



The Exponent

January/February 1996

THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

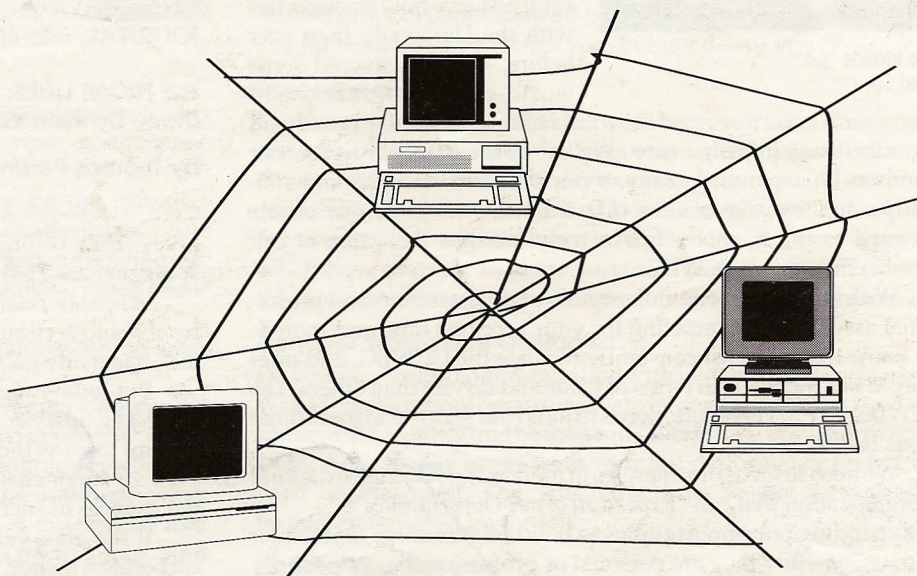
Hands-on Workshop: Into the Web

by Irene Márquez '80

When you read some of the headlines on the Internet and the "Web" do you get this sinking feeling that you're missing out on something? Are you anxious that you're getting left behind? Are you confused about what questions to ask let alone where to go for answers? Then step into our hands-on workshop and let us take you "into the Web."

The Internet and the World Wide Web are hot topics today. Use of the Internet has doubled every year since 1988. Content on the Web increased 20-fold just last year. Increasingly, the Web is seen by businesses as a means to advertise and sell products. According to an article in the September, 1995 issue of *Wired* magazine, "The online revolution is still posting record growth figures - around 14,000 people *a day* are joining online services..."

Should you be one of them? To find out, join us on February 24 for an opportunity to get onto the Internet and the Web. Use the tools that are out there to explore this worldwide network of computers. In this hands-on workshop, we'll cover how to connect to the Internet, compare some of the online services, and see some of the ways businesses "do business" on the Internet.



And, of course, we'll be sure to take a tour of the UCWBG home page as well as the entire GSB Web site. So join us February 24 for a trip "into the Web!" Use the coupon below to sign up.

So that we can get everyone online, registration is limited. If you have any questions, please call Irene Márquez at 847/657-7818.

Into the Web Workshop
The Conference Center
Oakton Community College
1600 East Golf Road
Des Plaines, IL

Saturday, February 24
8:30 A.M. - 12:30 P.M.

\$75 members
\$85 guests

Into the Web Workshop Saturday, February 24

Member Name _____ Company _____

Non-member Guest _____ Company _____

Number of Ticket(s): ____ (\$75 members) ____ (\$85 guests) Total Amount: _____

Select payment option: Check Visa Mastercard

Name (as it appears on card): _____

Card Number: _____ Expiration Date: _____

Signature (required): _____

Return this coupon with check payable to UCWBG or credit card information to: UCWBG, 1805 North Mill Street, Suite A, Naperville, IL 60563-1275. Fax reservations to: 708/369-3773. Voice mail: 708/256-5804.

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From the President's Desk



Lisa Kieres '84
President

I am proud to be the seventh president of the University of Chicago Women's Business Group. The '96 board and I are looking forward to serving you in what we hope will be a busy, fruitful year for our group.

As we look back over the past several years, we've really seen our group develop significantly. We've built stronger ties with the University than ever before. We've delivered some world-class programs, and developed a strong board and

organizational infrastructure. We've worked diligently for our members by expanding many of our program offerings and subgroups. In 1996, we believe that it is time to focus our efforts outward to the membership, to truly increase the value of our membership in the UCWBG.

With so many worthwhile organizations, seminars and professional associations competing for your precious time and money, we know that we must constantly recreate the UCWBG, and offer more to our members in terms of value and service than others. The UCWBG, like never before, needs to mold our services to meet those needs better.

We need to focus our energies in the coming years to be the kind of organization that can "Expand all of our Opportunities":

- Expanding our opportunities to build relationships that matter to us, whether they are personal or professional.
- Expanding our opportunities for life-long learning and professional development.

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Wall Street Journal Features UCWBG Member

UCWBG member Diane Dawson was recently featured in the Wall Street Journal. Diane is the CEO and owner of Dawson Sales Company, Inc., an ingredient food brokerage and food consulting firm. For those of you who missed the article, we have obtained permission to reprint it in this month's Exponent. Congratulations Diane!



Diane Dawson

The following article appeared in THE WALL STREET JOURNAL, issue of 10/13/95.

THE FRONT LINES: Diane Dawson Keeps Focused on Business, Not on the Odds by Thomas Petzinger Jr.

CHICAGO—AS A KID, Diane Dawson was surrounded by trophies. They belonged to her older brothers, who were collegiate sports heroes. Diane, for her part, got to wave pompoms.

When she finally stepped onto a level playing field, Ms. Dawson resolved to accumulate her own awards, and did — quite a few in fact. She made good money besides. Her game was sales.

But today, after 19 years in the business world, the odds have turned against her. Ms. Dawson owns a food-brokerage company. "I want to grow the business," she says, "to take it to the next step." That's a major challenge to any business owner, but for a woman, the chances of success seem bleak.

If the glass ceiling blocks women from the upper reaches of corporate America, the entrepreneurial economy, in statistical terms, consigns them to the ground floor. Women own one-third of all businesses, with the proportion growing year by year — but they

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THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

1996 Board of Directors

President: Lisa M. Kieres '84
312/472-9366

President-Elect: Susan Miner '93
susan.miner@att.com 708/713-7587

VP-Administration: Danielle Carrier
carrier%adm@mailgate.uhc.edu 708/954-3794

VP-Finance: Nancy Dschida '94
312/938-8778

VP-Membership: Tammie Miller '94
312/440-0976

VP-Programs: Lynette Flannery '94
708/492-8900

VP-Career Management: Dubravka Deppen XP-60
312/326-7295

VP-Internal Communications: Bobbi Williams '93
312/908-8120

VP-Marketing/Public Relations: Kendra Mirasol '93
kendras@ibm.net 312/326-8979

Immediate Past President: Suzanne Keers '88
skeers@axiom.com 312/951-6200

Director: Christine B. Cantarino '92
christine_cantarino@wes.mot.com 708/576-4965

Director: Elizabeth Duncklee '90
312/702-7405

1995 Board of Directors

President: Suzanne Keers '88

President-Elect: Lisa M. Kieres '84

VP-Administration: Maureen Brown Thomas '87

VP-Finance: Nancy Dschida '94

VP-Membership: Karin Janowski '90

VP-Programs: Susan Miner '93

UCWBG (voice mail) 708/256-5804

VP-Career Management: Kendra Mirasol '93

VP-Internal Communications: Kathy Bailey '91

VP-Marketing/Public Relations: Christine B. Cantarino '92

Immediate Past President: Chandra Greer '90

Director: Rae Fischer '91

Director: Julia Hathaway '90

UCWBG home page http://www-gsb.uchicago.edu/gsb/clubs/alumni/ucwbg_home.html

LifeWorks: Personal Concierge

by Julie Danis '84

Have you ever considered the amount of people and time devoted to your personal care and maintenance? If you're like me you may "employ" a virtual corporation to keep you in tip-top or at least equilibrium working condition.

After a day visiting my podiatrist, ophthalmologist and chiropractor I had to cancel my evening manicure just to do my office work. It hit me - my personal service appointments were crowding out available and valuable work time. What could I do?

"Face it," my friend Jay said, "you're high maintenance. I'm surprised you have any time to work with your maintenance schedule," he chided.

Was he right? Do I spend too much time on my care and upkeep? I tallied my list of care providers. To make the list they had to be considered mine, as in MY decorator, not just the repair man. But how could I stop seeing these people? We knew so much about each other. We were almost family.

- There's my required internist, OB/GYN, dentist and dreaded endodontist.
- My podiatrist, sports doctor, and physical therapist for special projects. And my chiropractor for the holistic approach.
- There's my personal trainer - essential to building strength and flexibility so I won't have to see those mentioned above so often.
- For peace of mind there's my hair dresser, manicurist and masseuse. Between those three I hardly need my therapist. And my psychic - I only saw her once but she qualifies as mine since she knew so much about me before I sat down.
- I can't do without my cleaning lady whose Pine-Sol visits mean more to me than eating. And my dry cleaner whose daughter I put through law school. Or my tailor who makes the best of my physical shortcomings and gives me roses - just because.
- I need my accountant for financial health and my shoe repair man to save me hundreds in new footwear.

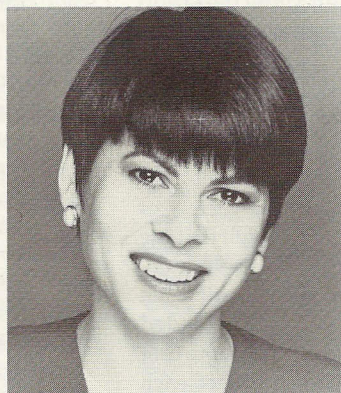
Now that's not a lot of life support for a relatively healthy, adjusted person even leaving out the special masseuse for my special shoulder problem and a few others. But the problem is not really the amount of people, it's the amount of time this high-maintenance lifestyle takes out of my productive working hours. I need to pare back. But where do I cut my unofficial payroll?

Maybe if I had more patience I could do my own shopping or with more talent I'd tackle my tune-ups, and definitely if I had less stress I wouldn't need a masseuse or chiropractor.

Oh, if I had the time I'd organize my life better and consolidate my services. Well, that's it - I need a life operations and logistics manager, a mother-to-hire, so to speak... better yet my own personal concierge. Yes, that's it and I'll start looking for one as soon as I consult my financial planner.

Personal note: If you're not like me and your daily planner is freed from non-work related appointments, please share your tips

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Julie Danis '84

Working Success™: Jump-Start Your Career for Success in '96

by Anita R. Brick '81

A ship in the harbor is safe, but that's not what ships were built for.

Anonymous

It's January 1996. Do you know where your professional life is headed? Now's the ideal time to jump-start your career for greater success. Here's how:

Design Your Bull's Eye

Plant a mental picture of where you'd like to be at the end of the year. Do you want to gain greater visibility? Do you want to work at a more leisurely pace? Do you want to have more responsibility? "Treat your goals as guides," declares David McNally, president of Trans-Form Corporation, in his book *Even Eagles Need a Push*. "They should stretch and challenge you, but not defeat you."

Re-connect

People are reluctant to build a network because it takes time, energy and effort. But remember that people are only a phone call away. "Imagine if every week for the rest of your life you made one phone call to someone you hadn't talked to in a while," says Donna Fisher, founder of Discovery Seminars, in her book *People Power*. If you do, you'll have support to share successes and overcome setbacks. Re-connect on your own terms in person, in writing, or even on-line.

Conquer Workplace Obstacles

Do you want better communication with your boss and co-workers? Would you like more opportunities to be creative? Do you need new challenges? Identify on-the-job road blocks, then brainstorm action steps. Address any issues from your last performance review that need improvement. You will move from feeling victimized to feeling empowered on the job.

Update Your Resume

Have you been promoted? Did you attract new clients? Did you receive an award for Total Quality Management? Add these to your resume. Always keep your Internal Achievement list (of things you've accomplished) current. That material becomes the meat of your updated resume and career marketing activities.

Expand Your Skill-base

What training do you need to be more effective in your current job? What do you need to move up? Take courses offered by your company's human resources department, local college, or distance learning facility like Mind Extension University. Develop your public speaking abilities. Become an ace negotiator. Learn how to cruise the Internet.

Get a Little "Intrapreneurial"

Perhaps the organization has needs that you can meet. Or consider joining a cross-functional work team. It's important to make your job a learning ground, where you're taking on extra projects and expanding your job responsibilities and value to the company.

Expose Yourself for Success

Prepare for Visibility *Plus* activities, whether it's in a newspaper, corporate newsletter, or alumni magazine. Perhaps this year you have a professional head shot taken, you send out a press release highlighting a newsworthy activity, or you volunteer to serve as a presenter or moderator at a corporate function.

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Advisory Board Tells UCWBG to Reach Out

by Kathy Terman '85

Formed in 1988, the Advisory Board meets once a year to counsel the UCWBG on issues of growth, strategic direction, continuity, and promotion of organizational objectives. The Advisory Board is comprised of a group of dynamic women from the business community as well as selected members of the UCWBG. The 1995 board includes:

Outside Board Members

Sally Clair

*Services Re-engineering Manager
ComEd*

Jeanie Duck

*Vice President
The Boston Consulting Group*

Mary Jane Grinstead

*Senior Vice President
Ardis*

Elaine Oberweis

*Chief Executive Officer
Oberweis Dairy*

Maribeth Rahe

*Vice Chair of the Board
Harris Trust & Savings Bank*

Lynn San

*Senior Vice President
Harris Trust & Savings Bank*

Debra Snider

*Exec. VP and General Counsel
Heller Financial, Inc.*

UCWBG Members

Diane Dahl

*President
The Hartell Group*

Chandra Greer

*Account Supervisor
Leo Burnett, USA*

Suzanne Keers

*Senior Consultant
Axiom Management Consulting*

Lisa Kieres

*President
Daily Money Management*

Christine Long

*Executive Vice President
R.H. Missner & Co.*

Marjorie Schaffner

*Director of School Services
Chicago Public Schools*

Kathleen Terman

*Project Manager
ComEd*

This year's board addressed two issues that are facing the group: how to redesign the group's services to meet the changing needs of professional women, and how the group should approach the question of corporate sponsorship.

The Advisory Board felt the UCWBG has a lot to offer its members: the support of other women with similar interests and education, access to successful women, and the chance to meet women in a variety of industries. The Advisory Board felt that the key to the group's success lies in the relationships that members form with each other. The Advisory Board recommended that the UCWBG foster an atmosphere that makes it easy for members to meet each other and to develop relationships within the group. The board gave several suggestions on how this might be done, ranging from incorporating new members into the group, to hosting small dinners in members' homes, to more icebreakers at larger events. The board also suggested forming a Hospitality Committee to foster mentoring of new or less active members so they feel comfortable in attending events.

The Advisory Board also discussed the possibility of the UCWBG developing more formal relationships with the business community. The board cautioned that developing a corporate sponsorship program takes a great deal of hard work and commitment from the organization. If the UCWBG decided to pursue this idea, the board suggested that the group show the economic benefit of the partnership to the target corporations. The Advisory Board thought the two most likely reasons a company would want to partner with the UCWBG would be in order to provide opportunities to nurture high potential women within their firm through joint events and networking, and the sharing of resources to present programs of mutual interest and benefit. The board suggested targeting companies carefully, because some companies are more actively working on these issues that others.

The Advisory Board also suggested partnering with women from the Kellogg School of Business at Northwestern University and holding joint events. This would raise the visibility of both groups and would enhance each group's ability to obtain corporate sponsorship. In addition, as local schools, a loosely combined group would perhaps appeal to the Chicago business community in a unique way. ♀

UCWBG Announces 1996 Board of Directors

by Chandra Greer '90

Having served on the UCWBG board for five years, I've had the privilege of observing a few dozen women's contributions to this group. It's my conclusion that despite the diversity of the board – different backgrounds, careers, levels of experience, etc. — the women who choose to serve on it have some terrific, fundamental commonalities. Here are just a few:

- A passion to serve
- An inviolable belief in the often-untapped power of women in business
- The initiative to share ideas and use them to make a difference
- A commitment to ensuring that every GSB alumna gets maximum value from her MBA

Like all of us, the UCWBG board members have a million demands placed on them – careers, family commitments, volunteer duties, personal growth activities – and still they find time to give their best to the group. This dedicated cadre has been critical to keeping the UCWBG alive, thriving and moving forward for fifteen years. As chair of this year's UCWBG board nominating committee, it is my great pleasure and honor to announce the 1996 UCWBG Board of Directors.

President – Lisa Kieres

Lisa promises a stellar presidency. Drive, vision, intelligence and common-sense leadership are her strengths. After several years as a consultant and a stint as VP of operations for a manufacturing company, Lisa is owner and founder of Daily Money Management, Inc., a company providing financial services primarily to the senior market in the Chicago metropolitan area. 1996 will mark Lisa's third year of board service and motherhood – Lisa has a three-year-old and a newborn.

President-Elect – Susan Miner

After a fantastic year as VP-Programs, Susan is well-positioned to lead the group in 1997. Susan will work closely with Lisa to carry out this year's vision and to formulate hers for 1997. It's a given that Susan's practical, strong leadership will benefit the group greatly. Susan is a senior product manager with AT&T and is a member of The Planning Forum, a strategic planning organization, and The Innovative Thinking Network (new business ideas are a key interest of Susan's). An avid cyclist, one of Susan's goals for 1996 is to ride 100 miles in a day. God bless her!

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Working Women's Conference

Women Employed, an advocacy group for working women, has invited the UCWBG to collaborate on their annual Working Women's Conference. The conference is a skill-building and information-sharing opportunity for women with attendance ranging from 400-700 people. This year's conference is scheduled for Saturday, April 27 at the Ramada Congress Hotel in Chicago.

At this time, Women Employed is seeking women who would be willing to act as "networkers." Part of the conference is a networking session where about 50 industry/topic "circles" are available for participants to network with others who have similar interests. Each "circle" is facilitated by a woman who is experienced in that field. To be a networker, you should have significant experience (10 years+) and understand the career opportunities and political realities of your field. If you would like to become a networker, please contact Karen Allen, Women Employed Conference Coordinator at 312/782-3902 and identify yourself as a UCWBG member. If you have further questions please feel free to contact Suzanne Keers at 312/951-6200 or skeers@axiom.com for more information. ☞

1995 Holiday Party

The UCWBG Holiday Party at the Athletic Club was a success. New board members were introduced and Lisa Kieres '84 set the direction for the upcoming year. Kathy Terman '85 was honored for her dedication to the UCWBG with an "Award of Distinguished Service."

A Big 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 for those members who enlisted their company's support for this program

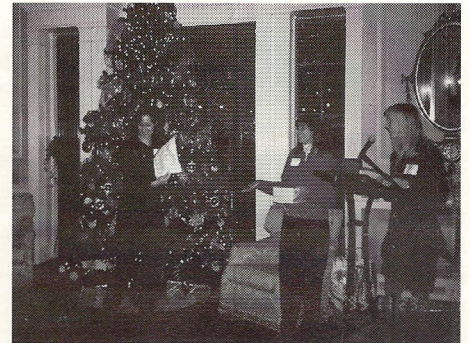
Harry Carey's
NMD & Company
Peapod
Driehaus Capital Management
Nail Ego



Lisa Kieres '84



Suzanne Keers '88 (left) and Kathy Terman '85 (right)



Melanie Joyce '80 (left), Lynette Flannery '94 (center), and Kendra Mirasol '93 (right)

Flexible Work - Professional Consulting on a Part-Time Basis

by Susan Miner '93

On Tuesday, October 24, 35 UCWBG members and guests gathered at Lamb's Farm in Libertyville for our flexible work options program. Margaret Johnsson, Rita Gallagher, and Maura Mitchell from The Johnsson Group, and Andrea Meltzer from Executive Options spoke about their companies and experiences regarding part-time work. Maura, Rita and Andrea are both members of the UCWBG.

The Johnsson Group is a financial consulting firm made up of part-time professionals with CPAs and MBAs. Most of the professionals consist of mothers who would like to spend time on a career and family. The Johnsson Group's philosophy ensures that no assignment is completed unless the consultants have added as much value to a client's operation as possible. The company utilizes a breakthrough *Triad Approach* to achieve high quality results. A project team consists of an account executive, a financial

consultant, and a project controller. Employees are salaried on an average of 30 hours per week, and work together to balance part-time schedules and manage client coverage. It is a balancing act as some weeks require more hours than others.

Andrea Meltzer, managing partner of Executive Options, shared with the group trends and information on flexible staffing. Executive Options is a five-year-old executive recruiting firm that staffs part-time and project positions. Workforce 2000, legislative changes (e.g., Family Leave), and the economic conditions are supportive of a flexible work force. The current composition of the flexible work force is quite interesting:

- 60% male
- 40% independent contractors
- 30% women balancing career and family
- Retired executives

Organizations are implementing staffing alternatives with permanent part-time em-

ployees, project staffing, employee coverage, and telecommuting. Companies find that flexible work arrangements provide the following:

- Easier and more affordable access to talented professionals
- Promote positive morale and employee retention
- Cost savings in benefits and compensation
- High productivity levels

Three characteristics of successful independent contractors include the ability to manage themselves as a "micro-business," to price and sell their products, and to understand how to read markets and identify emerging needs.

For more information about The Johnsson Group, you may contact Maura Mitchell at 312/243-9113. Andrea Meltzer from Executive Options may be reached at 708/291-4322. ☞

Dawson, cont'd from page 2

own only 1% of the businesses with at least 100 employees.

Why is that? While economists and sociologists are still puzzling, Diane Dawson is making herself a test case.

Here in the food-making capital of the universe, her father was an ingredient broker, a commission-sales representative who put food suppliers and manufacturers together. But instead of following him into the business, Ms. Dawson accepted an offer from IBM on graduating from Northwestern in 1976. (The man who hired her muttered something about a "quota," though the comment didn't really register at the time.)

She was assigned to sell photocopiers, in which IBM was an also-ran. Just as bad, she was dispatched to one of the toughest territories anywhere: the grimy old warehouse districts of Cicero and Berwyn.

She fixed paper jams and changed toner – anything to keep visiting her customers. Soon she was IBM's rookie of the year for the region, a commendation for which she was delighted to receive a trophy.

She began selling copiers in an uncustomary way: by dealing with controllers instead of purchasing agents, formulating the kind of cost-benefit analysis that IBM used in selling computers. (For this she won another award.) By age 22 she was supervising a group of cigar-smoking salesmen, some with as many years at IBM as she had on the planet. Along the way she collected an MBA from the University of Chicago.

Then, while on the fast track at IBM's offices in New York, her father began importuning her to join his business. She arranged a one-year leave from IBM but never went back. For at Dawson Sales Co. she had a shot at the biggest trophy of all: owning the business itself.

Whether office equipment or egg whites, she found, selling succeeds on relationships. She threw herself into volunteer work with the Chicago Symphony and other charitable activities – 20 hours a week, working her way up to the trustee boards on which could hobnob with local CEOs. She became the first woman elected to the board of the Tavern Club, an elegant dining hideaway – a step she intended not as a blow for feminism but as a break into the downtown business establishment.

She took up golf, amazed at how much more freely her customers and suppliers discussed business (and corporate politics) on the links than in their offices.

As she had discovered at IBM, the purchasing department was only one stop on the way to a sale. Research labs, for one, were a vital venue. She convinced a seasoning supplier to adopt French's mustard as a spray-on pretzel flavoring. She got a Chicago confectioner to adopt a European gela-

tin, introducing "gummy bear" technology to the U.S.

In an economy intent on eliminating middlemen, Ms. Dawson's contacts made her business vital. "She has relationships that can get us over the hump in introducing new products," says Kent Caplinger, an official of French's.

Then, last year, her father retired and made her the sole owner of Dawson Sales. After years of watching volume range between \$25 million and \$32 million, it was time, she decided, to leap to the next level.

There was, of course, no avoiding those daunting statistics about female-owned businesses. Yet as each new challenge presented itself, its magnitude seemed to bear little relation to her gender. Just when she started looking for capital, Citibank began wooing her. She went on-line with suppliers and customers, recognizing that falling behind the technology curve could be fatal to a middleman, female or male.

Perhaps, she soon thought, her disadvantages were not so great. "The business world is an equalizer," she says.

Perhaps, she thought, the passage of more time – the accumulation of longevity and experience, as in her own case – would bring the numbers into closer balance.

"C'mon, Diane!" you scream. How could any woman, even one with her many advantages, ever fully penetrate the male-dominated culture of business? Maybe she can win more deals, but can she win the really big deals? Diane Dawson may golf, but would the old boys ever invite her on one of those overnight fishing junkets? Perhaps not, Ms. Dawson admits. But she says the world will have to evolve at its own pace, because she's too busy to try to change it overnight. "It takes so much energy to grow a business and keep it focused on the customer," she says. "You can't have a crusade going on, too. That's taking your eye off the ball."

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LifeWorks, cont'd from page 3

on personal management. I'm always looking for a better way to make life work and I usually pay for it. ♪

Julie Danis is a business writer, radio commentator and marketing consultant. Her Tales From the Workplace commentary will soon be heard on the public radio program, Marketplace. She invites your stories about what's happening in your work environment and comments on her column.

Julie can be reached at Julie Danis, Danis-Sliter Enterprises, 2130 Lincoln Park West, #15 South,

President, cont'd from page 2

- Expanding our opportunities to become easily connected to people and resources that can help us in our career and in our life.

To meet these goals, we have many plans in the works.

- We are updating our member surveys to fully understand how we can best serve our needs.
- We are building a select number of corporate relationships to increase networking opportunities and visibility for our members, as well as to provide the financial wherewithal for us to furnish better programs and services at lower cost.
- In addition, we're working creatively to provide more opportunities for networking and relationship building at our programs and events.
- We're also committing more board support to growing the West Suburban subgroup.
- Finally we're creating better ways to facilitate communication, resource sharing and referrals among our members. A first step toward opening these possibilities, we recently developed a home page on the Internet. We expect to add hands-on Internet training programs in 1996 as well as other worthwhile services related to increasing Internet access for members.

Quite simply the board and I are committed to focusing our efforts on programs and services that will expand opportunities for us all – whatever our needs may be. To that end, I hope to bring a broad perspective with my service to the UCWBG, because I can really relate to the wonderful diversity of our group. Since I joined the UCWBG, I have been single, married... I've lived in the suburbs and now live in the city... I worked for a large consulting firm, a small privately held company and now I own my own business... I had no children, and now have two.

For each of these phases in my life I had different needs and appreciated different offerings of our group. In the same way we know that the UCWBG really needs to be many different things to our many different members. I hope that by listening to you in the coming year and focusing our efforts we can accomplish this goal and continue to expand opportunities for us all.

Lisa Kieres
President

Chicago, IL, 60614; phone 312/528-4338; fax 312/528-4133; or e-mail at jmdanis@aol.com.

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**Immediate Past President -
Suzanne Keers**

While Suzanne could easily rest on her laurels, she won't. Sue is definitely one of the most highly committed UCWBG members and will carry that passion throughout 1996, her fifth year on the board. Lisa and Sue have worked closely together this year and will continue their dynamic partnership in 1996. Sue has done a fabulous job, including blazing new trails on the Internet and bringing our relationship with the GSB to an all-time high.

VP-Administration - Danielle Carrier

Danielle is new to the board, but she's been a long-time member of the Programs Committee. She is assistant director of operations improvement for University Health System Consortium and also serves on the board of the Ohio State University Chicago Alumni Club. In the little time left, Danielle plays bassoon for the University of Chicago Wind Ensemble and is rehabbing a two-flat greystone in Logan Square.

**VP-Career Management -
Dubravka Deppen**

Dubravka, too, is in her rookie year on the board, but has significant committee experience as well. Prior to establishing her own company, The Deppen Group, she served in management positions with several leading corporations including R.R. Donnelley and Kemper Financial Services. She is currently working on a worldwide product distribution for the leading U.S.-based international organization. Dubravka has extensive experience living in other cultures. Originally from Eastern Europe, she lived in Africa before moving to the U.S. and speaks five languages including Russian, Serbo-Croatian and Swahili.

Director-at-Large - Christine Cantarino

Christine has brought her high energy, great ideas and positive thinking to the position of VP-Marketing for two years. As Director-at-Large she will be able to contribute even more of her big ideas such as the Western Subgroup she helped found in 1994. Christine is a manager for Motorola and has worked and traveled extensively in Latin America. (Her Spanish is impeccable!)

Director-at-Large - Elizabeth Duncklee

Elizabeth, in her first year on the board, will further strengthen our mutually beneficial relationship with the GSB - Elizabeth works for the GSB in the Career Services Office where she provides counseling and career management services for Campus students. Prior to business school, and after considering an administrative career in music (she

has an undergraduate degree in music), Elizabeth joined Merrill Lynch, Denver in their Fixed Income Sales Division. Elizabeth is a woman of diverse interests ranging from classic opera to motorcycles.

VP-Finance - Nancy Dschida

Nancy is returning to the board for her second year as VP-Finance where she has done a terrific job of managing the group's financial resources. She has the right professional background for it - she's senior audit specialist at Harris Trust & Savings Bank in the Corporate Audit Group. In addition to her work with the UCWBG, she's very active with her sorority at Northwestern University. Currently, Nancy's working in Toronto on a special project. The project is scheduled for completion in March, but she'll be home January 2 to watch University of Florida compete for the National Championship - Nancy's a BIG Gators fan.

**VP-Internal Communications -
Roberta (Bobbi) Williams**

The publishing of *The Exponent* has made great strides in the past few years and Bobbi Williams will continue the development of this very important vehicle in 1996. A sculptor and painter, Bobbi's creative spirit will serve *The Exponent* well. For several years, she has lent her creativity and drive to various committees designing everything from program formats to invitations. Bobbi is an administrator with Northwestern Memorial Hospital where she combines her MBA with a health care background.

**VP-Marketing/Public Relations -
Kendra S. L. Mirasol**

If Kendra's success at heading up this year's Career Management committee is indicative, she will do great things as 1996 VP-Marketing/PR. Since graduating from the GSB in '93, she has worked for R.R. Donnelley where she was recently promoted to marketing manager for their Information Services Group. In her new position, she manages product development for new, non-traditional businesses. Prior to attending business school, Kendra worked for Siemens in Berlin as a market strategist and for McGraw-Hill Publishing in sales and marketing. Recently married, Kendra loves ice skating and scuba diving and speaks German fluently.

VP-Membership - Tammie Miller

Kudos to Tammie for stepping into this critical role. Tammie is filled with great ideas and has already helped initiate a terrific upcoming program for women 190 students. Tammie is an associate for Alex.

Brown & Sons, an investment banking firm, where she specializes in project finance and low income housing. Recently married, most of Tammie's spare time goes toward helping her husband understand the intricacies of entrepreneurship - they recently purchased a small business. When she does have a little extra time, she likes to jump out of airplanes - Tammie's a certified skydiver.

VP-Programs - Lynette Flannery

Lyn's energy and idea-generation strengths will be a big part of this year's programs success (for more about Lyn, see her profile in the Summer 1995 issue of *GSB Chicago* magazine). Lyn will bring the growth strategies to our programs that she has brought to Peapod, a Chicago-based delivery service, in her role there as marketing manager. ♪

Working Success, cont'd from page 3

Make "Someday" Today

Decide what you are willing and able to do to market your career in '96. Choose something you know you can do given your personal and professional time demands. Work on this BabyStep™ for even five minutes a day. By year's end, you'll have created greater opportunities for professional development, income growth, and success. ♪

Anita R. Brick, a writer and award-winning producer, has been featured in national publications like The National Business Employment Weekly and Resourceful Woman. Her book on professional visibility, Exposing Yourself For Success, is due out next year. Ms. Brick is an Executive Coach for Hire Visibility Consultants. If you have a question or successful career marketing 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 VisPlus@aol.com.

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UCWBG Special Interest Groups

UCWBG North/Northwest Networking Group

by Agnes Roach '80

Date: Tuesday, January 30 (snow date: Tuesday, February 6)
Time: 6:30 P.M.
Place: RUBY OF SIAM RESTAURANT
Bannockburn Green Shopping Center
Waukegan & Half Day Roads
Bannockburn, IL
847/940-8292

R.S.V.P. by 5:00 P.M., Friday, January 26 to:
Virginia Tomasek 847/835-8475 or
Agnes Roach 847/356-0575

The North/Northwest Networking Group will celebrate Chinese New Year at a favorite Thai restaurant. We have tried it several times and it is always a hit. This is a great way to start 1996 by networking and visiting with other UCWBG members. We are delighted to see new faces, and to catch up on the newest with returning members.

We are updating our phone and fax lists, so would appreciate it if you would let us know to keep you on - please call Agnes Roach or Virginia Tomasek (see above numbers). Save Tuesday, March 12 for our next meeting.

Our 5th/15th Anniversary Party at Allgauer's in November was a real success. ☺

Directions coming from the:

South/Southeast: Take I-94 north to Half Day Road (Rt. 22) and exit to go east. Drive about 1.5 miles, cross the intersection with Waukegan Road (Rt. 43) and turn right into the Bannockburn Green Shopping Center. The restaurant is in the NE corner.

West/Northwest/North: Take I-294 and I-94 to Half Day Road, and follow directions above, after exiting to go east.

East: Take Green Bay Road or Rt. 41 to Rt. 22 and go west. Bannockburn Green Shopping Center will be on your left about 1.75 miles west of Rt. 41, just before Rt. 43.

5th/15th Anniversary Party

The following UCWBG members attended the Anniversary party from the West Suburban, Mother's Group and North/Northwest Group. Special tokens of appreciation were given to Holly Berman '83 and Agnes Roach '80.



(seated, left to right) Nancy Scott, JoAnn Hinz, Irene Márquez, Gretchen Grad
(standing, left to right) Judy Rosowicz, Dorothy Cummins, Kay Yanachek, Agnes Roach, Cathy Rericka, Diana Carpenter, Christine Cantarino

Join the Fun... Join a Committee or Subgroup in 1996

Have fun, make new friends, and learn new skills by participating in a UCWBG Committee in 1996.

Please call us at 708/256-5804 and leave your name, phone and area of interest. Committees and special interest subgroups include:

- Programs
- Career Management
- Membership
- Finance
- Marketing/PR
- *The Exponent*
- Corporate Sponsorship
- North/Northwest Group
- West Suburban Group
- Philanthropy
- Mothers' Network ☺

Donna Seltin Memory Fund

As was reported in the November/December *Exponent*, long-time UCWBG member Donna Seltin lost her year-long battle with breast cancer and died in September. The UCWBG will be making a group donation in Donna Seltin's name to the Y-ME National Breast Cancer organization. Y-ME is an organization dedicated to providing information and support to anyone who has been touched by breast cancer. Their services include an information hot-line, open door educational meetings for breast cancer survivors, a wig and prosthesis bank, a databank of written resources and numerous public education services. Their numbers are 1-800-221-2141 (Mon.-Fri. 9-5, CST); 312-986-9505 for Spanish-speaking callers.

If you would like to make a tax-deductible contribution, please make your checks out to "Y-ME" and mail it to: UCWBG/Y-ME Fund, 1805 North Mill Street, Naperville, IL 60563. The information on how to donate to the Donna Seltin Memory fund was incorrect in the November/December *Exponent*. We apologize for that error and will contact anyone who has written a check with the incorrect information. ☺

Celebrating the UCWBG

UCWBG New Members as of December 8, 1995

Patricia A. Falkowski, 190, '80
Fiduciary Management Association

Cindy Kruse, 190
Household International

Heidi Lyss, Campus, '92
Baxter Healthcare

Amy Mick, Weekend, '97
Andersen Consulting

Suzanne Morgan, 190, '78
Self-employed

Nancy Bartels Kunkel, Campus, '88, and Joe Kunkel, Campus, '88, announce the birth of twins, Faith Marie and William Eugene on November 6, 1995. Faith and William are the new siblings of Amber, age 5, and David, age 3.

Agnes A. Roach, CFP, '80, has been elected president of the Gurnee Women's Business Association for 1996.

*You gain strength,
courage and confidence
by every experience in
which you really
stop to look fear
in the face.*

*You are able to say to
yourself,*

*"I lived through this
horror. I can take the
next thing*

that comes along."

*You must do the thing
you think*

you cannot do.

Eleanor Roosevelt

Information Exchange

Holly Berman, '83, was elected to school board Wilmette District 39 K-8.

Adrienne S. Harvitt, Campus, '76, was awarded an Alumni Service Citation by the University last June just in time to celebrate her twentieth-year class reunion from the college. She chaired the class gift effort for her reunion class of 1975 during which campaign they broke all prior class records for giving.

Jean Baker Maiorella, Campus, '94, married Brian Maiorella on Saturday, September 9 in Bayfield, Wisconsin. Her day phone is 312/269-1209. She is currently with American Management Systems.

Don't Forget to Write

The Exponent welcomes contributions from UCWBG members and friends. Please share your thoughts and experiences with us. We are always interested in better communication and in getting to know our members. What better way to let us know who you are than by writing? Topics on life experiences are as welcome as professional themes.

We look forward to hearing from you.

You may fax or mail articles to:

Bobbi Williams
450 West Briar Place, 9C
Chicago, IL 60657

Exponent Deadlines for 1996 are:

Issue	Submission Deadline
Mar/Apr	February 18, 1996
May/June	April 12, 1996
July/Aug	June 14, 1996
Sept/Oct	August 9, 1996
Nov/Dec	October 11, 1996



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 Bobbi Williams, 450 West Briar Place #9C, Chicago, IL 60657 or fax changes to 312/908-6637.

New Address
 New Job
 Promotion or Award
 Accomplishment

Name _____
Day Phone _____
Class Year _____ Campus 190 XP _____

Please describe any change in the space below.

Calendar

January

- 17 Mothers' Network, Northbrook
7-9 P.M.
Topic: *More than One Child? How We Decide.*
Contact: Susan, 708/940-0579
- 30 North/Northwest Networking Group, 6:30 P.M.
(Snow date is February 6)
Ruby of Siam Restaurant, Bannockburn
RSVP: Agnes Roach, 847/356-0575
(see article on page 8)

February

- 24 Internet Training Event
Oakton Community College, Des Plaines, IL
8:30 A.M.-12:30 P.M.
Contact: Irene Márquez, 708/657-7818
(see article on front page)
- 26 Mothers' Network, Deerfield
7-9 P.M.
Contact: Diana Carpenter, 708/940-1652
- 26 Mothers' Network, Northbrook
7-9 P.M.
Contact: Susan, 708/940-0579

Send calendar listings to The Exponent at the address below or phone Bobbi Williams at 312/908-6637.



The University of Chicago Women's Business Group

1805 North Mill Street, Suite A
Naperville, IL 60563-1275
Tel: 708/256-5804

Forwarding and Address Correction Requested

**THERE IS NO
SECURITY ON
EARTH, THERE IS
ONLY OPPORTUNITY**

**GENERAL DOUGLAS
MACARTHUR**

The Exponent is published bimonthly by the
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Chicago, IL 60657
fax articles: 312/908-6637

JANUARY/FEBRUARY CONTRIBUTORS

Anita Brick '81	Julie Danis '84	Chandra Greer '90
Lisa Kieres '84	Irene Márquez '80	Susan Miner '93
Agnes Roach '80	Kathy Terman '85	