

# THE EXPONENT

THE UNIVERSITY OF CHICAGO  
WOMEN'S BUSINESS GROUP

S E P T E M B E R / O C T O B E R 1 9 9 9

*Inspiring Extraordinary Lives*  
Speaker Series:

## The Entrepreneurial Spirit: Success on Your Own Terms

**Sue Ling Gin, President/CEO, Flying Food Group, Inc.**

By Barbara Hausman '93

The *Inspiring Extraordinary Lives* Speaker Series continues on October 7th with a Celebration of the Entrepreneurial Spirit. Our keynote speaker for the evening will be Sue Ling Gin, President and CEO, Flying Food

Group, Inc. Ms. Gin is an established and renowned Chicago business leader having achieved success in both the real estate and food service industries. Her company, Flying Food Fare, has revolutionized the airline catering business and now provides food service to over 80 international and domestic airlines worldwide. The February 9, 1998 *Crain's Chicago Business* listed Flying Food Fare as Chicago's #2 woman-owned company.

The daughter of Chinese immigrants, Ms. Gin made her mark early, completing her first real estate deal at the age of 17. She was a partner in two highly successful Chicago restaurants before launching Flying Food Fare in 1983 in response to getting a frozen coffee roll on an airline flight. With the loss of their major client, Midway Airlines, her business faced critically challenging times. Ms. Gin successfully restructured her company and implemented a highly successful diversification strategy which resulted in the great success that the company has achieved to date.

### Inspiring Extraordinary Lives Speaker Series

**Date:** Thursday, October 7  
**Time:** 5:30-9:00pm  
**Place:** The University of Chicago Gleacher Center  
**Contact:** Barbara Hausman for more information at 312-456-7092  
**Cost:** \$48 for members; \$55 for non-members and guests  
**RSVP:** 847-256-5804 (voice mail) or 847-223-0277 (fax) or mail a check to the UCWBG

In addition to our keynote speaker, we will host a panel discussion "showcasing" four entrepreneurial women who are at various stages in their pursuits. Each has a compelling story to tell about her decision to undertake the risk of an entrepreneurial venture and the challenges she faced along the way. *continued on page 4*

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*The Entrepreneurial Spirit: Success on Your Own Terms*

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The Entrepreneurial Forum will feature the following UCWBG and CREW members:

**Merilyn Hackett** founded and operates Word Algebra!, a technology firm offering data processing, systems and programming services as well as computer hardware, software and accessories. In her 22nd year as a 100% woman owned enterprise, her clients include the Chicago Transit Authority, Chicago City Colleges, the City of Chicago and the State of Illinois. She is an honorary UCWBG member.

**Andrea Meltzer** is President and Owner of Executive Options, Ltd., an executive search firm that places middle to senior level professionals in part-time, consulting and interim positions. Ms. Meltzer founded the firm in 1990 as the first Midwest search firm to specialize in placing

people in these non-traditional work formats across all functional areas of an organization. Ms. Meltzer, a working mom, believed that there were other professional women seeking to balance careers and families through more flexible professional arrangements. She is a UCWBG member.

**Laurie Price** is President and Owner of Catalyst Development, Inc., a general contracting firm specializing in commercial office remodeling (tenant build out) and development of high-end homes on a speculative basis. Ms. Price launched the company in 1996 based on the belief that there was opportunity in bringing more professionalism to general

contracting and construction management services provided to third party fee managers. She is a member of CREW.

**Chandra Greer** will moderate the panel discussion. Ms. Greer is founder, owner and designer of Outer Sanctum, a provider of creative, exotic and provocative stationery. Ms. Greer founded her company in 1998 after not finding the right invitation for her husband's surprise birthday party and decided to design her own. She left a long-term career with a prestigious advertising agency to pursue her personal passion. Ms. Greer is a member and past president of the UCWBG.

# President's Letter



Mary Lynn Faunda, '86

## "The Entrepreneurial Spirit: Success on Your Own Terms"

Dear UCWBG Member:

We are about to embark upon a journey into the entrepreneurial spirit. Those that embody this spirit seem to be the ones most likely to create the life that they want. These individuals have a vision of "what can be" and are able to look beyond the obstacles in front of them to create a new reality. They seem to be in tune with their inner passions and refuse to accept "the way things are." Their ability to dream and create in combination with an innate sense of optimism and determination are inspiring.

We will celebrate some of these entrepreneurs in the next installment of the *Inspiring Extraordinary Lives* Speaker Series on October 7th. We will examine the entrepreneurial spirit from several perspectives. Our keynote address for the evening will be given by Sue Ling Gin, founder and CEO of Flying Food Group, Inc., an airline food service provider that services over 80 international and domestic airlines worldwide. We will hear about her rise as a first generation American as she launched her real estate business at 17 and then ran two highly successful Chicago restaurants. These early experiences provided the platform for launching Flying Food Fare in 1983, when she refused to accept "the ways things were" after biting into a partially frozen coffee roll on a Midway Airlines flight. She went on to become Midway's dominant food service provider and then executed a highly successful diversification strategy to become the dominant food service provider to airlines today.

Also that evening, we will hear the stories of four entrepreneurs in a panel discussion during our first ever "UCWBG Entrepreneurial Forum." These women are pursuing their personal passions and present inspiring stories of "living the life they want." We plan to make the UCWBG Entrepreneurial Forum an annual event to recognize and celebrate the entrepreneurial spirit among us. We want to thank all of you who enthusiastically responded to our "request for entrepreneurs" for our forum in the May/June issue of *The Exponent*. The response was excellent and

provided a rich collection of stories. We hope to feature those who we could not accommodate at this event at our next UCWBG Entrepreneurial Forum and in upcoming articles in *The Exponent*.

In the course of this event, we will continue to reach out to each other in sharing our own stories. We have asked other communities of women to join us in this exploration and are pleased to have the Chicago Real Estate Executive Women ("CREW") co-sponsor this event with us and present one of their own entrepreneurs in our forum.

As we continue to explore the entrepreneurial spirit, we are pleased to bring you the latest in a series of Interviews with Truly Extraordinary Women featuring entrepreneur and alumnae, Susan Larson, President of HOLCOR, a manufacturer of special purpose lighting. Also in this issue, we are introducing a new column titled "The Entrepreneurial Notebook" to recognize the importance of addressing entrepreneurial issues of interest to our membership.

In our November/December issue of *The Exponent*, we will explore the "choices we make" in creating our multifaceted lives: career, family, spiritual, community and individual. As our *Inspiring Extraordinary Lives* Speaker Series continues on November 16th, Brenda Barnes, former CEO of Pepsi-Cola North America and Director of several Fortune 500 companies, will discuss the choices and trade-offs she made in balancing all the roles she has played in creating the life she wants. We are very fortunate to have her share her story with us given that she has turned down numerous interviews with the press since leaving PepsiCo.

Both October 7th and November 16th promise to be extraordinary opportunities to learn from these powerful and accomplished women. We look forward to you joining us as we continue our journeys to create our own extraordinary lives.

Best regards,

*Mary Lynn Faunda*

Mary Lynn Faunda

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# Interviews with Truly Extraordinary Women:

## Susan Marie Larson '80, President of HOLCOR

By Suzanne Morgan, '78

When I arrived at the HOLCOR plant in Riverdale, Illinois, I drove onto the gravel parking lot and entered the aluminum manufacturing plant. The offices occupied 100,000 square feet which Susan Larson had built after buying the business, now a \$28 million company. Susan had purchased the plant property at a bargain, as it was in a razed industrial area and the city wanted someone to build on it again. Susan took the plunge and received all kinds of support and acclamation for her courage. However, after starting construction, 7 underground toxic waste containers were found on her property and she overcame a great setback to clear them away.

### ***How did you happen to purchase this business?***

I was starting a family and was looking for a way to work and raise my children at the same time. At the time, I was working as a management consultant and traveling all over the country. That clearly would not work. I could also see at that time that no employer I knew would put up with my needs for flexibility in order to care for my children. I thought that buying my own business, the right business, I could take my children to my office when I wanted to and define my own hours. I was right.

### ***How did you know this was the right business for you?***

I had worked as a product manager for another steel company, Jones & Laughlin, and learned about the steel industry. I wanted to purchase a small company. HOLCOR was almost too small, but it was a company that made steel products of sheet metal, and I knew that business. Also, it was neglected in sales and marketing and that was what I had studied and had worked with as a product manager.

### ***How did you change the business after you purchased it?***

It was a consumer lighting business, producing under cabinet lighting and other lighting products for the consumer retail market. I could see that we could hardly compete in that business, with so many big players. So I took it into hardcore lighting applications—prisons, subways and the medical field. Most other consumer-oriented companies at the time were looking at their product lines—vertical manufacturing. I went horizontal and looked at the same basic product in related markets.

### ***How many locations do you have now?***

Four—Chicago, Boston, New Jersey and Salt Lake City. I go to each one at least once a month. When I can, I take my children. We ski in Salt Lake City and sightsee in Boston.

### ***How many children do you have?***

Three. I have a great nanny who lives with us and has become part of the family.

### ***How were you able and willing to jump into things and take risks?***

I guess it goes back to my family. My father was an entrepreneur. He was also an attorney, but he was into a number of different businesses. My mother raised 6 children and then became an interior designer.

### ***Did they encourage you to be an entrepreneur?***

I believe it was my grandmother on my mother's side and my grandfather on my father's side who had the greatest influence on me. My grandmother told me I could do anything I wanted to do. My grandfather had a sewer pipe business and was one of the original "teamsters". He was a great example for me. I also believe the fact that I was the first-born and there were no sons until the fifth child, gave me an edge because my father treated me like his son and expected me to do the things men do. It was natural for me to think about business.

### ***How did you end up here?***

I was attending Georgetown University in Washington DC when I met my husband to be and he got a job in Chicago. I went to Northwestern University then majoring in psychology and thinking I would be a doctor. While I was looking for employment in the field of psychology, I discovered that Jones & Laughlin was hiring women in their new policy of equal opportunity, and paying them the same as their male employees. I could make much more money there than any job I could find in psychology, so I took it, expecting to be there for a year or so.

### ***When did your MBA fit into your life?***

Jones & Laughlin paid for it, so I took advantage of that opportunity. Then I went into consulting where I could make a great deal of money. It was a good background for running my own business. And now I am becoming known as a person who buys up businesses in trouble and turns them around.

### ***So the MBA did make a difference.***

Definitely. It opened doors and gave me a broader view of business than I had before.

### ***What would you say is your greatest accomplishment?***

Enjoying what I do.

### ***What is the greatest challenge?***

Finding the right people who fit.

### ***Has being a woman in this business been difficult?***

I don't know. I just do what I can do and people either work with me or they don't. I leave that up to them. This year I am president of the Electrical Contractors Association, so I guess that speaks for itself.

### ***What would you say to young women today going into business?***

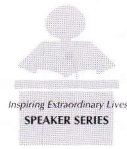
Things are a lot different now. There are more choices. But I guess what I have learned is that the harder I work, the luckier I get. I think balance is important. However, you have to work that out—balance between work and family. And I believe I have achieved that.

Inspiring Extraordinary Lives Speaker Series:

# Women's Lives: A Kaleidoscope of Choices

**Brenda Barnes,  
Former President/CEO,  
Pepsi-Cola North America**

By Susan L. Kane '91



When the *Inspiring Extraordinary Lives* Speaker Series for 1999 was envisioned, who knew we would find a speaker who exemplifies this theme to the extent exhibited by Brenda Barnes, our corporate speaker for November 16.

National headlines from September through October 1997 included:

- "Top PepsiCo. Executive Picks Family Over Job"  
*(The Wall Street Journal, September 24, 1997)*
- "Woman's Resignation from Top Pepsi Post Rekindles Debates (Resignation Of Brenda Barnes, Head Of PepsiCo.'s North American Business, In Order to Spend More Time With Her Family)"  
*(The Wall Street Journal, October 8, 1997)*
- "Trading 30,000 Staff For 3 Kids (Brenda Barnes Resigns As President and Chief Executive Of Pepsi-Co. North)"  
*(The Christian Science Monitor, October 8, 1997)*

Although Brenda Barnes' September 1997 resignation as

CEO of Pepsi-Cola North America made numerous headlines such as these, references in national magazine and news articles were not new to Barnes. A November 1986 article in *Advertising Age* included Barnes as one of the "100 of the best and brightest young ad client executives." Barnes was also quoted in an April 10, 1989 *Fortune* magazine article entitled "Those Highflying PepsiCo. Managers." Barnes' subsequent appointments as COO and then CEO of Pepsi-Cola North America also made headlines.

Brenda Barnes currently serves on the Board of Directors of Avon Products, Inc., Sears Roebuck and Company, The New York Times Company, Starwood Hotels and Resorts, and LucasArts & Digital. She also serves as the Vice-Chair of the

Board of Trustees of Augustana College and on the Advisory Board of Rosie O'Donnell's For All Kids Foundation.

"By her own admission, Barnes has turned down many interviews with the press regarding her retirement." (*Directors & Boards, "Brenda Barnes", Summer 1998*). However, Brenda Barnes has agreed to share her personal story with members of the UCWBG so that others may learn, by her example, of the choices that exist for women. We look forward to hearing her definition of success and how she achieved it, the choices she made and corresponding trade-offs, her personal struggles and lessons learned.

How fortunate we are that this remarkable woman has agreed to share her story with us. Mark your calendars for this exciting event.

### Speaker Series: Brenda Barnes

**Date:** Tuesday, November 16  
**Time:** 5:30-9:00pm  
**Place:** The University of Chicago Gleacher Center  
**RSVP:** 847-256-5804 (voice mail) or 847-223-0277 (fax) (Further details to follow)  
**Contact:** Susan Kane  
 773-774-2454 or  
 e-mail: skane0329@aol.com

### "Entrepreneurial Spirit" continued from front cover

This evening will provide an opportunity to hear stories "from the trenches" of entrepreneurial women who are pursuing success on their own terms. For anyone who has ever entertained the thought of starting her own business, freelancing or going into a partnership, this event will provide invaluable insights, ideas and opportunities for networking. For others just interested in what it takes to embody the entrepreneurial spirit, this promises to be an engaging and high-powered evening of real life stories!

We look forward to hosting this entrepreneurial event on an annual basis to celebrate our own UCWBG entrepreneurs. We are co-sponsoring this year's gathering with CREW (Chicago Real Estate Executive Women), a professional association for senior level executive women in the commercial real estate industry, to provide additional networking opportunities for our members.

Catering will be provided by the renowned Wolfgang Puck.

### Event Schedule:

- 5:30-6:00pm Cocktails (Cash Bar) and Informal Networking
- 6:00-7:00pm Entrepreneurial Forum: Panel Discussion/Q&A
- 7:00-7:45pm Buffet Dinner
- 7:45-8:45pm Sue L. Gin Keynote Presentation and Q&A
- 8:45-9:00pm Closing Remarks and Announcements

### How did we choose the panelists?

We looked among our UCWBG and CREW members to target self-starting entrepreneurs who understand and have put into practice their own recipe for successful achievement. In pursuing success on their own terms, each of the panelists selected presents the following common set of qualifications and attributes: chose a career that she loves; gives it the best she has to offer; creates and takes advantages of opportunities; and, is a person worth knowing.

# CALENDAR OF EVENTS

## S M T W T F S

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## SEPTEMBER

### Saturday, September 18

**UCWBG Board Meeting**  
9:00 - 11:45am at the Gleacher Center.  
Call Cindy Rasche at 312-322-2121.

### Thursday, September 23

**North/Northwest Group**  
Daniello's Restaurant in Wheeling.  
Call Nancy Scott at 847-215-7316.

### Thursday, September 23

**GSB Consulting Roundtable**  
**Topic** Intentional Evolution at Work:  
Practicing the Future NOW  
6:00 - 8:00pm at the Gleacher Center.  
Call Dennis Aust at 630-472-2412 for more information.

## S M T W T F S

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## OCTOBER

### Thursday, October 7

**Inspiring Extraordinary Lives**  
**Speaker Series—Entrepreneurial Event**  
5:30 - 9:00pm at the Gleacher Center.  
Sue Ling Gin, President/CEO,  
Flying Food Group, Inc. and  
Entrepreneurial Forum  
Call Barbara Hausman at 312-456-7092  
for more information.

### Sunday, October 9

**UCWBG Board Meeting**  
9:00 - 11:45am at the Gleacher Center.  
Call Cindy Rasche at 312-322-2121.

## S M T W T F S

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## NOVEMBER

### Saturday, November 6

**UCWBG Board Meeting**  
9:00 - 11:45am at the Gleacher Center.  
Call Cindy Rasche at 312-322-2121.

### Tuesday, November 16

**Inspiring Extraordinary Lives**  
**Speaker Series—Corporate Event**  
5:30 - 9:00pm at the Gleacher Center.  
Brenda Barnes, Former CEO,  
Pepsi-Cola North America  
Call Susan Kane at 773-774-2454 for more information.

## North/Northwest Group

The North/Northwest Group enjoyed networking at The Noodle Café in Glenview for our July meeting. We hope that you can join us on September 23rd at Daniello's in Wheeling. In keeping with this year's theme of *Inspiring Extraordinary Lives*, our topic of conversation will be personal inspiration. Please think of a story about someone who has been inspirational to you in your business life to share with the group.

### Next Meeting

**Date:** Thursday, September 23  
**Time:** 6:30pm  
**Place:** Daniello's Restaurant  
913 N. Milwaukee Avenue  
Wheeling, IL  
847-459-7200  
**Contact:** Nancy Scott '91  
847-215-7316  
**RSVP:** By Wednesday, September 15

#### How to get to Daniello's:

The restaurant is located on Milwaukee road in Wheeling, just north of Lake Cook Road.

The North/Northwest group meets bimonthly, on either the Wednesday or Thursday of the third week of the month. Mark our next meeting date: Saturday, November 20, 1999 on your calendar, and plan to attend. These gatherings provide an opportunity for informal networking among new acquaintances as well as with old friends. Any UCWBG member or prospective member is welcome!

If you are considering attending a North/Northwest meeting and would like to receive a reminder via e-mail, contact Nancy Scott with your e-mail address: [NLSCOTT@AOL.COM](mailto:NLSCOTT@AOL.COM) RSVP's may also be sent to this address.

### The Entrepreneurial Notebook

## "The Keys to Launching & Operating a Successful New Business"

The following has been excerpted with permission from a presentation made by James A. Vahle (GSB alum) Aspen Consulting Group Naperville, IL (630) 416-6883 to The University of Chicago West Entrepreneurial Group Roundtable September 15, 1997

*"Entrepreneurship is a behavior, not a personality trait. It is pursuit of opportunity without regard to the resources currently controlled."*

The **Three Keys To Launching and Operating A Successful Venture** are:

- Opportunity
- People
- Resources

### Opportunity

Identify the best opportunities. Avoid ventures that are not opportunities.

**Rule 1:** Evaluate the Business Opportunity.

Does it have the following characteristics?

- The service is attractive (in the eyes of the market).
- It is durable—will remain attractive. Lifespan is sufficient to be economically viable.
- It is timely (The market is ready and demand is increasing. If too early, the time required for the demand to develop consumes the available capital. If too late, sufficient return on investment will not be achieved.)
- It creates or adds value for the end user.
- The venture has/can achieve competitive advantage/distinctive competence.
- The economics are rewarding and forgiving (sufficient, long-term profit, ROI).

### People

People are the single most important key to the success of any venture.

**Rule 2:** You, and/or the team you assemble, must have or obtain the functional skills, experience and industry specific knowledge appropriate to the venture you are considering; you must create an environment that encourages their utilization.

### Resources

Four Categories: People, Capital Assets (Property, Plant, Equipment, Fixtures, etc.), Financial, Business Plan.

**Rule 3:** Minimize the quantity of resources used, purchase (own) them only when absolutely necessary, do not obtain them until they are needed and be innovative in doing so.

Entrepreneurs focus on opportunities and gather resources necessary to address the opportunity. Their approach is to marshal (innovatively, when the need arises), minimize (bootstrap), control (rent, lease, borrow, barter, etc. rather than own). Effect: less debt/more equity financing, greater flexibility to change, lower sunk cost/easier to terminate, minimized fixed costs to accelerate reaching break-even.

Resources needed include the right directors, attorneys, bankers, accountant and consultants.

These three keys must fit each other and you to increase the probability of success of your new business!

*Editor's Note: In subsequent issues of The Exponent, we will be looking at ways to apply concepts such as those highlighted above to UCWBG members' entrepreneurial ideas. If you have any*

*recommendations as to specific issues you would like to see addressed, please contact Susan Kane at 773-774-2454 or at [skane0329@aol.com](mailto:skane0329@aol.com)*

## Profile:

# Entrepreneurship at The University of Chicago Graduate School of Business

By Susan Kane, '91

Though an unusually large number of UCWBG members are entrepreneurs, most have used tools acquired through the regular MBA program to develop their entrepreneurial businesses. However, in the fall of 1997, the GSB began to offer a concentration in entrepreneurship to support new business creation.

As part of the GSB Entrepreneurship Program, seventeen courses in the field expose student to the breadth of issues they will face in analyzing business strategies, managing business, obtaining financing, and structuring the business from a legal and tax perspective. New courses added this fall include "Strategy and Entrepreneurship in the Information Economy", "Internet Ventures", "Technology Strategy", "Management Strategies for the Entrepreneurial Firm" and "Private Equity Laboratory". There also is an "Entrepreneurship & Venture Capital Group" (EVC) to educate students about entrepreneurship and the private equity industry. EVC also sponsors the Edward L. Kaplan (GSB alumnus) New Venture Challenge, which has awarded prizes of \$45,000 annually for the past two years for the best, promising business plans.

Also in development is an Entrepreneurship and Private Equity Forum to showcase the University of Chicago's entrepreneurial talent. Though details are being developed, the purpose is to highlight entrepreneurial activities of both alumni and faculty through presentation of business plans by alumni and a faculty speaker series.

To learn more about the Entrepreneurial Program at the GSB, visit <http://gsbwww.uchicago.edu/research/entrep>. While the formal Entrepreneurship Program is relatively new, entrepreneurship is not new to the GSB. Examples abound. In a 1996 Business Week rating which named the top twelve entrepreneurship professors in the country, the GSB was the only school with two entrepreneurship professors—Steve Kaplan and James Schrage—among the twelve. ARCH Development Corporation, the technology commercialization arm for Argonne National Labs and The University of Chicago, was created in the late 1980's to commercialize research at these two institutions. This was accomplished not only through licensing (the traditional approach used

by universities), but also by creating venture-funded companies based on promising technologies (a new approach).

### ***Ever since the introduction of the GSB roundtables, entrepreneurs have been visible.***

Ever since the introduction of the GSB roundtables, entrepreneurs have been visible. Led by alumnus Bill Wentz '88, the West Entrepreneurs' Group, which meets over pizza on the third Monday of each month in Oak Brook, has been thriving for years. (Contact Bill at 630-564-3355 to be added to the mailing list of events.)

In subsequent issues of *The Exponent*, we will present ways in which UCWBG entrepreneurs (existing and aspiring) may leverage their interests and knowledge with the many activities that already exist through the GSB. If you have any special interests or suggestions, please contact Susan Kane at (773) 774-2454 or e-mail: [skane0329@aol.com](mailto:skane0329@aol.com) with your thoughts.

The October event in the UCWBG *Inspiring Extraordinary Lives* Speaker Series features entrepreneur Sue Ling Gin and the UCWBG Entrepreneurial Forum (see related article on page one). The evening promises to challenge and develop our entrepreneurial interests. Be sure to attend and share your entrepreneurial thoughts, inspirations and aspirations.

## Defining Success on Her Own Terms:

### **Publisher Joan Downing—Stirring the Imagination of Children**

While many of our peers have pursued traditional careers in consulting, finance or investment banking, Joan Downing has pursued her passion as an entrepreneur and publisher of children's stories. Her company, Silver Seahorse Press, publishes books to stir the imagination of today's children, to make them laugh, and to teach them about themselves and their world. Her goal is for her books to be genuinely color-blind so any child would feel comfortable reading them.

Her first picture book appeared in 1992: *Bubble Gum* by Kate Noble, illustrated by Rachel Bass. It's part of the Africa Stories series about animals in a game park. Kimbi, a young baboon who loves sweets, finds bubble gum in a visitor's tent and has an amazing adventure. Amid all the fun, there is a gentle lesson in self-esteem.

Other titles include:

- *Oh Look, It's a Nossurus*—A story about a young rhino who misunderstands a girl's cry and sets out to save his friends from what he thinks is terrible danger. There is a lesson in the groundlessness of many childhood fears.
- *Blocks*—by Jay Allan is a playful account of a family game for toddlers.
- *The Blue Elephant*—A story about Sassi, a young African elephant who loves the zoo, but longs for a muddy wallow to play in. There is a lesson on the difficulties of clear communication.
- An award-winning audiotope, *Africa Stories*, narrated by Jim Weiss.

The most enthusiastic reaction has been from children. At readings in libraries and book stores, children respond with delight to both the stories and the pictures. One suburban bookseller indicated that three different mothers had called to say how much their children loved the books. She could not recall such a thing happening before.

The books, which have been well received, are distributed by Independent Publishers Group, and are available at most book stores and at Amazon.com. Joan's next goal is to have their own web site.

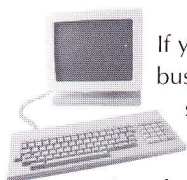
Kate Noble does readings and school visits. Don't hesitate to call if you would like to arrange one.

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# So, You Want to Start Your Own Business and Need Some Information



If you are thinking about starting your own business or already in business, the following are small business oriented web sites offering valuable information on various topics:

## American Home Business Association

<http://www.homebusiness.com/>

One of the better home business associations.

## America's Business Funding Directory

<http://www.businessfinance.com/>

Helpful information on where and how to find capital for your business.

## American Demographics/Marketing Tools

<http://www.marketingtools.com/>

Books, publications, resources, research tools, links.

This is the site for market research.

## American Express

<http://www.americanexpress.com/smallbusiness/>

Lots of how-to information and references to other sites of interest.

## Committee on Small Business

<http://www.senate.gov/~sbc/>

One of the best entry points into the federal maze with great links to other government sites.

## Digital Daily Welcome-IRS

<http://www.irs.ustreas.gov/prod/>

Strong site for information on taxes for small business.

## Doing Business on the Internet

<http://www.smartbiz.com/sbs/dobiz.htm>

Articles, links, tips and useful information for doing business on the Internet.

## IBM's Patent Server

<http://patent.womplex.ibm.com/>

A treasure of a site for patent seekers.

## Innovation Network — Corporate Innovation

<http://www.thinksmart.com/index.html>

Stories, articles, links and useful resources on the management related issues.

## MIT Enterprise Forum

<http://web.mit.edu/afs/athena.mit.edu/org/e/entforum/www/index.htm>

A must visit site for anyone seeking venture capital.

## National Foundation for Women Business Owners

<http://www.nfwbo.org/>

Trade association for women business owners. Fascinating articles and good links.

## National SBDC Research Network Home Page

<http://www.smallbiz.suny.edu/>

One of the best sites on the Internet for small business.

## Small and Home-Based Business Links

[http://www.ro.com/small\\_business/homebased.html](http://www.ro.com/small_business/homebased.html)

Must visit site with great links.

## Small Business Administration

<http://www.sbaonline.sba.gov/>

The place to start. Impressive range of services and resources for the start-up entrepreneur.

## Survey Research Center Home Page

<http://www.princeton.edu/~abelson/index.html>

Serious site for market research or for anyone planning to survey a market.

## The Information House Free Information Area

<http://www.informationhouse.com>

Great site for anyone seeking to do business on the Internet

## U.S. Business Advisor

<http://www.business.gov/>

The "one-stop electronic link to government".

## U.S. Federal Trade Commission

<http://www.ftc.gov>

Major resource if you plan to start a consumer oriented business.

## Venture Capital Web Site Links

[http://pacific.commerce.ubc.ca/evc/vc\\_title.html](http://pacific.commerce.ubc.ca/evc/vc_title.html)

Plenty of links and tips on how to approach the venture capital community.

## Welcome to the Angenehm Law Firm Home Page

<http://www.Angenehm.com/>

Devoted to intellectual property concerns.

## Nolo Press

<http://www.nolo.com>

Legal do-it-yourself advice.

Another interesting web site for entrepreneurs as well as small business professionals can be found at <http://startup.wsj.com>

This site contains:

- On-line tool to create business plans
- Franchise opportunities and startup requirements
- A database of venture-capital firms
- Listings of businesses for sale

## New Members for April, May, June & July

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Strong Capital Management, Inc.

### Alicia Magas

Platinum Technology

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# Survey of Successful Women

Dr. Sylvia Rimm, director of the Family Achievement Clinic at MetroHealth Medical Center in Cleveland, Ohio, clinical professor at Case Western Reserve University School of Medicine, and the Today show's regular parenting correspondent conducted two surveys, of successful women and their daughters. Dr. Rimm wanted to explore what "successful" women had in common in terms of their upbringing and what challenges they face as parents in providing their own daughters with the best environment for a "successful" future on their own terms.

Dr. Rimm conducted a survey of 1,236 women nationwide considered to have successful and satisfying professional careers.

The successful women's most frequently mentioned positive childhood experience was "winning in competition." The second most frequently mentioned childhood experience was travel.

The women's most frequent descriptions of themselves as children were smart, hard working, and independent.

Forty percent considered themselves to be less social than other girls. More than half liked to spend time alone, and a third considered themselves shy as children.

More than half viewed their mothers as role models, compared to only 25 percent who did so for their fathers. Many of the women were inspired by or identified with their teachers.

Although over 80 percent of these women's mothers were homemakers during their preschool years, by their daughters' high school years, only one-third remained homemakers. Forty percent of the physicians' mothers returned to school while their daughters were growing up.

Less than a third of these women's mothers and less than half of their fathers had college educations. Thirteen percent of their parents were immigrants.

The women were very involved in extracurricular activities. Physicians, nurses, and teachers tended to be particularly active in sports; women in government were more likely to have been active in student government; media

women did more writing or were often in drama; and attorneys were more frequently in debate.

More than half of the women belonged to the Girl Scouts or some other all-girl organization. They often commented that their leaders were good role models for independence.

The women's most frequently mentioned girlhood activity was reading, followed by piano and other music.

Twenty-five percent skipped subjects and fifteen skipped at least one grade. Physicians, musicians, and artists had the most grade skippers.

Ten percent attended all-girl high schools and thirteen percent attended women's colleges. Physicians and nurses had the largest percentages that attended all-girl high schools. More teachers, nurses, attorneys, business executives, and politicians attended women's colleges, which they credited for leadership opportunities.

Nurses, doctors and scientists were strong science students, but math skills separated scientists and doctors from nurses by middle and high school.

There were more firstborns in almost all career groups, more middle children among homemakers, and more youngest children among mental health professionals.

Full-time homemakers, educators, nurses, and mental health professionals more frequently rated their family lives as excellent.

The successful women were resilient. Sixty percent talked about "hitting walls" when they became anxious, depressed, or lost confidence in themselves. The most frequently mentioned adaptive skill was perseverance.

## The Top Ten Challenges Still Facing Young Girls and Women

Despite the many victories of the women's movement, young girls and women are still given negative messages about their potential and prospects for their futures. Dr. Rimm identifies the issues facing young girls and women and how that presents challenges to even the most successful women who as parents want to instill their daughters with the confidence and skills they need to create success on their own terms.

- Self-esteem is still driven by pressure to be pretty and popular before all else.
- Airheads are "hot" and popular; "brains" are boring.
- Girls can't do math; boys and Asian-Americans can.
- Dads are smart; successful moms just work hard.
- Competitiveness is unfeminine; they must hide desire to win.
- Leadership is unfeminine—female leaders are often called "bossy" or "aggressive".
- Being a perfectionist and taking risk is masculine and not acceptable attributes for a girl.
- It's unwise to invest in too much education for girls who may not make the best use of it.
- Mothers who are rainmakers cannot also be good, nurturing mothers.
- The ceilings may be made of glass, but the floors are also coated with glue.

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## Connections

Has a special event occurred in your life? Have you been/will be a guest speaker, started in 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, 34930 N. Highway 45, Lake Villa, IL 60046-7463 or fax changes to 847-223-0277.

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