a row, we sponsored a panel at the GSB Management Conference. This year's topic was "Managing the New Corporation" where we explored emerging organizational paradigms. We are well on our way to becoming a fixture at the Conference.

In addition to creating these great events, we also formed a *Philanthropic Committee* headed by Rae Fisher. Its mis-

sion is to provide an outlet for UCWBG members who want to give to the community-at-large.

In keeping with our tradition of providing multiple venues in which our members can enjoy the rewards of membership in the UCWBG, we also started a *Western Suburbs Subgroup* organized by Cathy Rericka.

Under the editorial leadership of Kathy Bailey (VP-Internal Communications) *The Exponent* is bigger and better than ever. Take a look through these pages and see for yourself.

We are currently initiating one of the biggest ideas ever—*UCWBG On-Line*. Our goal is to utilize Internet technology to reach our members electronically, which means efficiently, inexpensively and, perhaps most important, quickly. UCWBG On-Line will also give our members a way to quickly and easily tap into each other.

It's been a great year and next year, which marks the 15th anniversary of the UCWBG, promises to be even better. Look forward to great things from Suzanne Keers and her board in 1995. Thank you for allowing me to serve you in 1994.

Chandra Greer '90  
Immediate Past President



Anita Roddick, Diane Dahl, Chandra Greer, and Melanie Joyce

# UCWBG Special Interest Groups

## Philanthropic Committee Announces First Project

by Nancy Dschida

The Philanthropic Committee announces their first project: a collection of clothing and accessories for The Bottomless Closet. This collection will be done in conjunction with the March 18, 1995 UCWBG event, "The Balancing Equation: Managing Your Career and Your Life."

The Bottomless Closet collects professional women's clothing (suits, blouses, skirts, dresses) and accessories (jewelry, purses, belts, scarves, shoes) for women entering the work force. Generally these women are leaving the welfare rolls and need professional clothing for interviews and eventually a wardrobe for work. In addition, they accept winter coats, rain-coats, and boots.

The Bottomless Closet is set up as a boutique with racks of clothing nicely arranged, accessories in cases, and shoes on shoe racks. Makeshift dressing rooms are in the back, along with blouses, skirts, and accessories. Client Services Volunteers work as "personal shoppers" for the "clients," who are treated very professionally. Clients set up appointments during the week and are matched with a personal shopper. The clients are asked (or assisted by the personal shoppers if they don't know) what types of clothing and colors work best for them. The shop is currently located on the fifth floor of 444 North Wells. However, they should be moving to a larger location across the street, hopefully sometime in December.

In addition to the collection at the March 18 event, we will set up drop-off sites on the Tuesday and Thursday prior to the event for those members who cannot attend the March event. *All clothing donated must be cleaned and on hangers. They are most in need of larger sizes (size 14 and higher) and accessories.* The Bottomless Closet can afford to be selective as they receive a huge volume of clothing and any items that cannot be used are donated to women's shelters and to the Federal Defense Group (which picks up clothing for indigent women going to court who need nice clothes). Thus, no donations are wasted. Tax receipts are given for each donation.

We are looking for volunteers to help with calling circles, providing drop-off sites, assisting in the collection of clothes and

## North/Northwest Networking Group

by Agnes Roach '80

**Date:** Thursday, January 26  
Snow date: February 2  
**Time:** 6:30 P.M.  
**Place:** Celebrate Chinese New Year at Diana Carpenter's home  
3 Darby Lane  
Lincolnshire, IL  
708/940-9024

R.S.V.P. by 5:00 P.M. Tuesday, Jan. 24 to:  
Nancy Gunder 708/295-4014 or  
Agnes Roach 708/356-0575 or  
Virginia Tomasek 708/835-8475

The North/Northwest Networking Group will celebrate Chinese New Year with Chinese food at Diana Carpenter's home. This more relaxed atmosphere should be conducive to good networking, as well as a focus group being conducted by Christine Cantarino, to help plan better programs and services for the UCWBG. Be sure to put this date on your calendar to give us input, and to relax and socialize. Since we will be ordering the food ahead, it is necessary to let us know how much to order. So be sure

accessories the day of the event, making signs for the collection (to be posted at the downtown GSB center), and dropping off and sorting the clothes at the Bottomless Closet the day of the event.

In addition to collecting clothing, the Bottomless Closet is also interested in adding people to their volunteer list. For future projects, we could volunteer to take in and sort clothes; new volunteers are initially assigned to the basement to help sort inventory. This is done so that volunteers have an idea of the types of clothes in inventory. They ask that all volunteers attend an orientation session, if possible.

**The Bottomless Closet is in the process of setting up a mentoring program, job training classes, and seminars, such as how to do your make up for an interview, corporate fashion trends, resume writing, and interviewing skills. They are always in need of volunteers for these services.**

The Philanthropic Committee believes this will be a very fulfilling project, especially if we can provide volunteers for more than just a one-time event and clothing donations. The people at the Bottomless Closet are very upbeat and friendly, and we

to reserve. The cost will be divided among the participants, and is estimated to be around \$10-12. Note: bad weather forced us to reschedule last year, so we have set the snow date for Thursday, February 2 to allow you to enter it in your calendar now.

The North/Northwest Networking Group first met in November 1990 to provide an alternative type of meeting for members in the northern suburbs. Although attendees mostly come from the suburbs, *all* members are always welcome. If you would like to be on our phone or fax notification list, please let us know when you call to reserve. Next meeting will be in March.

### Directions when coming from the:

**South or North:** Take I-94 or I-294 to Route 22 (Half Day Road) and exit to go west. Drive .5 mile to the light at River Woods Road, and turn left (south). Drive .5 mile south to first street after light, which is Cambridge Lane, and turn right. Continue to third street on right which is Darby Lane. Turn right on Darby and it is the second house on the right. ☺

believe this will be a worthwhile organization for donating our services. We are already planning our next event—participating in a "Take Your Daughters to Work Day" involving young girls who are "at risk." We welcome any UCWBG members who would like to join our committee. Please call Rae Fischer at 708/913-4735 if you are interested. ☺

## Save the Date!

Saturday, March 18  
9:00 A.M. – 12:00 P.M.

**The Balancing Equation:  
Managing Your  
Career and Your Life**

Principles/Practices/Discussion

## UCWBG Mothers' Network

by Diana Carpenter '82

**Next meeting:** Thursday, January 19 in Deerfield. Call Susan at 708/940-0579 for details.

The UCWBG Marketing/PR Committee will conduct a focus group to assess the special needs of mothers who are members of the UCWBG.

Babies under a year old are welcome to accompany their mothers to the meeting.

Our last meeting was held on September 29 at my house in Lincolnshire. UCWBG Board Member Christine Cantarino attended. Christine is VP-Marketing/Public Relations, and much of the discussion revolved around the situations of UCWBG members who are mothers—both those employed outside the home and those who are full-time homemakers. Christine is arranging a facilitator to hold a full-fledged focus group on the topic at the January meeting.

Children were welcomed to accompany their moms to this meeting, and about ten children showed up—ranging from newborns to grade school age. My house is child-friendly, and I hired a sitter who is good with groups of children. She entertained them with crafts, games, and movies in the living room while the moms sat and talked around the kitchen table.

The noise level was fairly high, but that didn't seem to bother the veteran moms in the group. One problem was that many of the children did not want to leave!

Since becoming a mother two years ago, I have found very few activities in our society which welcome children. As a working mom, I find it difficult to justify hiring another sitter so I can go out in the evening, after the kids have been with a sitter all day. Often, mothers simply have to forego many social activities since children are not welcomed and child care may not be available or desirable.

This is the first UCWBG function to which children have been invited. We will continue to invite children to some but not all of our meetings, depending on the location and format of each gathering.

## West Suburban Networking Group

by Cathy Rericka '87

**Date:** Thursday, January 12  
**Time:** 6:30 P.M.  
**Place:** Baisi Thai Restaurant  
399 Oakbrook Center  
Oakbrook, IL  
708/571-8424

R.S.V.P. by 5:00 P.M. Tuesday, Jan. 8 to:  
Cathy Rericka 708/893-7903 (h)  
708/310-3633 (w)

This is the first meeting of the newly created West Suburban group. We will use the meeting to further define the activities of the group, as well as to network and get to know fellow graduates better over dinner. I look forward to meeting some of my fellow west suburbanites.

## Your Money

*"Women must save more early; they live longer and don't earn as much later in their careers."*

You're not a kid any more. If you plan to live happily ever after, you need a serious long-term investment plan, and quick.

How often have you heard that? Or said it? Sports fans get a heavy dose from TV commercials between innings and at half-time.

Recall the dead-serious John Hancock ad where the older brother says to his 25ish sibling, "You're making thirty (as in \$30,000) and you don't have anything like that?"

Few can hide. Merrill Lynch harps on how the 30-to-50 set is saving a third of what it'll need to retire. The first line in a T. Rowe Price retirement kit reads: "Dear Investor: Few people can afford not to plan..."

Enough already. Message received. We get it.

The problem is that arriving at a good long-term plan has rarely been more difficult. The tax code just changed—again. It's been rewritten seven times in 12 years.

The way you pay for health care, a key long-term consideration, is being overhauled. No one knows if Social Security will survive. Firms keep messing with retirement plans.

It's all far too unpredictable. As the T. Rowe Price kit goes on to say, "Planning for

retirement is like trying to hit a moving target blindfolded." For many, long-term financial planning has been reduced to simply socking away what they can afford and hoping it all works out.

That may be a strategy. But it's no plan.

The level of frustration in light of President Clinton's tax changes in 1993 is difficult to gauge. The changes mostly strike the rich, many of whom are reluctant to complain.

But Richard Larsen, partner at accounting firm Ernst & Young in Washington, D.C., says some rich clients are bristling at higher tax rates. They have been deferring income in recent years and now will be taxed at a top effective rate of 39.6%.

Had they accepted income as they earned it, the rate would have been the previous top, 31%. The bottom line, Larsen says: "You just can't do anything irrevocable any more."

Ask anyone who invested in a real estate limited partnership in the early 1980s. The 1986 tax act eliminated those and most other tax shelters. In the process, the tax changes eliminated a key financing source for the industry and helped bring down the real estate market. Many of the partnerships turned into investment disasters.

"I was in a couple of shelters myself," says Richard Shindell, an investment counselor at T. Rowe Price. "Back then, it seemed like the smart thing to do."

What seems smart today may also end up a bomb. The new tax law favors capital gains over ordinary income. That makes stocks a better value than bonds, at least for tax reasons.

But the next time Congress fiddles with taxes, it might decide the capital gains rate is too generous. Someone now might reasonably make stocks a bigger part of a long-term financial plan only to watch their investment lose its tax advantages.

The law was revised in 1981, 1982, 1983, 1986, 1987, 1990 and 1993. The 1981 action by Ronald Reagan lowered the top income-tax rate on investment income to 50% from 70% and was the start of a trend toward lower tax rates but fewer tax shelters. That trend reached its apex with the 1986 tax act, which lowered the top individual income-tax bracket to 28%.

That act also curbed the popular Individual Retirement Account and all but ended the tax shelter business. The 1990 tax increase that was George Bush's political undoing began to reverse falling tax rates. Clinton has taken that up a notch.

*continued on page 9*

## Swensson Profile, cont'd from page 2

and referral of victims. CAWC is also preparing to begin a major fundraising effort to provide subsidized housing for women and children in transition who are ready to move from the emergency support of the shelter environment, and need help in taking the next step.

**What is your present position at CAWC?** I have been a member of its board of directors for two years, and recently have become a board vice president. A large part of what the board does is to help with fundraising efforts, primarily through our two annual events—a fall Walkathon held along Lake Michigan, from Montrose to Oak Street Beach, and a “Visions of Chocolate” Gala scheduled for March 31, 1995 at the Nikko Hotel. Because our March Gala is such a fun event, attendance has grown over the past eight years to around 350 people. This year’s special guests will include Miss America 1991, Chicago’s own Marjorie Vincent, who spoke out against domestic violence throughout her reign. We’ll have a silent auction (with celebrity autographed items), sit-down dinner, great music, and our famous table of chocolate desserts to die for! Mark your calendars.

**Tell us about the Today’s Chicago Woman Foundation.** The foundation provides grants to charitable organizations helping women and children, primarily in crisis, and particularly focuses on funding smaller groups which do not have access to major funding sources. It was started by publisher Sherren Leigh, in response to requests from people to direct their donations to a worthy cause. I have served as a member of the Foundation’s grant selection committee for the past three years. Every spring TCWF solicits grant proposals. The grant selection group evaluates the proposals, performs site visits, and selects the organizations to be funded based on the Foundation’s funding criteria and available funds. Small events throughout the year and a major fundraiser in the fall provide most of the funds; however, donations are welcome at any time.

**Why do you do philanthropic work?** I didn’t set out to be involved only with women’s organizations, but that is how it has turned out for me. I feel very strongly about women helping women. I’ve been helped throughout my life by other women and I feel a need to pass it on. Women need each other’s help. I derive a great deal of satisfaction and pleasure from feeling as though my work is helping other people. I especially enjoy working directly with people and intend to go back to being a hotline volunteer after I graduate from the U of C in March 1995.

**What advice do you have for someone looking to become philanthropically involved?** There is a lot of need for assistance and there is an organization out there for everyone. We all have something to give; i.e., skills, experience. Just like finding a job, however, it may take some searching to find the right fit in a philanthropic organization. There is a lot to be said for becoming involved in a finite way, as I am with TCWF, because it can be squeezed into a busy schedule. On the other hand, for an organization to which you are strongly committed to its cause, as I am with CAWC, you end up giving much more time than you plan to, and the emotional rewards are more than worth it. Both kinds of involvement are valued by philanthropic organizations.

**How can I learn more about CAWC and TCWF?** Contact Ceece Straney, director of development at CAWC (312/489-9081) or me. For TCWF, contact the publication’s editor, Suzanne Krill, at the *Today’s Chicago Woman* offices, 312/951-7600.

**What advice do you have for the UCWBG about how we as a group can become more philanthropically involved?** I think the Philanthropic Committee is doing a good job of coming up with diverse ideas from the membership on how the UCWBG can give something back. CAWC is receiving a tremendous amount of assistance from the National Association of Women Business Owners (NAWBO) on its forthcoming March gala, and had strong support from the North Michigan Avenue Business and Professional Women’s Network (NM/BPW) for its Walkathon last fall. It is nice to see women’s business organizations getting their membership interested and involved in philanthropy. One way to carry the UCWBG’s efforts a step further would be to establish a clearinghouse whereby smaller organizations, like the Bottomless Closet (an organization that helps women find business attire for job interviews) and Eleanor House (a women’s residence looking for mentors for its residents) could call and ask for volunteers or assistance with specific tasks. Then the person in charge of the clearinghouse or bulletin board could either contact UCWBG members to ask them to become involved, or the announcements could be posted in *The Exponent* for members to read and respond directly.

**I think that is a great idea, Karen. If any of you know of a charity looking for assistance or if you would like to become involved with a charitable organization, please contact one of the members of the philanthropic committee. We will try and assist you.**

## President, cont'd from page 2

- A new subgroup interested in community service, named the G.I.F.T. Committee, which stands for “Giving Incentives for Tomorrow”
- A new subgroup focusing on our members in the western suburbs
- A pilot program attempting to form relationships between the UCWBG and selected companies

We all have our work cut out for us. I hope each of you will consider getting more involved as the UCWBG continues down the path of “Changing Approaches and Approaching Change.”

Suzanne Keers  
President

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## LifeWorks, cont'd from page 3

bottom of the page, at the end of the special skills section, where the resume declared proficiency in Lotus and fluency in French, he wrote, “Master in dating, bring this one back.”

*Julie Danis '84 is a marketing consultant, business and marketing writer and humorist, on her own as of January 1, 1995. She invites your comments and stories about trends and issues in the workplace and marketplace. Contact her at Danis-Sliter Co., 2130 Lincoln Park West, #15 South, Chicago, IL 60614, phone: 312/528-4338, fax and e-mail address to come soon.*

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## What Do You Do? cont'd from page 3

*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. Ms. Brick is currently looking for stories of individuals who faced obstacles in their personal or professional lives and fought back for her radio feature “No Matter What.” If you have an experience you’d like to share, please forward it to: Anita Brick, c/o No Matter What, P.O. Box 14115, Chicago, IL 60614, call at 312/549-4662, or send her an e-mail at NMWbrickie@aol.com.*

# Celebrating the UCWBG

## 1995 Exponent

The University of Chicago Women's Business Group, *The Exponent*, will continue to be printed on a bimonthly basis during 1995. Material can be submitted per the following schedule to Kathy Bailey by fax at 708/387-8565 or by e-mail at KABAILEY@lanmail.rmc.com.

<i>Exponent Issue</i>	<i>Copy Required</i>
March/April	February 10
May/June	April 7
July/August	June 9
September/October	August 11
November/December	October 6

Articles by members of the UCWBG are encouraged and appreciated.

## Information Exchange

**Diane Dawson, '80, 190**, was nominated and selected by *Crains Chicago Business* as a "40 Under 40 Young Executives to Watch" in the September 26 issue. Diane is CEO of Dawson Sales Company, 303 East Walker, Chicago.

**Andrea Yusim Meltzer, '89**, managing partner of Executive Options, Ltd., delivered the keynote address at the annual seminar for Part-Time Professionals at the University of Missouri in Kansas City on October 29, 1994. Ms. Meltzer's topic, "Flexibility in the Workplace—A View of Today and the Future," focused on providing insights to both employers and those seeking alternative work arrangements on how to successfully design and negotiate flexible career packages.

## Thank You, Chandra

On behalf of the 1994 board and all our members, I would like to say a special "Thank You" to Chandra Greer for all of her hard work in 1994. Under her leadership we were able to host some of our best events ever. Chandra "thinks big" and adds excitement and class to everything she does. It is our good fortune that Chandra will still be active as Immediate Past President in 1995.

Suzanne Keers  
President

## Lead a Young Woman to Excellence

by Chandra Greer '90

Josephinum High School is an all-girls school on the city's northwest side. The mission of the school is to provide inner-city women with a quality, values-based education so they will be able to fully participate in and contribute to society. That mission has become reality for many of these young women. Josephinum provides them with the necessary knowledge and skills, aesthetic sensitivity, courtesy, and self-confidence needed for success in college, business, and contemporary life. The numbers speak for themselves. Despite the fact that half of the 1994 graduating class entered Josephinum below grade level in some academic area, 98% of them will graduate and 85% plan to continue their education after graduation—rates well above average for public schools, especially inner-city schools.

On January 19, 1995, approximately 65 juniors from Josephinum High School will travel to various workplaces to fulfill the "shadowing" requirement of their junior year. Shadowing is an essential experiential component of the Josephinum students' curriculum. Students indicate a career they wish to observe. Josephinum then attempts to match each student with someone currently in that career. During the day, from about 9:00 A.M. until 1:30 P.M., the student observes the kinds of tasks and duties required of the individual performing their chosen career. At the end of this period, students ask questions of the person they are shadowing. This sharing helps students understand the requirements for obtaining the position they are interested in and gives them additional insight into their chosen career.

Many of these students have no knowledge or experience of the workplace. Almost none have parents in professional settings. The shadowing program gives them the experience they need to make informed choices about their future education and employment and inspires them to achieve their career goals. For many, it opens doors to a world they never knew existed.

As a UCWBG member, you could be a perfect role model for these young women. For just a few hours of your time, you can make a difference in a young woman's life. If you would like to be part of this experience, contact Chandra Greer at 312/220-5043.

## Seeking Interested Members for Planning Meetings—Building Corporate Relationships with the UCWBG

As president-elect, I am dedicating myself to two main goals in 1995: 1) Support Sue Keers in her objectives for the year, and 2) Begin to develop goals and coordinate UCWBG resources to build stronger relationships with the corporate community. My second goal involves a multi-year effort, but I look to set our course and begin activities in 1995. I believe there are opportunities to increase our visibility in the business community, tap the innovations and expertise of corporations and their leadership, create opportunities for corporate sponsorships, and overall, increase the value of membership in the UCWBG for all of us. I am building a committee to work on this issue with me in 1995. We will brainstorm on possibilities and approaches, develop a workplan for '95 and '96, and begin activities. I will hold two meetings to make it easier for people to attend. If you are interested in getting involved in 1995 and possibly attending one of the meetings, call Lisa Kieres at 312/472-9366. Please RSVP.

**Wednesday, January 25, 6:15–7:30 P.M. at Ann Sather's Restaurant on Belmont OR Saturday, January 28, 9:00–10:30 A.M. at 1208 West Eddy, Chicago.** Parking is easy and free at both locations.

## A Big Holiday Thank You!

The UCWBG wishes to thank the following companies and individuals for their raffle donation at the annual UCWBG Holiday Party. In addition, we are grateful to those members who enlisted their company's support for this program.

Anhaeuser Busch  
Christine Cantarino  
Daily Money Management  
Hair Loft  
Harris Media  
Harris Trust and Savings Bank—Capital Markets Group and The Women in Business, Accountants, Consultants Group  
Household Bank  
Lundahl Enterprises  
Maxine, Ltd — Hair Salon  
NMD & Company  
Omni Hotel  
Out & About, Inc.  
Jane Ranshaw and Associates  
Caryl Pedersen  
Steve Sturn Studios  
Victor's European Spa

**Money, cont'd from page 6**

That Washington merry-go-round is only part of what complicates serious long-term financial planning. Increasingly, companies are de-emphasizing pension plans with guaranteed payouts. Those have become too expensive. Now, most employees get a defined contribution plan such as a 401(k) where they direct investments themselves and must live with largely unpredictable results.

What's next? Maybe your company will decide it's time to push back the age when you'll be eligible for a pension. Just like that, you must work longer or make do with less.

More uncertainty surrounds Social Security benefits, which some predict will dwindle to the point of being meaningless.

"The logical assumption is that there is going to be less rather than more available to you at retirement from the government and your employer," says Bradlee Perry, investment counselor at money management firm David L. Babson.

Long-term financial planning always has had its share of uncertainties: unforeseen expenses, illness, a forced job switch, bumps in the economy that jar the stock and bond markets. In general, financial planners have advised planning based on what you know and forgetting about what you don't know.

Though there are more unknowables today, the same logic applies. "In a long-term plan, you're not trying to get it down to the penny anyway," says William Brennan, a partner at accounting firm Ernst & Young. Some pointers from the pros:

- Be flexible. Think in terms of objectives—what you're saving for: a house, college, retirement. Consider how much risk you're willing to take. Then devise a basic stocks-bonds-savings mix that seems appropriate.

You might want to have more in stocks, for example, if you're saving for retirement as opposed to something near-term like a car. "You've got to have a basic plan but be willing to revise it," says Steve Norwitz, spokesman at T. Rowe Price.

An annual review is a good idea. If anything changes, from the market outlook to tax laws to your objectives, adjust.

- Focus on the big picture. The trend in tax rates is up. The trend in health-care is greater out-of-pocket expense. Companies are taking less responsibility for your retirement, not more. Details are less important than getting the direction right, says Sung Won Sohn, economist at Norwest in Minneapolis. "Long-term trends really are not that difficult to discern."


- Concentrate on the basics. As a rule, building a retirement account by deferring income is a winner. So much the better if an

employer is matching all or a portion of what you set aside. That means such things as IRAs, 401(k)s and Keoghs should remain a big part of any long-term plan.

Municipal bonds probably never will lose their tax-exempt status. And while the mortgage interest deduction comes under fire from time to time, it isn't likely to be junked soon.

- Don't make investments for tax reasons alone. "There is such a level of hysteria that surrounds a tax change," Shindell says. "People naively feel they've got to react or they're somehow going to miss out in the long run." Shindell says his tax shelter misadventure years ago was just such a reaction.

Now, he says, "I try to invest as simply and directly as possible with a view for the long term and screw the rest of it."

And remember, Shindell says, "First, last and always, you have to make money to have tax problems." 

*by Daniel Kadlec, USA Today, reprinted with permission*

**Saving (as a percentage of after-tax household income) beyond pension plans**

Household	Ages: 25-34	35-44	45-54	55-64
Single women earning \$30,000	11.4% <sup>1</sup>	9.6%	10.6%	8.9%
Single women earning \$50,000	10.0% <sup>1</sup>	10.0%	11.8%	15.7%
Single men earning \$50,000	1.3%	7.5%	13.3%	18.2%
Married couples earning \$50,000	1.9%	5.2%	11.7%	17.2%
Married couples earning \$100,000	4.7%	9.3%	16.6%	22.6%

1-Women must save more early; on average they live longer and don't earn as much later in their careers



**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 or e-mail to [kabailey@lanmail.rmc.com](mailto:kabailey@lanmail.rmc.com).

- New Address
- New Job
- Promotion or Award
- Accomplishment

Name \_\_\_\_\_

Day Phone \_\_\_\_\_

Class Year \_\_\_\_\_  Campus  190  XP \_\_\_\_\_

Please describe any change in the space below.

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# Calendar

- 28 Corporate Relationship Meeting, 9:00-10:30 A.M.  
1208 West Eddy, Chicago  
Contact: Lisa Kieres, 312/472-9366  
(See article on page 8)

## January

- 12 West Suburban Networking Group  
Baisi Thai Restaurant, 6:30 P.M.  
399 Oakbrook Center, Oakbrook  
Contact: Cathy Rericka, 708/893-7903 or 708/310-3633  
(See article on page 6)
- 14 UCWBG Board Meeting, 9:00-11:30 A.M.  
GSB Downtown Center, 450 North Cityfront Center
- 19 Mothers' Network, Deerfield  
Contact: Susan, 708/940-0579  
(See article on page 6)
- 25 Corporate Relationship Meeting, 6:15-7:30 P.M.  
Ann Sather's on Belmont  
Contact: Lisa Kieres, 312/472-9366  
(See article on page 8)
- 26 North/Northwest Networking Group, 6:30 P.M.  
3 Darby Lane, Lincolnshire, IL  
Contact: Agnes Roach, 708/356-0575  
(See article on page 5)

## February

- 8 Introduction to Information Superhighway  
GSB Downtown Center, 450 North Cityfront Center  
Contact: Kendra Leindecker, 312/326-8979  
(See article on front page)
- 10 Exponent Deadline
- 11 UCWBG Board Meeting, 9:00 A.M.  
GSB Downtown Center, 450 North Cityfront Center

## March

- 11 UCWBG Board Meeting, 9:00 A.M.  
GSB Downtown Center, 450 North Cityfront Center
- 18 The Balancing Equation, 9:00 A.M.-12:00 P.M.  
GSB Downtown Center, 450 North Cityfront Center  
Contact: Kendra Leindecker, 312/326-8979

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



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# Tame the Data Highway

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