



The Exponent

March/April 1995

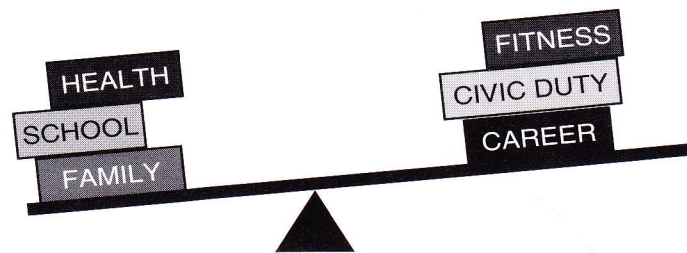
THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

The Balance Equation: New Variables, Different Outcomes

by Valerie Anderson Lewis '95

We live in an ever increasingly complicated world. Our lives are driven by a variety of activities, obligations, and commitments. Most of the time we enjoy these commitments, but the demands of family, school (some of us haven't crossed that bridge yet), career, and professional, civic and social organizations keep us on our toes, as we try to juggle all these activities successfully. It is easy to feel overwhelmed by the magnitude of it all – a complicated balancing act.

Where do we find a solution to this complicated balance equation? We have all attended at least one seminar on managing time more effectively, but surely there are other avenues of approach. It is often promoted that today's woman can do anything and everything she wants. We are living in the so-called era of the "Superwoman" with



all the pressures of living up to this often self-imposed standard. Certainly, if anyone can do it, we can! Can we do and have everything at the same time and do we want to? What do we really need to develop for personal and professional fulfillment?

To explore these issues, join us on Saturday, March 18. Rosemary Charny, orga-

nization development specialist at Northwestern Memorial Hospital, will lead an inspiring and fun seminar. She will help us ponder what is important to us as individuals, and teach us how to define variables important for a solution to our own balance equation. There will be individual exercises as well as small group discussions to help us develop ideas and tactics.

Save the date—March 18. A flyer with all of the details will be mailed shortly. A participant survey will also be included to determine interest group topics, balance tactics currently used, and expectations. A continental breakfast will be served.

The Giving Incentives For Tomorrow (GIFT) committee will be collecting donations for the Bottomless Closet at this event. The Bottomless Closet collects clothing for

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- WHAT:** The Balance Equation: New Variables, Different Outcomes
- WHEN:** Saturday, March 18; 8:30 A.M.-12:00 P.M.
- WHERE:** GSB Downtown Center
450 North Cityfront Plaza, Dining Room, 6th Floor
- COST:** \$20 UCWBG members; \$25 non-members, includes continental breakfast

The Balance Equation: New Variables, Different Outcomes Saturday, March 18, 1995

Member Name _____ Day Phone () _____

Guest Name(s) _____

Number of Ticket(s): ___ Members (\$20) ___ Non-members (\$25) Total Amount: _____

Select payment option: Check enclosed Visa Mastercard

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A Message from Suzanne Keers

As I am writing this, we have just held the first event of our 15th anniversary year: "Introduction to the Information Super Highway 101." More than seventy members and guests attended, a number which far exceeded our expectations. We on the board of directors and Career Management committee take this as a strong message – namely, that the topic we have chosen as a major focus for this year is of value to our members.



Suzanne Keers '88
President

Promoting the use of the Internet among UCWBG members is one of my goals as president and is in alignment with our theme for this year, "Changing Approaches – Approaching Change."

While the full capability of the Internet is still uncertain, it is clear that this technology will impact all of our lives. There is a vast potential for our members, whether as business owners or employees of corporations, to become more successful by understanding and using the Internet. The rapid exchange of information, the potential for advertising and maintaining closer contact with customers, will change the way business is conducted. Those who use and understand the Internet will change the way business is conducted.

Networking has always been part of our mission, and the Internet is clearly a very powerful, cutting edge networking tool. There is untapped potential for an entirely new way of networking and making connections among our members. With the publication of e-mail addresses in our directory this year, we hope to make it possible for each and every member to be able to contact each other quickly, for information, advice, and mentoring.

We are in the process of planning more events dealing with the Internet and at the same time the board will be experimenting with conducting club business on-line. We hope that these actions will position the UCWBG and its members to stay on the cutting edge of change.

Suzanne Keers
President

Profile: Lisa Kieres

The president-elect serves on the advisory board committee, chairs the leadership forum meetings, and assists the president and immediate past president with any current or upcoming 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 group.



Lisa graduated with a BBA in business from Notre Dame in 1981 and a Finance MBA from

Lisa Kieres '84
President-Elect

the GSB campus program in 1984. She worked as a management consultant for Touche Ross in Chicago from 1981-1991 prior to joining the Eaglebrook Companies in Chicago. There, as VP of Finance and Operations, she was responsible for the design and implementation of Eaglebrook Product's quality program, production systems, expansion financing, planning and analysis, employee training, and team coordination. In 1993, she began a business part time called Daily Money Management, catering to the senior market, and left Eaglebrook in 1994 to pursue this opportunity full time. Lisa and her husband, Frank Salathe, live in Chicago with their 9-month-old son, Tyler.

Lisa has been an active UCWBG member for several years and participated with the Program committee since 1993, leading the committee in 1994. "My goal for 1995 is to support Sue Keers in her programs and ideas and prepare for the responsibility that 1996 will bring. My vision for my leadership in the future is to look outward into the business community and our membership to raise the value of a membership in the UCWBG. Some areas I would like to focus on include building increased presence in the business community, gaining financial strength to bring great programs at great value to more of our members, and creatively develop ways to increase membership value through other benefits."

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

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LifeWorks: On the Road to Fitness

by Julie Danis '84

The presentation is polished. It's time to pack and worry about the consequences of the business trip. Not about what might happen to my career if there is a bad meeting or some client conflict.

No, I worry about the weight and stress consequences from spending a week on the road away from my exercise routine.

I think exercise is very important on the road. It provides a break from endless meetings; refuge from demanding clients, customers, and co-workers; recharges the brain after sleepy seminars and helps to balance the scale after several days and nights of client entertaining. But it's still hard to do.

It's a challenge to regularly exercise at home. It's heroic to try to keep your heart rate up on the road. There are so many obstacles: from deciding what to pack, to finding the time and place to sweat in foreign territory. Plus there's no exercise buddy to prod or favorite aerobics instructor to motivate.

Exercise experts and enthusiasts will disagree with me. "Find a personal trainer," my friend the personal trainer said. Maybe in New York, but what about Kalamazoo? Plus if you don't do that at home, why start on the road, I think.

I know I could run outside. But the last time I jogged in a strange city I tripped trying to read a map and went to a meeting with a limp and an oozing skid mark on my leg.

Walkers say they can walk in any town. I agree, but I'm not walking two feet outside if it's 50 degrees below zero in Buffalo. And forget the indoor mall. I would end up window shopping and that is by no means aerobic.

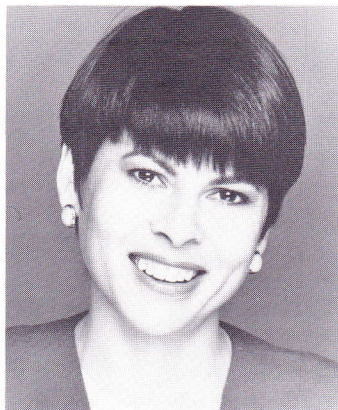
Hotels with health clubs are popular business traveler destinations. But why do all my meetings start before the club opens and end long after it closes? Nice benefit if you can get in.

Stair master people suggest hiking hotel stairs. Well, I've seen too many late-night movies with evil lurking inside stairwells to try this idea out alone. Plus stairwells can be hard to exit. The thought of locking myself inside one, then walking down 20 flights and exiting into a plush hotel lobby in sweat pants and a t-shirt convinces me to look for alternatives.

Fitness gurus are full of hotel room training tips. Do triceps dips off the edge of the bathtub, leg lifts with the telephone book, jump rope to MTV – and hope no one is trying to sleep below. If my business schedule allows for any extra time in my room, I'd rather dip into a nice hot bath and lift a cool bottle of sparking water from the mini-bar.

I review the contents of my suitcase one more time. Working clothes and workout clothes. Meeting props and exercise equipment – walkman, wrist weights, elastic bands, jump rope, and a fabulous abs video in case the hotel is really nice and has a VCR. I hesitate and then unpack the small travel trampoline I purchased from one of those airline catalogs while I circled La Guardia one night.

I'm determined to work out on this trip. Just lifting the suitcase off the bed counts as a weight-bearing exercise in my book. And I'm sure I'll be late as always for the plane – so I'll get a little jog in before take-off. Then there's the dancing I might have to do in front of the



Julie Danis '84

Claim Your Visibility Plus Prize

by Anita R. Brick '81

Did you become a media star in 1994? Get interviewed on CNN or quoted in *The Wall Street Journal*? Or even write an informative article for an association or alumni newsletter? If 1994 was a Visibility Plus success, congratulations. If not, now is the time to stand up and get noticed. Remember, just do it at your own pace and on your own terms and you'll reap the rewards of promoting yourself.

As you market yourself in 1995, be sure your Visibility Plus efforts:

- 1. Establish or reinforce your credibility.** People rely on past history to make hiring decisions today. Your reputation facilitates your selling projects to clients or upper management. It's easier to get an article published if you've already published one. Success builds on success. It pays to capitalize on whatever success you enjoy. So remember to tell the world what you've done and what you're capable of doing.
- 2. Get you known to a wider circle of people.** Expand the universe of the number of individuals in your target markets who recognize your name and expertise. Reach out to new markets, both inside and outside of your organization. While it's more comfortable to do what you've always done, it's very limiting.
- 3. Inform or remind your target audience of you and your expertise.** Keep your name current. People forget. Sometimes, even though you establish dependability and credibility, the marketplace overlooks you. Being visible reminds your target audiences you're around, working, and available.

People tend to trust professionals they've heard of and are willing to pay well for their services. Through your Visibility Plus actions, people get to know *your* name. Keep it circulating. Keep it present in memos, articles, on-air, and on-line. When potential employers or clients think of your area of expertise, you want your name to pop into their heads. Visibility Plus helps.

- 4. Encourage others to network for you and assist you in your promotional activities.** A subculture of networking exists. It operates on a pyramid effect. A person who knows and admires your work tells a few friends. These people then tell other people, and theoretically on and on ad infinitum. Consequently, the more people who know about you and your expertise, the farther this networking effect extends. Whatever Visibility Plus activities you do send off concentric circles, like ripples in a lake, circulating to a much wider audience. Wider audiences lead to more options and greater opportunities.

So in 1995, stick your big toe in the water and take a few BabyStepsSM to expose you and your career. Perhaps you start by telling a few new people about what you do. Or maybe you launch a full-scale Visibility Plus campaign and end up as a special guest on ABC's *Nightline*. Just take some action. You'll see some immediate rewards and then others for years to come. ♣

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Stuck? Learn how to make progress on your goals in 1995! For a free Brick BabySteps Tip Sheet, send \$1.00 to cover postage and handling to Anita Brick, BabySteps Tip Sheet, Box 14115, Chicago, IL 60614 or 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

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Get Connected!

by Kendra S. Leindecker '93

The Career Management committee sponsored the UCWBG's first of a series of events dealing with the information superhighway on Wednesday, February 8. If only one message were given during "Introduction to the Information Superhighway," it would be: *The Internet is an unorganized, chaotic anarchy! There are no rules to follow! Simply get yourself access, sign on, and try it!*

The evening opened with **Patricia Skarulis**, CIO of Rush-Presbyterian-St. Luke's, who gave a very energetic talk

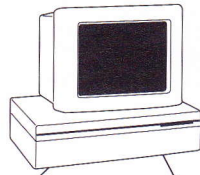


on the origin of the Internet and stressed the ever-increasing importance of being connected. Skarulis tried to break down the false barriers that seem to surround this topic and noted that at this stage, society is portraying the Internet in a "macho" way, and that it "seems like you gotta get muscles to get onto the Internet."

Quite the contrary! When approaching the Internet, the audience was advised to "think like a child," without hesitations. "Start to play the game and figure out the rules as you go along," Skarulis urged. Many of us are used to reading manuals to understand rules, but no matter how much one reads on the topic, the best way to become familiar with the Internet is to try it.

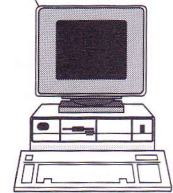
The concept of the Internet began back in the 1970s, when research universities developed a network of minicomputers, funded by DARPA (Department of Defense Advanced Research Project Agency), such that if one computer failed, any message in process would be rerouted to get to its final destination. Soon afterward, computer science departments began to connect to the computers and the BITNET was formed. A similar network in Europe, EURN, was also in the works, and the connection between BITNET and EURN via transatlantic cable funded by IBM was the birth of the Internet society. There has never been structure to this process which makes this topic still somewhat ambiguous today.

After learning exactly *what* the Internet is, members of the audience heard many compelling reasons *why* they would want



to be connected. **Mary Jane Grinstead**, VP marketing and sales at ARDIS, a wireless communications company, has been involved in getting more than 38,000 users connected to the Internet.

Grinstead focused her talk on the Internet's use for business and personal communication. She highlighted three capabilities of which UCWBG members should be aware. First and foremost, access to electronic mail (e-mail) will become essential in operating businesses on a global basis. Data conversations, as she called it, are a convenient way to communicate and respond immediately. Grinstead showed her company's devices which are the size of a small portfolio and can be carried by the user anywhere, anytime. For business purposes, she has found that responding to customers via connection to the Internet has increased their satisfaction of services.



A second reason why companies, as well as individuals, would want to be connected to the Internet is the amount of information in society to which users have access. Bulletin boards are an especially useful way for a company to represent its products and services. Newsletters can be updated continuously, so the customer is as informed as its representatives. And, so far, bulletin board services are a very inexpensive way to advertise. By being connected to the Internet, users have access to an infinitely growing amount of databases of information.

A final reason Grinstead stressed is the users' access to services like America Online, Prodigy, and CompuServ, which offer numerous services, including news updates, special topics, current events, e-mail, etc.

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Featured speakers: (l to r) Patricia Skarulis, Margaret Lundahl, Mary Jane Grinstead

Taming the Data Highway

Reprinted from the *Chicago Tribune*,
Sunday, November 13, 1994
by James Coates

<http://www.whitehouse.gov>

A new variety of technobabble written along the lines of the computer command above stands poised to become a household word.

That word is Mosaic. It is, in the minds of many, the computer world's third killer application, after word processors and spreadsheets, and the hottest phenomenon on-line since e-mail.

"I frankly don't see how [Mosaic] could avoid becoming the dominant medium for information distribution in the 21st Century," said Michael Hakimi of American Information Systems in Schaumburg.

Hailed as a digital wonder in business, technical, and hobbyist circles, Mosaic does nothing less than make the enormously complex Internet almost as easy to use as a modern, mouse-driven computer screen.

The program is in heavy use everywhere from the White House, where it helps reach technologically minded voters, to a few Pizza Hut franchises that use Mosaic to display pictures of pies and take on-line orders from customers with modem-equipped computers.

With Mosaic, personal-computer users click on pictures or groups of words called hypertext that trigger the computer's telephone modem to launch worldwide computer network searches.

These high-speed global searches access a set of Internet services known as the World Wide Web, seeking out and retrieving the data represented by the words or pictures.

That data can be as simple as a recipe for tuna casserole or as complex as a full-blown Hollywood movie, the contents of an entire music CD, or every story and ad in a daily newspaper.

No matter what the content, it is transmitted via the Internet's ultrahigh-speed backbone of communication lines directly into the storage space of the home or office computer that made the request.

Once it is retrieved, the movie, recipe, photo, song, radio program, or whatever information is involved, can be displayed at will.

Born in the laboratories of the National Center for Supercomputer Applications, or NCSA, on the University of Illinois campus at Urbana-Champaign, Mosaic is striding across the landscape of America's information and entertainment media.

Companies that have bought it, use it, and sing its praises include a blue-chip pantheon of International Business Ma-

chines Corp., AT&T Corp., NEC Corp. and Digital Equipment Corp.

Other boosters include media conglomerates Time-Warner Inc. and Hearst Corp.

The university estimates that 2 million copies of its Mosaic software are in use on home and office desktop computers worldwide, and it says people with access to the Internet are downloading about 50,000 copies monthly.

Mosaic has been available for commercial use for only a few months, but already corporate America is seething with plans for Mosaic far more grandiose than mere political campaigns and pizza peddling.

For example, growing numbers of media industry forces, including Tribune Co., owner of this newspaper, are experimenting with Mosaic as a way to put newspaper stories and other programming onto the Internet for delivery to consumers.

Because Mosaic puts photographic-quality pictures on computer screens, it can be used for things such as moving newspapers across phone lines in a form much like readers get in the paper version.

Earlier this month, for example, when a strike broke out pitting the staffs of San Francisco's two major daily newspapers against the San Francisco Newspaper Agency, the workers started publishing a version of their strike paper on Mosaic. The Chronicle and Examiner themselves have been on the Internet for more than a month.

The Electric Examiner and a similar on-line version of the Chronicle published in Mosaic form by the San Francisco Newspaper Agency (which operates the two papers, owned, respectively, by Hearst Corp. and Chronicle Publishing Co.), compete with the strikers' San Francisco Free Press to win readers – and sympathy – as the strike continues.

The feuding e-papers feature photos, stories, captions, editorials, and comics. The strikers' paper, for example, continues to run Herb Caen's popular column, while the corporate Mosaic versions offer Examiner and Chronicle editorials.

While Mosaic has some of the characteristics of much better-known on-line computer services such as Prodigy, CompuServe and America Online, it requires a different sort of dial-up link.

This link, called serial line Internet protocol, is sold by a newly emerging type of business called Internet service providers, which tend to operate on the local level rather than nationwide.

The three most active providers in the Chicago area are InterAccess Inc. in Northbrook, MCSnet in Chicago, and

American Information Systems in Schaumburg.

These three, which have signed up thousands of customers in recent weeks, rent time and space on computers that are linked to the Internet by high-speed telecommunications lines.

At American Information Systems, Hakimi, who is vice president for finance, called Mosaic "the most efficient and effective way to distribute information worldwide."

As Hakimi noted, the implications of Mosaic far transcend the narrow world of personal-computer users who are delving into the worldwide network of an estimated 30,000 computer networks that make up the Internet.

Mosaic's potential in the home is not limited to households that have personal computers, currently about 30 million.

Nearly all American households – 96 million of them – have TV sets, a fertile field for Mosaic growth. In experiments, Mosaic has been connected to high-speed fiber-optic cable networks and used to serve up movies on demand.

Moving information to TVs, as Mosaic already does for computers, is a key goal of telecommunications giants such as Ameritech Corp. and Tele-Communications Inc., out to revolutionize mass media and business communications by creating an information superhighway.

However, technological, regulatory, and even philosophical issues make movies on demand and similar infobahn schemes unlikely to come true in the near future.

The greatest technical stumbling block to video on demand is that it requires what is called high bandwidth, or phone lines capable of moving more than 1.4 million bits of information per second to carry the vast amounts of data required for a movie.

But at the bandwidths of just 14,000 bits per second that are commonly available on modern home and office computers, many other forms of data work well on the Internet.

Thus, Mosaic already is a booming reality when it comes to moving lower-bandwidth sounds, still pictures, and computer graphics, including text, in a rich mixture of type styles and sizes.

Packages such as the San Francisco on-line newspapers, the White House offering, and the Pizza Hut computer-ordering initiative are put together by a new breed of computer consulting experts specializing in what amounts to a new discipline in the graphic arts.

They include people such as Hakimi and Harry Anastopoulos, chief executive at Chicago-based Telusys Inc., a company pioneering the process of helping clients get their content onto the Internet via Mosaic and other programs being created in its image.

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Celebrating the UCWBG

Information Exchange

Helen Hodges, XP-53, president of SSCI, has purchased a 23,000 square foot building and her firm has moved into 8,000 s.f. with the remaining space available for rental. The building has been named "The Environmental Centre." The firm's new address is 17041 El Camino Real #200, Houston, TX 77058.

Cindy Monroe, Campus, '82, has joined Cambridge Technology Partners as marketing manager, Central Region, based in Chicago. She is responsible for marketing plans, programs, and business development for CTP's strategic applications consulting services throughout the twenty-state region. Her new work phone is 312/558-1475.

Laura Starks Dannenmaier, Campus, '83, and her husband, Joe, welcomed a new daughter, Katherine, in February 1994. She changed her last name in September, began a new job with JC Penney's Treasurer's Department in October, finished a term as chair of the board of directors of the Dallas Metropolitan YWCA in November, and is currently remodeling a house and preparing to move before the end of February. Quite a busy year!

Consulting Seminar to Be Conducted by UCWBG Member

The one-day seminar "Consulting: Profiting from Change" will be conducted by UCWBG member Jane Ranshaw in Chicago, March 25 at the Holiday Inn Mart Plaza. It will be repeated on April 29 at the La Quinta Inn-O'Hare. Geared especially to independent consultants and those considering a career change, the seminar focuses on practical advice, such as defining strengths and markets, finding potential clients, turning proposals into assignments, and negotiating fees. Participants leave with reference materials and an Action Plan, plus a copy of Jane's book *101 Tips for Marketing Your Services*. UCWBG members receive a 10% discount and there's another 10% discount for registering by March 10. Contact Jane at Jane Ranshaw & Associates, Inc., Suite 11C, 3750 N. Lake Shore Drive, Chicago, IL 60613 or at 312/281-0932.

Job Opportunity: Director Financial Analysis and Planning (Chicago)

Well-established, growing, leading division of a Fortune 500 leasing and service company seeks a director of financial analysis and planning with potential to become CFO. Focusing on financial and business planning and corporate finance, this individual will lead and manage the business planning function which is primarily responsible for supporting the financial decisions of this company. The ideal candidate must possess or be in the process of getting an MBA, have sophisticated financial expertise, and excellent management/leadership abilities. This individual must possess good business savvy and the ability to think from a business standpoint. Additionally, this person must have a financial theoretical mind, who can apply it in a real world basis. The ideal candidate will most likely come from the treasury department or financial analysis department of a leasing or industrial company and possess approximately 7 to 15 years experience. Leasing experience is preferred and international finance is a plus. This individual will lead the business planning group to: focus on performance measurements, develop sophisticated pricing methodologies, structure transactions, financial modeling, forecasting and budgeting, as well as developing the talent of the department as the company continues to grow both domestically and internationally.

Additional responsibilities will include: Analyzing investment performance and defining return criteria and measurement; leading sophisticated financial planning activities including valuation of business strategies; hedge and interest rate risk management.

For more information, contact:

Susan Reyman

S. Reyman & Associates, Ltd.

312/580-0808

Or send resume to:

20 N. Michigan Avenue, Suite 520

Chicago, IL 60602

Fax: 312/580-1181

XP Club Event: An Evening with Warren L. Batts

This event will be held Wednesday, March 15 at the University of Chicago Downtown Center, 450 North Cityfront Plaza Drive, Chicago. Reception and cocktails will be at 5:30 P.M.; the presentation "Premark—Then and Now" will begin at 6:30 P.M. and will be followed at 7:30 P.M. by coffee and questions.

Warren L. Batts is chairman and CEO of Premark International, Inc., a \$3.0 billion multinational company, markets premium products in more than 100 countries under leading brand names such as Tupperware, Hobart, West Bend, and Florida Tile. Formerly, Batts was president and co-CEO of Triangle Corporation, a hand-tool manufacturing firm he co-founded in 1967. In 1971 he joined Mead Corporation as a vice president. He became president and chief operating officer in 1973, and was elected CEO in 1978. Batts was named president and chief operating officer of Dart Industries shortly before the company merged with Kraft in 1980, and he was elected president and chief operating officer of Dart & Kraft the following year. When Kraft spun off most of its non-food operations in 1986, Batts took charge of the new company, which was subsequently named Premark International, Inc. Batts earned a B.S. degree in electrical engineering from Georgia Institute of Technology and an M.B.A. degree from the Harvard Business School. He currently serves on the board of directors of The Allstate Corporation; Cooper Industries; Sears, Roebuck & Co.; Spring Corporation; The National Association of Manufacturers; and Children's Memorial Hospital-Chicago. He is a trustee of Northwestern University.

The cost for this event is \$15 for XPC, UCWBG, and Chicago GSB club members and current students; \$25 non-club members. For further information, call Michael C. Farkas XP-60 at 708/459-8937.

Balance Equation, cont'd from front page

women entering the workplace. Generally, these women are leaving the welfare rolls and need professional clothing for interviews and ultimately for work. Please bring an article of clothing (suit, blouse, skirt, dress) and/or accessory item (jewelry, belt, purse, scarf, shoes). Winter coats, boots, and raincoats are acceptable. All clothing donated must be cleaned and on hangers. For drop off site information, please call UCWBG voice mail at 708/256-5804. ☞

Data Highway, cont'd from page 7

Such programs are called Internet browsers, and all are based on the NCSA's Mosaic standard.

Anastopoulos, working out of studios on the Near West Side, has set up computers to use Mosaic-style browsers for purposes as diverse as letting customers view on-line catalogs of factory machine parts and helping to market toupees.

"For a fraction of the cost of a printed catalog or an ad somewhere, we can put together an interactive brochure that not only lets customers see the product in full color at their leisure in their homes or offices, but it also lets those customers order merchandise," Anastopoulos said.

Recent months have seen a rush to commercialize the new technique, which promises to become a way to offer everything from interactive catalog shopping to up-to-the-minute stock quotes for a fee.

And months before the San Francisco strike, traditional media companies including Ted Turner's CNN and the Casper, Wyo., Star-Tribune started putting their content into Mosaic-friendly computer files called home pages.

The Casper newspaper home page lets readers browse through the content of the entire paper for the current week, plus it boasts links to worldwide media including the Irish Times and Commerce Business Daily.

CNN's home page includes links that let users read the scripts that CNN's anchors and reporters are using in their on-air reports.

Mosaic's proponents, such as executives at Naperville-based Spyglass Inc., who have invested millions of dollars promoting the software, say this revolutionary system will become the framework that allows

ordinary Americans to get the bulk of their news, entertainment, and information in the fast-approaching future.

The U. of I., which holds the copyright to Mosaic, this summer selected Spyglass to market commercial versions of Mosaic to businesses even as the program will continue to be available free to home-computer users.

Spyglass has licensed Mosaic to a number of major corporations in the computer industry. While details of individual deals are confidential, company spokesmen indicated that revenues to the university will be in the multi-millions of dollars.

Spyglass claims it has sold 10 million licenses to companies that are incorporating it into individual products.

In many cases the revenues will depend on how many computers with Mosaic loaded on their hard drives are sold by the companies buying the licenses.

For example, Digital Equipment, the country's top maker of business computers behind IBM, bought a license for an undisclosed sum and announced it will include Mosaic on all computers it sells in the future.

NEC, one of Japan's biggest computer makers, also licensed Spyglass' Mosaic and announced it would use the software's ability to produce graphical screen displays using Japanese ideograms.

Mosaic thus lets Japanese language readers do the same sort of on-line data searching that has been possible for more than a decade using the traditional Western alphabet characters.

IBM has licensed Mosaic as well, and it has included a version in its new Warp operating system that is competing with Microsoft's Windows system.

Late last month AT&T announced that it also licensed Mosaic and that it intended

to load the browser software onto desktop machines used by its work force.

Bill Gates, chairman of Microsoft, said he plans to include some form of Mosaic-type software in upcoming versions of Microsoft Windows, the company's computer operating system used in an estimated 50 million machines worldwide.

Douglas Colbeth, president of Spyglass, calls Mosaic a "killer application," an expression in the computer world reserved for programs that are unique and so powerful that they revolutionize how computers are used, such as the word processor and the spreadsheet.

Today, Mosaic changes the experience of going on-line as dramatically as word processors changed writing and spreadsheets transformed bookkeeping.

Welcome to New Members

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

Kathy Altenpohl, XP-94
GPA
Annette C. Calderwood, 190, '89
Bank of America
Andrea Caplan, Campus, '94
Helene Curtis, Inc.
Cynthia L. Collins, 190, '88
Baxter Healthcare Corporation
Karen Duvall, Weekend, '93
Booz, Allen & Hamilton
Kimetha Firpo, 190, '86
Harris Bank
Elisa Gerstel, Campus, '94
Gemini Consulting



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.

New Address Name _____
 New Job
 Promotion or Award Day Phone _____
 Accomplishment

Class Year _____ Campus 190 XP _____

Please describe any change in the space below.

Calendar

April

- 8 UCWBG Board Meeting, 9:00 A.M.–12:00 P.M.
U of C Downtown Center, 450 North Cityfront Plaza Drive

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

March

- 7 North/Northwest Networking Group, 6:30 P.M.
Stefani's Restaurant, 601 Skokie Blvd., Northbrook, IL
Contact: Agnes Roach, 708/356-0575
(See article on page 5)
- 11 UCWBG Board Meeting, 9:00 A.M.–12:00 P.M.
U of C Downtown Center, 450 North Cityfront Plaza Drive
- 15 West Suburban Networking Group, 6:30 P.M.
Tuscany Restaurant, 1425 W. 22nd Street, Oakbrook, IL
Contact: Cathy Rericka, 708/893-7903 or 708/310-3633
(See article on page 5)
- 15 An Evening with Warren L. Batts
U of C Downtown Center, 450 North Cityfront Plaza Drive
Contact: Michael C. Farkas, 708/459-8937
(See article on page 8)
- 18 The Balance Equation, 8:30 A.M.–12:00 P.M.
U of C Downtown Center, 450 North Cityfront Plaza Drive
Contact: UCWBG voice mail, 708/256-5804
(See article on front page)



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