

# 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 2 0 0 0

SPECIAL 20TH ANNIVERSARY ISSUE

**Looking Towards the Next  
Twenty Years:**

## The UCWBG Seven Strategic Initiatives

As we celebrate our 20th anniversary, we are preparing for the next twenty years in our organization's history. An integral part of this process is the renewal of our strategic direction and preparing for our legacy in the future. Several years ago, we, the members of the board of directors, developed seven strategic initiatives that have been the cornerstone of our group's activities. These initiatives reflect our core values as an organization and serve as the

foundation of many of our activities. The core values of our group are also reflected in our mission statement and symbolized in our logo.

### Our Mission Statement

The University of Chicago Women's Business Group is a nonprofit alumnae association organized to address the professional, personal, and career development needs of women, primarily graduates of the University of Chicago Graduate School of Business (GSB). The UCWBG is committed to provide a strong networking and nurturing environment to foster the growth of its members.

### Our Logo

Our logo symbolizes our vision, which is to be a champion of business women's issues within the university, the business, and the community. This means that we want to influence change within our communities. In addition, we want to support professional women in their pursuit of success. We want to lead and to support business women as they strive to achieve their goals both personal and professional. To foster the growth and success of our members, we want to offer expanded opportunities for learning, making personal contacts, creating a strong community of women, and using their power to influence positive change.

Our group's strategy can be summarized as seven strategic initiatives.

### 1. Defining Success

We examine where we are as professional women, our definition of success, and our blueprint for the future, in order to empower our members and support them in being successful.

**Inspiring Extraordinary Lives  
Speaker Series:**

## Money Matters... and the Savage Truth

Author. Emmy winner. National Press Club Award winner. Journalist. Chicagoan. Former stockbroker. Terry Savage, a nationally recognized authority on investment and personal finance, will speak to the UCWBG at our fall event. We will explore the risks and rewards of Ms. Savage's journey from first woman trader on the Chicago Board of Options Exchange to author of her latest best-selling book, *The Savage Truth on Money*.

Through the "Inspiring Extraordinary Lives" speaker series, the UCWBG has celebrated women who have used their education and experience to forge new ground... to make a difference... to accomplish something extraordinary. Join the UCWBG for dinner and cocktails at the Gleacher Center on Wednesday, September 27th to meet an extraordinary woman with an extraordinary story to tell.

**Joni Jackson '89 and Trisha Rogers '82**

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### Save the Date

#### Inspiring Extraordinary Lives Speaker Series

Speaker: Terry Savage  
 Date: Wednesday, September 27, 2000  
 Where: The University of Chicago  
 Gleacher Center 450 Cityfront Plaza  
 Time: Cocktails at The Midway Club  
 from 5:30pm to 6:30pm  
 Dinner-6th Floor Gleacher  
 Center from 6:30pm to 7:30pm  
 Speaker and Q&A from  
 7:30pm to 8:30pm  
 Closing remarks  
 Cost: \$50 Members and \$57  
 Non-members  
 Contact: For additional information  
 please call Trisha Rogers  
 at 312-317-7517  
 Reservations: Call 847-256-5804  
 or fax 847-223-0277

*continued on page 15*

# CALENDAR OF EVENTS

## Sunday, September 17

**North/Northwest Group**  
10th Anniversary Celebration  
Allgauer's on the Riverfront  
Call Nancy Scott 708-387-1718

## Wednesday, September 27

**Inspiring Extraordinary Lives Speaker Series featuring Terry Savage**  
Gleacher Center  
Call Trisha Rogers 312-317-7517

## Friday, October 6

**GSB Fifth Annual Alumni Celebration**

### Save the Date

#### Annual GSB Alumni Celebration

Date: Friday, October 6, 2000  
Contact: For additional information please call Susan Kane at 773-774-2454 or mail to: skane0329@aol.com to arrange to sit with UCWBG members

## Benefit Days 2000 at Dominick's

September 25th-27th  
November 27th-29th  
December 11th-13th

Anita R. Brick, '81 is Director of Career and Corporate Alliances at the GSB and Founder of The Encouragement Institute, Inc. She frequently inspires audiences with her uplifting message and is often quoted in a variety of business and women's publications. If you have a story that you would like to share, please contact Anita at 312-464-8691. To receive a weekly "pop of optimism," you and others can subscribe by going to <http://www.topica.com/lists/poptimisms> or by sending a blank e-mail to [poptimisms-subscribe@topica.com](mailto:poptimisms-subscribe@topica.com).

## Thursday, November 30

**North/Northwest Group**  
Call Nancy Scott 708-387-1718

## Saturday, December 9th at 9am

**Breakfast with the Board UCWBG Committees Gleacher Center**  
Call Susan Kane 773-775-7454

## Other Upcoming Events

**November/December 2000**  
Featured Program

**January 2001**  
Annual Meeting

**May 2001**  
GSB Management Conference

## Contributors

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## President's Letter



Christine B. Cantarino '92

### *"Making a Connection with University of Chicago Women – Our 20th Anniversary"*

Dear Chicago Women:

Happy 20th Anniversary! On behalf of The University of Chicago Women's Business Group, I thank you for your continued support of this organization! We receive many letters of encouragement, suggestions, and names of interested volunteers who actively promote our organization.

Twenty years ago, The University of Chicago Women's Business Group was founded on the principle of creating the businesswomen's network. Although the idea of professional women's group was not new, it came during a time when women were entering the work force in record numbers. However, there were few role models at that time. Moreover, leaders of corporations had relatively few concepts of family or work life balance integrated with a professional career within the work environment. As a result, our Chicago women built a network of professional women facing business and personal issues.

What we have accomplished as The University of Chicago Women's Business Group in the last twenty years is something to be proud of. Initially, we developed speaker events. As time went on, we created a more diverse set of member services, including high profile speaker engagements, our Web page, the Exponent, and subgroups focused on specific topics of interest. We also offer workshops and opportunities for developing your special interests. The enthusiasm through the twenty years has focused on our shared commitment to women professionals in the all dimensions on life: work, family, and community,

Where are we going? The Chicago women who make up our community allow us to continue to develop our professional skills and expand our horizons beyond the imaginary boundaries that we or others set for ourselves. Our goal as an organization is to actively support professional women to be successful in their pursuits as they go through life.

In this special 20th anniversary issue, we revisit our past and look forward to the future. We are featuring several articles from earlier Exponents to "celebrate our past." Agnes Roach

highlighting some of the our organizations' major events and history in her article, "Some Thoughts on the Founding of the UCWBG As We Celebrate 20 Years." Dean Hamada outlines his vision for the organization. In addition, in a separate article titled "Looking Towards the Next Twenty Years: The University of Chicago Women's Business Group Seven Strategic Initiatives," I outline our organization's strategy and the vision for the future.

Upcoming events for the remainder of the year 2000 include several major events: Terry Savage with Money Matters on September 27th; The GSB Alumni Networking Dinner on October 6th; and Breakfast with the Board Committees on December 9th. At the December breakfast, you will have an opportunity to meet the board and committee members and to get involved. Help us continue to make a difference in the world around us. Join us in celebrating the University of Chicago Women's Business Group's 20th Anniversary by attending this falls events. Together, we can celebrate our accomplishments as an organization and look forward to the next twenty years of our group. As always, we want to challenge your mind, touch your heart, and make a connection with our Chicago women.

Sincerely,

*Christine B. Cantarino*

Christine Cantarino  
President  
The University of Chicago  
Women's Business Group

## Our Annual High Tea

High Tea at the Ritz Carlton was the setting for the April 30th University of Chicago's Women's Business Group (UCWBG) "Inspiring Extraordinary Lives" Speakers Series. Keynote speaker Doris Christopher, President and Founder of The Pampered Chef, took our members and guests on a stroll down memory lane, recalling fond times around the dinner table with our families.

Ms. Christopher, a nutritionist by education and experience, took a few basic ideas and built a thriving business. Twenty years ago, Ms. Christopher realized that kitchen tools were not well-made. Leveraging her training and her interests, and combining this with a few great ideas and perseverance, she "built a better mousetrap", and created an opportunity for others. With only \$3,000 in start-up capital, Ms. Christopher broke the \$1 million mark in year 7. Celebrating their 20-year anniversary this year, Pampered Chef now employs over 57,000 part-time workers and generates annual sales in excess of \$500 million.

Doris Christopher's entire life has been food-focused. Ms. Christopher's recently published book, *Come To The Table*, shares and celebrates the traditions around the family table. Pampered Chef provided complimentary copies of Ms. Christopher's book to all in attendance that afternoon.

Ms. Christopher's talk centered on how she built Pampered Chef to the sizable enterprise it is today, how she managed as an entrepreneur, and how she has managed as a wife, mother, and individual. She said that women can get lost in trying to meet and balance the demands of family, career, and all other things in life.

Ms. Christopher started Pampered Chef from simple beginnings: the basement of her home in suburban Chicago. She was driven by two important desires: she had retired upon the birth of her oldest daughter, and she was resisting the need to get back to her career. Yet at the same time, she had a strong desire to get back to her career and do something larger than herself.

From her work as an educator and a home economist, she knew a lot about kitchen tools. When friends would visit her home, they often ended up in the kitchen, and they would ask her, "where did you get this?", referring to some kitchen utensil (e.g., can opener, vegetable peeler, etc.). Having the right tool for the job was one of the most important things in meal preparation. So what if she could serve others by providing the tools and information to inspire them to bring the family together around the table? This was the nexus of Pampered Chef.

In 1980, fast food was the focus. Working mothers simply had less time to prepare meals like mom's old-fashioned meat loaf and potatoes. Doris Christopher thought that if there was a way to help people create their own fast food, there would be time to sit around the table and get to know each other again.

She and her husband, Jay, borrowed \$3,000 in capital (the only capital investment in the business) to begin to build her dream. Jay's excitement and strong business sense, coupled with her teaching background, was the perfect formula for success. Their mutual faith kept them going and helped them turn their dream into reality.

The Pampered Chef concept began by offering in-home parties or kitchen shows to friends and neighbors. The concept was based

on helping people learn time-saving techniques in the kitchen and to help them purchase tools to make meal preparation a snap. She started on her own terms: low pressure, lots of information, and offering competitive products.

In 1980, Ms. Christopher was the first kitchen consultant. She had a lot of faith, but no idea how the business would evolve. In the first 6-7 months, she was totally consumed by the business. In the 7th month, a friend offered to help, but she replied, "I'll have to think about it." Although this was the way her business was to grow, she wasn't sure if she was ready for an employee—could she pay her? But a part of her mission was to offer the same opportunity for other women that she had created for herself.

Today, there are almost 60,000 kitchen consultants in the U.S. Although men are involved in the business, the vast majority (about 59.8K) is women. Pampered Chef addresses the issue of balance, recognizing and appreciating that women can accomplish more if they do their work in tandem with family and personal commitments. Balance is, and continues to be, one of the key issues that women as well as men face.

A key question each of us must ask ourselves is, "Where do you, as an individual, fit into your own schedule?" Ms. Christopher



**Doris Christopher and Trisha Rogers**

suggested a simple tactic that we can each use to manage our time when we find ourselves faced with more projects than we have hours in the day. It's a simple process that she uses to manage her own time.

- Identify the priorities in your life (e.g., spouse, family, career, intellectual development, social needs, personal time, etc.)

- Draw a circle on a piece of paper that represents 24 hours in the day. Do an approximation of how you

would like to spend your time.

- Next, on a separate piece of paper, draw a pie chart that shows how you actually spend your time. If there is a difference between how you would like to spend your time and how you actually spend your time, your next step is to create an action plan to close this gap.

We make choices about how we choose to use the time we have. It is important to find balance. Family mealtime can be quick, easy and fun. The less time we spend in the kitchen, the more time we can spend at the table. In her book, *Come to the Table*, she shares her own family's traditions along with other women's stories.

What has driven Doris Christopher is reaching out to people, offering true solutions, and giving creative suggestions. For Doris Christopher, the basis of success is simple: A true belief in what you're doing.

**Joni Jackson '89**

## Following the Leaders

During its 20-year history, the UCWBG is privileged to have been lead by 21 diverse leaders in the role of President. (Forming the UCWBG in 1980 was such a challenge that co-presidents were needed.) I contacted a number of these outstanding women to follow-up with them as to the value provided by this leadership role.

I received input from UCWBG past presidents from its early years, midyears and more recent times. Though the UCWBG has evolved in many ways over its twenty-year history, the importance of serving as president has remained remarkably consistent over the years. Specific benefits and related comments included:

### **Overall, provided fond memories and was a great experience.**

"It was a great time for me." (Lorena Blonsky). "Serving as president was an invaluable experience." (Chris Keeley) "It is a memory I will always treasure." Kitty Voss. "A year of personal growth - and one of my most rewarding endeavors." (Mary Lynn Faunda).

**Provided an opportunity to work with outstanding, challenging, intelligent women.** Working with the motivated women of the UCWBG provided close friendships, wove a networks of contacts; business and personal—and solidified mentors for women in the business world. "The opportunity to work with the best and the brightest of business women was one of the most wonderful experiences of my business career. "It was such a pleasure to be with the impressive, warm and giving group." (Kitty Voss)

**Developed leadership and management skills.** Overseeing all functional aspects of the organization has allowed past presidents a leadership role of greater breadth than they might otherwise have experienced in their jobs. "I learned how to run a meeting, an organization, and budget." (Kathy Terman). "It was an opportunity to hone skills of persuasion and influence to get things done." (Chris Keeley) "Presidency provided a testing ground to try new ideas or be creative in a supportive environment that a corporate setting may not have allowed." (Dubravka Deppen)

**Encouraged personal development in profound ways.** "If one is willing to dream and work hard, you can make something happen... (The Presidency) challenges you to soul-search, to sort through who you uniquely are, and then provides the flexibility for you to bring forth your personal passion in a way that is meaningful to the UCWBG". (Dubravka Deppen)

**Promoted innovative thinking that sparked new initiatives.** Creation of the UCWBG in 1980 in and off itself was a ground-breaking initiative. The first alumnae organization of a major business school, GSB administrators were either unresponsive, puzzled or downright hostile as to the need for the UCWBG, per 1983 President Chris Keeley. A poor job market in 1990 resulted in a job search support group among downsized UCWBG professionals, which ultimately led to the creation of the GSB Roundtables. "The Graduate School of Business Alumnae Survey: Contacts, Career, and Family", the first survey of its kind, was prompted by the UCWBG in 1997.

**Provided a way of "giving back."** "Probably the work I have done in organizing and recruiting for the UCWBG has done more good for the U of C than thousand of dollars in contributions in terms of goodwill and connections to the U of C". (Agnes Roach). Working with the UCWBG also provided an opportunity to learn how to accomplish goals through volunteers, per Dubravka Deppen.

As the UCWBG's current President-elect, I know I will have my work cut out for me in the year ahead as I continue the legacy established by the remarkable leaders who have proceeded me. It is with the promise of the rewards described above and the willingness to learn from the amazing women of the UCWBG that I accept the challenge to follow these leaders.

*Susan L. Kane '91*



## THE UNIVERSITY OF CHICAGO WOMEN'S BUSINESS GROUP

CELEBRATING 20 YEARS  
LEADING THE WAY TO SUCCESS  
FOUNDED 1980

### PRESIDENTS

1981 AGNES A. ROACH '80, JOANN D. HINZ '79  
1982 THERESA BROWNE KUTZEN '79  
1983 G. CHRIS KEELEY '79  
1984 MARY LYNN CIPRIANO '77  
1985 BARBARAGAIL J. DANCEWICZ '78  
1986 SUE WEEKS '71  
1987 HELEN I. HODGES '84  
1988 KATHLEEN L. HOLOUBEK '83  
1989 NANCY B. GUNDER '83  
1990 LORENA M. BLONSKY '85  
1991 KATHLEEN M. VOSS '80  
1992 DIANE W. DAHL '86  
1993 KATHLEEN B. TERMAN '85  
1994 CHANDRA A. GREER '90  
1995 SUZANNE C. KEERS '88  
1996 LISA M. KIERES '84  
1997 SUSAN L. MINER '93  
1998 DUBRAVKA L. DEPPEN XP-60  
1999 MARY LYNN FAUNDA '86  
2000 CHRISTINE B. CANTARINO '92

## Captain, My Captain

Volume 1, Number 3

If you're not living your ideal day, you're living someone else's.

*Up at 4am. Drive to O'Hare airport. Fly to New York. Turn around and fly back to Chicago. Then fly to Seattle. Have dinner. Read a book. Catch some zzz's. Get up at 5am. Fly back to Chicago. Get back in the car and drive home.*

This may not sound like your ideal day, but it is for my friend, Marcy.

I've known Marcy forever. We first met when we were both seven. I entered my third grade class and there was this shy little girl with big brown eyes and beautiful dark hair. Being the gregarious person that I have always been, I walked right up to her, introduced myself, and told her that we could be friends.

You see I was lonely. My family had just moved to a new neighborhood and I was the only kid around. I had been wishing to have someone to talk with, have fun with, and to dream with. I guess so did Marcy because after she and her parents moved in down the street, we became buddies. We went through elementary, junior high, and high school together and along the way we had lots of fun. While I did much of the talking, Marcy was doing a great deal of the dreaming.

Although actions speak louder than words, sometimes quiet people in our lives can be overshadowed by those who speak up and demand to be heard. So it came as somewhat of a surprise to me when at age 14, Marcy announced that she was going to become a pilot, fly big commercial jets around the world, and maybe even fly for NASA.

Wow!" I was rendered speechless, which has only happened to me a few times in my entire life. Where did she get this idea? How did this become her dream? It's just not what nice Jewish girls did in the 70's. While Marcy was certain about her decision from the start, it was not a popular one. The guys at school laughed at her and called her a freak. They pointed out that she was no math or science wiz, to them a prerequisite to be a flying ace. I think their taunts came from fear and envy, confusedly mixed with admiration.

When there were the snidely judging comments from presumably well meaning friends, teachers, and relatives who wanted to protect Marcy from her "obviously bad choice." "How can you become a pilot?" they exclaimed. "Women don't do that – and besides when would you have children?"

These 'voices of negativity' just didn't believe in her, but the people who counted did. Marcy's parents were criticized for encouraging their daughter's dream. They took a lot of heat for the emotional and financial support they gave her. Yet these "gifts" made all the difference. It gave Marcy the courage and confidence to believe in herself.

I could see this in her eyes. I saw a light. It wasn't just a twinkle, but a starburst of enormous magnitude that I didn't understand at the time. Now I realize that what I saw was a woman who had found her spark. She would have piloted planes for free because it gave her such joy – and for a while she practically did. Marcy's passion, strength, and conviction made it impossible for her to fail. She fixed her goal of becoming a pilot in her mind's eye and no matter what anyone else said or did she continued to advance.

Over the next nine years, while many of us hung out, read, and went to parties, Marcy accumulated flying time by working in small airports by her home and at college. For each day she swept floors, kept the airport's schedule and assisted in a variety of other things, Marcy was paid in flying time – one measly hour for each day she worked.

Most common mortals might have whined, complained, or just gotten worn down and quit, but not Marcy. It's not that she didn't get discouraged at times, especially when the bills would pile up on her desk. She found ways to earn money and stay afloat, all the while remaining on course and believing in her heart of hearts that she would succeed. Her belief in herself increased each time she flew one more hour, taught one more student, or helped a new would-be pilot file a flight plan.

Marcy built enormous strength, confidence, and resolve, and she needed it. The major airlines were certainly not beating down her door to hire her. As the rejection letters arrived in a steady stream, a rich businessman asked her to pilot his private jet. He offered her double what she could make as a pilot anywhere else. It would have been easy to say yes, since she certainly could have used the money. Yet she had the conviction and courage to say no, instead taking an 8k a year job working on the ground as a scheduler at a Philadelphia airport, and continued to pursue her dream.

Slowly she built up her flight hours and reapplied to the "Friendly Skies." In late 1978, United Airlines called. She was hired as lucky 13 – the 13(th) female pilot hired by the airline. Now I would like to tell you that her male counterparts immediately accepted Marcy, but that didn't happen. She had to prove herself and meet each challenge that was thrown her way.

Now the challenges weren't only professional, her personal life took a few hits, too. When men would find out she worked for an airline, they assumed that she was a flight attendant. With that information, they spun fantasies about what Marcy must be like up close and personal. They would often patronize her thinking, "what could this cute, petite brunette know about planes?" When she responded with enough knowledge to fill a cargo hold, they would often gulp, end the conversation, and turn away. While these encounters hurt Marcy, they didn't stop her from having a loving relationship. In 1986, she married a man who appreciated her for who she was and encouraged her professional dreams, growth, and development.

Marcy is a shining example of having a dream, following it, and never giving up – no matter what. She never complained when the airline furloughed her for three long years – because she knew that it was impossible for her not to reach her goal of becoming a captain before turning 40. During her "time off," she worked at the Fermi lab, beating out physics majors from MIT for the job. When she left to return to United Airlines, the head of the accelerator team told her that the door was always open for her to return. Marcy's quick mind, generosity of spirit, and concern for doing the right thing enabled her to connect with others and helped her achieve her dream.

All of Marcy's efforts have paid off BIG TIME. At age 35, she made captain five years ahead of schedule. Today, she leads her crews with respect and discipline, makes more money than top tier MBA's, and flies 757s all over the place. "I took my role model for a captain from Star Trek, the Next Generation," she told me. "Jean Luc-Picard is fair, decisive, and follows what he knows to be right,

even if others oppose him." And that's exactly the kind of captain Marcy is. Not every day is perfect. Crowded airports, bad weather, and delays are frustrating. Yet, Marcy doesn't let it get to her because she knows she is living her ideal day.

So what about you? Are you living your ideal day, or someone else's? What do you desire for your future? Take 15 minutes today to write it out, tell someone you trust, and then ask for support. Finally, do one thing to move it forward today, tomorrow, and each day until your ideal day is your reality.

*Adapted from "Portable Optimism", Volume 3, Number 3. Copyright, 1998, The Encouragement Institute, Inc.*

**Anita R. Brick '81**  
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## The North/Northwest Group 10th Anniversary Celebration

The North/Northwest Group had a great chance to network at The Noodle Cafe in Glenview for our July meeting. We hope that you can join us on September 17th for the North/Northwest Group's 10th Anniversary Celebration with a fabulous champagne buffet brunch at Allgauer's in Northbrook.

Here's a little North/Northwest Group history: Agnes Roach founded this UCWBG subgroup in 1990. Agnes also coordinated the group for a number of years. Other group members assisted her at times. Pam Russell was the second coordinator of the group. Nancy Scott has coordinated the group since early 1999 with assistance from Marijean Cray.

This year also marks the 20th Anniversary of the founding of the UCWBG, the 10th Anniversary of the Mother's Group (founded by Holly Berman), and the 5th Anniversary of the West Suburban Group. We invite members of the suburban groups as well as members of the UCWBG generally to join us for brunch as we celebrate this special year!

Note: The next North/Northwest group meeting will be Thursday, November 30, 2000. Please mark your calendar, and plan to attend.

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. RSVP's may also be sent to this address.

### **Directions Coming From The:**

**South/Southeast:** Take I-90 northwest to I-294. Exit west at Willow Road (Palatine Road). Drive west about 1.5 miles to Milwaukee Ave. Go south on Milwaukee about .75 miles (keep to the left). Allgauer's will be on your left (east side of Milwaukee).

**North/Northwest:** Take I-94/I-294 south to Willow/Palatine Road. Go west, and follow directions above. Or drive west on Willow Road to Milwaukee Avenue.

**Northeast:** Take U.S. 41 south to Willow Road, and drive west as above.

**West:** Take I-88 or I-55 to I-294 north, and exit west on Willow/Palatine Road as above.

### **Dear Fellow Members of the UCWBG:**

It is with great pleasure, pride, and profound gratitude that I congratulate the members of the University of Chicago Women's Business Group for twenty years of support to the professional, personal and career development needs of GSB alumnae.



**Dean Robert S. Hamada**  
University of Chicago  
Graduate School of  
Business

Since its inception, the UCWBG has served the GSB in many ways. Please allow me to list a few. The group has demonstrated exemplary leadership and served as a model from which other alumni and student groups can learn. Materials developed by the group are used as examples in the alumni chapter handbook distributed to all chapter presidents. We, at the School, have looked to the Women's Group as a significant source of ideas, planning, and execution. For instance the group was the driver for an important survey conducted by a senior member of the faculty. We have come to rely on the group to unearth successful alumnae who have somehow flown beneath our radar. More recently, the group has contributed to our efforts to ramp up our recruitment of women.

I take great personal satisfaction in my honorary membership in this organization of enthusiastic and successful women. I am constantly astounded by the ability of your membership to provide leverage far beyond the group, as well as effectively network among yourselves. I consider the UCWBG an important partner in my continuing effort to enhance the visibility of the School and increase the number of qualified women applicants to our program. I look forward to working with the board and members of the UCWBG in this and in future years.

*Sincerely,*  
**Bob Hamada**

### **Next Meeting**

#### **10th Anniversary Celebration**

**Date:** Sunday Brunch,  
September 17, 2000

**Time:** 11:00 A.M.

**Place:** Allgauer's on the Riverfront  
The Hilton Northbrook  
2855 Milwaukee Ave.  
Northbrook, IL  
847-480-7500

**Contact:** Nancy Scott '91  
708-387-1718

**RSVP:** 12:00 noon, Thursday,  
Sept. 14 to Nancy Scott '91  
708-387-1718

## Technology Corner:

# Technology and You

Technology and You is the theme of the UCWBG Technology Group.

One of our goals is to explore ways of helping each other over the digital divide. We hope to help by trying out various technologies, and then reporting on how they could be useful for you. The present effort is the first in a series of ongoing technology experiments related to small group communications. Later, we will be exploring other technology.

Our first adventure involved an online conferencing session with Jo-Anne Tanenbaum, a member in Boston, and Lori DeCicco, Peg Conway, Karin Janowski, and JoAnn Hinz, all in Chicago. We were looking for a simple way to communicate with faraway members. The function we used is called "chat", but this professional version has more features than the chat sessions where teenagers exchange gossip. We chose to use [www.hotoffice.com](http://www.hotoffice.com) because the software was highly recommended, and the limited version is free. After a series of operational mishaps, we connected and communicated by typing.

### Pros:

- All you need is an Internet connection and a logon ID to a product such as [www.hotoffice.com](http://www.hotoffice.com). Setting up the logon ID is a short, one-time job for the group leader.
- All participants' names are listed on the screen.
- During the session, you can open and refer to other documents that are on your computer. You can also leave the session temporarily, to access information from the internet.
- You can save the chat session in a file, for viewing later.

### Cons:

- We could not figure out how to adjust for better viewing. We resorted to capital letters to view it better on a laptop with a 21 character per inch display.
- Since everyone can chat at once, sometimes you are responding to a message several lines above the current entry.

### Possible uses:

- We could see how a chat session might benefit any group that has difficulty setting up a meeting time. At a prescribed time,

the group members who were available could sign in and have a conference, then leave a transcript for others to read.

- A conference session would be valuable for a small group to collaborate on a document also in the hot office environment.
- The UCWBG is considering forming a book club. With this type of software, faraway members could participate in discussing books.
- The chat function might be able to be combined with other forms of phone or teleconferencing. That will be a subject for future experiments by the Technology Group.

Please inform us of anything you want us to investigate. We also welcome participants.

*JoAnn Hinz '79*

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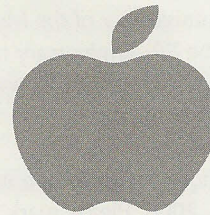
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## Career Management:

# Technology Creates New Rules for Resumes

Monster.com claims to have access to 1 million resumes. Careerbuilder.com claims to have access to 70 million. Then, there's HotJobs.com with over 1.2 million unique visitors each month. And, have you been intrigued by that seductive TV ad with a recitation of Robert Frost's, "Road Less Traveled?" This is the rapidly growing world of internet recruiting. If you are thinking about joining the crowds on these or other web sites -there are several thousand Internet job sites- here are two questions to answer to improve the chances of your resume surfacing for the right position in the right organization.

### Question #1: Is your resume scannable?

Increasingly, employers (especially large employers) are using imaging technology to handle the flood of resumes that Internet recruiting brings. Because many start-up or small organizations may not have incorporated scanning technology into their hiring process, the old resume rules (e.g., keeping your resume to no more than one page) may still apply. However, it is still prudent to have a scannable resume because smaller organizations often use service bureaus and independent resume data services.

Here's how the scanning technology works. Imaging and "artificial intelligence" scan the text in the resume (whether received by fax, snail-mail, or e-mail), extract important information (e.g., education, work history) to create text files, which are then matched to the job specifications of the particular positions. Then, recruiters and managers can search for applicants from the resume data bases, using key words, usually nouns such as writer, MBA, marketing, Society of Technical Communication, Spanish (language fluency), San Diego, etc.

In short, to increase the chances for your resume to surface, the format of your resume must be "scannable" so the computer can read the characters contained in your resume. More specific tips are provided below to ensure your resume will be accurately scanned.

### Question #2: Does your resume contain the "right" detail? (i.e., is your resume "searchable?")

To further maximize the number of "hits" (matches of your skills and background to job specifications), the content of your resume needs to contain detail (words and phrases) that match the detail outlined in the job specifications. So, read the job description. Pay particular attention to language that specifies requirements and preferences. For example, if the position requires five years of direct supervisory experience, it is unlikely that your resume, which shows three years of supervising experience, will surface even if you indicate other experience which would offset the additional two years.

Here are more specific tips for maximizing scannability and maximizing the number of hits your resume receives from Resumix, a leading vendor of imaging technology for tracking resumes and applicants:

#### Tips for Maximizing Scannability:

- Use white or light-colored 8 1/2 x 11 paper, printed on one side only
- Provide a laser printer original if possible. A typewritten original or a high quality photocopy is OK. Avoid dot matrix printouts and low copy copies.
- Do not fold or staple.
- Use standard typefaces such as Helvetica, Futura, Optima, Univers, Times, Palatino, New Century Schoolbook, and Courier.
- Use a font size of 10 to 14 points. (Avoid Times 10 point.)
- Don't condense spacing between letters.
- Use boldface and/or all capital letters for section headings as long as the letters don't touch each other.
- Avoid fancy treatments such as italics, underline, shadows, and reverses (white letters on black background).
- Avoid vertical and horizontal lines, graphics, and boxes.
- Avoid two-column format or resumes that look like newspapers or newsletters.
- Place your name at the top of the page on its own line. (Your name can also be the first text on pages two and three.)
- Use standard address format below your name.
- List each phone number on its own line.

#### Tips for Maximizing "Hits":

- Use enough key words to define your skills, experience, education, professional affiliations, etc.
- Describe your experience with concrete words rather than vague descriptions. For example, it's better to use "managed a team of software engineers" than "responsible for managing, training"
- Be concise and truthful.
- Use more than one page if necessary. The computer can easily handle multiple-page resumes, and it uses all of the information it extracts from your resume to determine if your skills match available positions. It allows you to provide more information than you would for a human reader.
- Use jargon and acronyms specific to your industry (spell out the acronyms for human readers).
- Increase your list of key words by including specifics, for example, list the names of software you use such as Microsoft Word and Lotus 1-2-3.
- Use common headings such as: *Objective, Experience, Employment, Work History, Positions Held, Appointments, Skills, Summary, Summary of Qualifications, Accomplishments, Strengths, Education, Affiliations, Professional Affiliations, Publications, Papers, Licenses, Certifications, Examination, Honors, Personal, Additional, Miscellaneous, References, etc.*
- If you have extra space, describe your interpersonal traits and attitude. Key words could include *skill in time management, dependable, high energy, leadership, sense of responsibility, good memory, etc.*

#### Final Tips:

Make sure your resume can be uploaded to the company's computer or resume service.

You may want to have two versions of your resume:

- **One for the computer to read** – with a scannable format and detailed information. Send this one.
- **One for people to read** – possibly with a creative layout, enhanced typography, and summarized information. Carry this one to the interview.

G. Chris Keeley '79

# Pictures From Our Past



**Strategic Planning Session– April 2000**  
 Top row: Rose Brintlinger, Lori DeCicco, Mary Lynn Faunda, Susan Kane, and Trisha Rogers  
 Bottom row: Christine Cantarino, Cindy Rasche, Eva Ziegler, Chris Keeley, Nancy Scott, JoAnn Hinz,



Kim Memper, JoAnn Goe, Susan Miner, Maria Lupetin



Karin Janowski and the late Donna Seltin



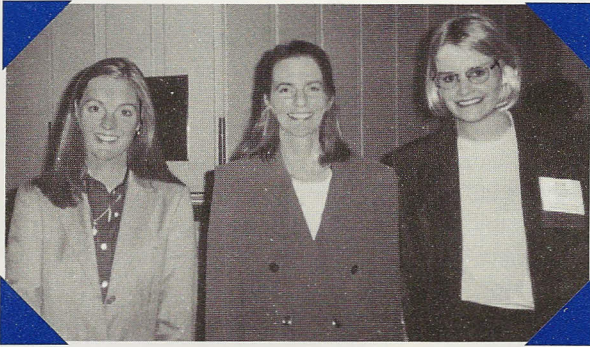
**Annual Tea 1997**  
 Myrna Newman, Danielle Carrier, Valerie Anderson-Lewis, Shaun Fitzgerald, Suzanne Keers



Dubravka Deppen, Suzanne Keers, Lisa Kieres, Susan Miner, Chandra Greer, JoAnn Hinz



**15th Year Anniversary Brunch**  
 Top row: Diana Carpenter, Kathleen Terman, Marilyn Tedesco, the late Donna Seltin, Melanie Joyce Halverson, JoAnn Hinz, Lisa Kieres, Suzanne Keers, Karin Janowski, Christine Cantarino, Julia Hathaway, Kendra Merisol, Irene Marquez, Ann Rosenbaum  
 Bottom row: Phyllis Ezop, Peg Conaway, Agnes Roach, Mary Cipriano, JoAnne McCarthy, Mary Beth Pinda, Nancie Noie, Holly Berman, Rae Fischer, and Chandra Greer



Elaine Gern, Nancy Scott, and Rose Brintlinger



Two Past Presidents at a UCWBG Event  
Dubravka Deppen and Kitty Voss



The Board presented at the  
Annual Meeting in  
December 1993

Kathy Terman, Chandra Greer,  
Diane Dahl, Patricia Leneham,  
Connie Cantutis, Melanie Joyce,  
Suzanne Keers, Karin Halperin,  
Shawn McGuinness, Karen  
Chromizry, Cindy Monroe



Board Meeting in 1987

Top row: JoAnne McCarthy, Loretta Sanford,  
Irene Testitor, Lorena Blonsky, Nancy  
Gunder, and Kathleen Holoubek  
Bottom row: Helen Hodges, Irene Marquez,  
JoAnn Hinz, and Sue Weeks

Editors Note: Looking through the past editions of the Exponent we found several articles that we wanted to share with you again as we "Celebrate Our Past." We hope you enjoy them.

Editor's Note: Originally published in the May/June 1997 Exponent

### *Celebrating Our Past*

## Top 10 Traveling Tips

Last year I charted 85,000 air miles, mostly international, and wanted to share my top tips for the long plane ride.

**Invest in luggage with built-in rollers and handles.** My trick is that I have two pieces with built-in rollers. I check one and carry the other on the plane with me. It's a true back saver.

**Carry a change of clothes on the plane with you.** Unfortunately, I learned this one the hard way. My luggage to Manila was lost and arrived two days later. I had nothing to wear. It's not always as simple to shop for clothing overseas.

**Achieve results during your travels.** In preparation for my plane ride, I gather up all of the magazines and newspapers I have not had time to peruse. My goal is to read all of these publications on the originating flight and lighten my load as much as possible. It's fun, productive, and I leave my magazines for others to enjoy.

**Bring treats from home.** I suggest you back a few of your favorite treats for your travels. I like to pack cherry Twizzlers and my favorite bath oil. It is nice to bring some reminders of home.

**Bring your medicine cabinet.** Packing some antihistamines, cold medicines, pain relievers, and your prescription drugs is important. I have found that long flights can bring on respiratory problems. Also, bring plenty of tissues. Do not rely on a purchase at O'Hare as Kleenex is a hot commodity. Please make sure you also get appropriate immunization shots.

**Invest in a travel pillow and eye shades.** Here is my secret for falling asleep on a plane. Try to get a window seat. Pull down the window shades. Use a travel pillow (preferably not the blow-up kind) around your neck, don your eye shades, lean your head against the window using an airline supplied pillow, and think nice thoughts. On one return trip from Japan, I slept 7 out of the 10 hours.

**Drink water, not wine.** Alcohol is not comforting on long plane trips. It is very important to hydrate yourself with plenty of water.

**Stretch with exercise bands.** You may feel a bit strange about doing a few leg lifts near the galley, however sometimes your body needs a good stretch. I do some leg exercises with an exercise band around my ankles. I have also noticed that I have needed to elevate my feet as they can swell during a flight.

**Make preparations for connecting electronically.** For the laptop friendly, make sure you bring multiple computer batteries, proper power converters, and instructions for how to log on to the mail systems remotely. Some email providers have local numbers within a country to access your mail system. Make sure you bring along a customer support number in case you have difficulties.

**Invest in an airline club membership.** If you travel frequently and have long layovers in various airports, I recommend an investment in an airline club (i.e., United's Red Carpet Club.) This is a very comfortable setting to relax and be productive. Some of these clubs even furnish shower facilities to become refreshed and energized.

Good luck and safe travel!

*Susan L. Miner '93*

Editor's Note: Originally appeared in the January/February 1997 Exponent

### *Celebrating Our Past*

## Living a Balanced Life

On a beautiful Saturday morning in October, the UCWBG offered a life balancing workshop facilitated by Ann M. Cusack, Psy.D, RN, CADC, of Psychological Resources, Ltd. Among the many tools introduced by Dr. Cusack, the following can be used in all balancing arenas; work-place/career, home/family life, and personal growth. Dr. Cusack calls this the Anti-Doing It Formula. When stressed, ask yourself the following questions:

- Does this really need to be done? Why?
- Can someone else do it? Who?
- Is it important for me to do it? Why?
- What is the worst thing that will happen if it doesn't get done?
- If I choose to do it, who will help?
- Can I pay someone else to do it? Who?
- How much will it cost?
- How much time will I save if I hire or ask someone else to do it?

*Susan Smoley '89*

Editor's Note: Originally appeared in the March 1989 Exponent

### *Celebrating Our Past*

## A Past President's Perspective

The UCWBG was founded in 1980 by a few women who wanted to meet and share experiences. It's hard to believe, but next year the organization will celebrate its 10th anniversary.

At the Christmas party December 1988, Linda O'Bryant, a charter member who was being recognized for her distinguished service to the organization, commented on how the group has changed over the years. She observed that several members were expecting babies and that in the early years, this was rare. Members, in the first years of UCWBG, were primarily concerned with developing their careers and wanted to focus on how to most effectively do that.

Today's members are still concerned about their careers, but they are also concerned with balance - the balance between their personal and professional lives. In January '88, Dr. Carole Wilk, a psychotherapist and author, spoke to UCWBG members about balance. It was not only a very interesting and informative meeting, it was also very well attended.

The group has also changed over the years because part of the membership has much more experience than in the early years. Those years of experience are one of UCWBG's more valuable assets. There are members who have started their own businesses, moved up within corporate ranks, completely changed careers or perhaps changed companies. Some members are raising families, some not.

Whatever your experiences have been, there are many to share. Our challenge as an organization is to find ways to share - sometimes to share personal experiences as well as professional ones.

*Kathleen Holoubek '83*

## Celebrating Our Past President' Platform: Wise vs. Foolish Networkers

As an organization of professional business women who form a peer network, the UCWBG encourages members to exchange job referral information. Let me share some observations to explain why some women are more successful in getting information than others. To borrow from an ancient parable, let's categorize people into two groups: the Foolish Networkers and the Wise Networkers. Foolish Networkers only join groups or attend activities when active in the job market. It's strictly a case of "gimme" without mutual benefits.

Wise networkers take a broad view. They participate in groups with an eye on both short and long-term rewards. They talk to others, not just seeking leads but sharing them. They listen to what other members have to say about their jobs, their companies and their lives.

Wise networkers initiate telephone calls to members when they come across a useful bit of data. They may even ask a colleague to lunch for no reason other than enjoying a peer relationship. They question, volunteer information, and share their own experiences and ideas. They reach out to others in the true meaning of networking.

Wise networkers may be shy and inexperienced about initiating such activities, but they are wise enough to have overcome such handicaps by volunteering for activities in the organization so that they have an "agenda" to use as a tool to overcome the shyness or inexperience.

The moral of this parable:

GOOD THINGS COME TO THOSE  
WHO SHARE.

G. Chris Keeley '79

## Celebrating Our Past Lifeworks: Positioning

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

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

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

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

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

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

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

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

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

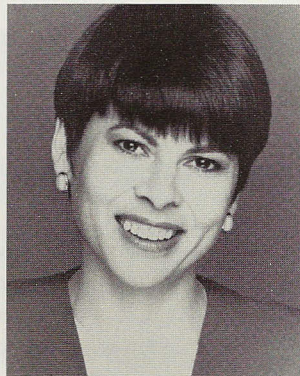
I summarized while remembering a quarter-century that started with soda pop and chips, moved to pizza and beer, and settled into chardonnay, sparkling water, crudites, and brie. "I've persevered and managed a complex issue through an ever-changing set of rules, while maintaining my search for excellence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

and the prospects are slim. I believe this makes me a management expert of sorts."

I stopped to breathe and he said, "I see," while scribbling something on my resume. The interview ended and we said our good-byes. On my way out I read his scribbles, upside-down. At the bottom of the page, at the end of the special skills section, where the

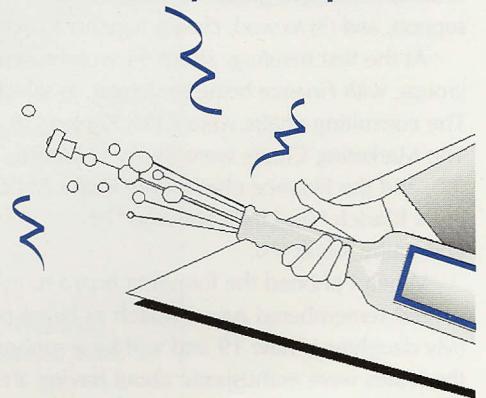
resume declared proficiency in Lotus and fluency in French, we wrote, "Master in dating, bring this one back."

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Julie M. Danis '84

## Celebrating Our Past with Exponent reprints



# Some Thoughts on the Founding of the UCWBG as we Celebrate 20 Years

In the summer of 1980, the Women's Campus Group suggested to the Alumni Office that an open meeting of alumnae be held for the purpose of discussing and forming a network. A mailing was sent to alumnae inviting them to attend a cocktail hour held in the Standard Oil Building. After hearing the speakers discuss networking, those interested in working to form such a network signed up to work on the project. It was this list of eight workers who became the founding committee and went to work to structure the new group. After several meetings, an organizational meeting of all interested alumnae was planned for November 13, 1980, at the University Club. A mailing was sent to all alumnae inviting them to attend and to join at \$10 dues, as well as indicate an interest in a subgroup 15 were listed.

The founding board consisted of JoAnn Hinz '79 and Agnes Roach as Co-chairwomen, Carol Shifrin Gruchala '78, Secretary, Mary Cipriano '77, Treasurer, Joan Sherman '78, Membership Coordinator, Cynthia Caples Mull '67, Programs, Ingrid Sarapuu '78 and Helene Bak Slowik '79, Coordinators. Joan Sherman recalls phoning everyone on the list who did not respond to invite them to join with great success. By November 13, 1980, 171 women were listed as members! By December 15, 1980, 194 women had paid dues.

After some research, the founding board had decided to form smaller groups based on business interests, who would meet regularly, and to hold quarterly meetings of interest to all members. Within six months, it was apparent that the topics of small group meetings were of interest to everyone, so the UCWBG went to general meeting format.

The UCWBG was established so that alumnae can get together with one another on a regular basis in order to establish contacts and to provide mutual support, according to the program of the November 13th meeting. Three subgroups (Consulting, Marketing, and Finance) were set up (1) to address specific business-related problems which could not be served by the whole group, (2) to establish cohesive groups in order to foster contacts and mutual support, and (3) to work closely together to achieve common goals.

At the first meeting, about 94 women separated into three subgroups, with Finance being the largest, to select group coordinators. The consulting chairs were Chris Keeley '79 and Kathy Hagerty. The Marketing Chairs were Becky Hudecek '76 and Mary Mueller '80, and the Finance chairs were Kathy Abbott '77, Terry Browne, Nina Klarich '76, Linda Lewison '79, and Kathy Rayle '70.

When I phoned the founding board to ask for reminiscences, several remembered Agnes Roach as being pregnant at the time. (My daughter is now 19 and will be a sophomore in college.) All the ladies were enthusiastic about having a reunion, which we are planning for September. All of the women are working and all have children.

*The Group's  
purpose includes  
making business and  
social contacts*

In May 1981, two committees were formed to work on Structure and Policy as part of planning the group's future, to include by-laws, and to provide for an election of officers for January 1982. JoAnn Hinz chaired the Policy Committee, aided by Chris Keeley and Carol Shifrin Gruchala. Agnes Roach chaired the Structure Committee, aided by Terry Browne, Joan Sherman, and Cynthia Caples Mull, to work on strategic planning and structure. The Structure Committee's recommendations were:

- Effort and energy should be devoted to developing and strengthening one general group, especially in the first few years;
- Meetings should be held bi-monthly;
- Meeting generally should be structured to include dinner and a program with social/networking time;
- The Group's purpose should include making business and social contacts;
- The UCWBG year would start January for accounting and terms of office.

A list of seven officers with job descriptions and suggested committees was developed for maintaining continuity.

During 1981, a joint program with the Northwestern women's MBA group was planned, quarterly programs and interest subgroup programs were held, and the first UCWBG Directory was printed. We were off and running!

*Agnes A. Roach, CFP '80*

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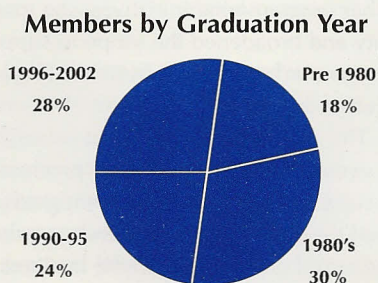
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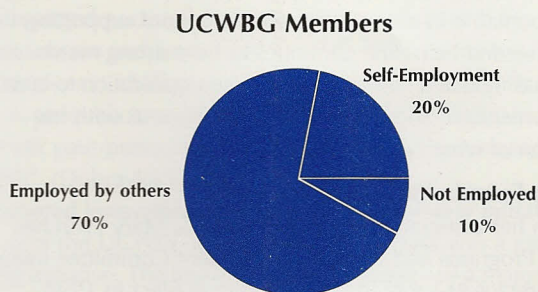
## Who are the Women of the UCWBG?

Frequently, we hear people describe the UCWBG as an organization for recent graduates—women just breaking into the post-MBA job market. If you have attended recent events or sub-groups, you know that we are quite diversified—age AND career-wise. A mere 26% of our members have graduated within the last 5 years. And 13% of our members are graduates of the XP program.



We still are a Chicago-based group, however. Of this year's members, 38% of us live and 49% of us work within the Chicago city limits. A full 88% of us live in Illinois, with an additional 4% from the rest of the Midwest, 4% from the Northeast, 3% from the West and 1% from the South. As we start to tap into web-based simulcasts and other communication vehicles, we look to extend our reach beyond Illinois. We have one international member, currently living in Spain!

We also have a healthy representation of entrepreneurs and stay-at-home (at least for the moment) moms. Here is how our membership breaks down between employment options:



Many of those listed as "Employed by Others" work for small, entrepreneurial firms, in addition to those self employed.

Most of all, we see that we are an organization of women who define success on their own terms. Come join us at our next event and connect with mentors/mentees and peers!

*Rose E. Brintlinger '89*

*continued from page 1*

### The UCWBG Seven Strategic Initiatives

#### 2. Expanding Developmental and Leadership Opportunities

We are a resource for alumnae development. To create an environment that offers development opportunities and encourages interaction with major business and community leaders, we offer programs addressing key issues and deliver them through a series of well-planned and executed events. In addition, we use the Exponent to supplement developmental opportunities.

#### 3. Build a Strong Community of Chicago Women

The UCWBG would like to create a strong sense of community among our members and an environment that fosters the development of long-term relationships. This requires connecting women emotionally, physically and intellectually, and leveraging our ability to relate to and nurture each other. We envision this community as a place where one is listened to, understood, supported and honored; where wisdom is shared; a place where each other's growth is valued, tended to, and celebrated; a place of commitment to each other's success; where we can learn from each other's mistakes; where one feels at home, where relationships are many and last a long time; and where there is a sense of belonging with pride.

#### 4. Increase Visibility and Influence

We want to increase our sphere of influence by becoming a recognized leader and a champion of professional women's issues within the University, business, and other communities. We will focus on increasing visibility through carefully targeted activities by partnering with other organizations to hold high-profile events. We want to find the power within ourselves individually and collectively to make and to influence decisions for positive change.

#### 5. Align Services with the Interest of a Diverse Membership

We continue to meet the needs of diverse member segments and accomplish this by leveraging the existing subgroup infrastructure and creating new subgroups. In addition, we explore new member services through technology and other opportunities arise.

#### 6. Sustain a Professionally Run Organization

We want a legacy for our organization. This means that we continually renew our organization and adapt to the changing environment by learning and growing. Our members, the committees, the subgroups, the Advisory Board, and the Board of Directors all act as leaders. We are responsible stewards of the organization and its resources.

#### 7. Maintain a Strong Tie with The University of Chicago

Our goal is to maintain strong ties with The University of Chicago and to use our relationship to meet each other's goals. The University of Chicago is a powerhouse of information and opportunities for partnering to support each other in a variety of ways.

*Christine Cantarino '92*  
**UCWBG President 2000**

## Distinguished Service Awards Bestowed at the Annual High Tea

Since 1986, the UCWBG Board of Directors has bestowed the Distinguished Service Award to recognize the tremendous effort that has been put forth by the past presidents, board members and volunteers of this organization. It was the vision and inspiration of many members and leaders throughout the years from which we all benefit and whose efforts have created the premier women's



**Mary Lynn Faunda, Christine Cantarino, and Dubravka Deppen**

networking organization that the UCWBG is today.

At the Annual High Tea on April 30, Dubravka L. Deppen, President 1998, and Mary Lynn Faunda, President 1999, were honored with this award to recognize and applaud their outstanding service and tireless commitment to the UCWBG. Dubravka and Mary Lynn have held leadership positions within the UCWBG for seven and six years, respectively, in an extraordinary commitment of time and energy. We thank them for their tireless leadership and hope their achievements will inspire other volunteers to make a difference by "giving back."

### **Dubravka L. Deppen XP-60, President 1998**

Dubravka began her service to the UCWBG in 1996 as Vice President of Career Management and Vice President of Programs, then served as President-Elect in 1997, President in 1998, Past President in 1999 and continues her service now as a Director-At-Large.

Among Dubravka's many skills, she will be most remembered for her ability to create a "vision of what can be." This in combination with her passion about women and their place in this world, allowed her to make a tremendous contribution to the UCWBG.

She led the board's strategic planning process that resulted in creating a grander vision for our organization. This plan laid the foundation for "raising the bar" on what we could be as an organization and what services we could provide to our members

as well as the level of participation and commitment by our board.

She introduced the theme, "Redefining Success," and began a year of examining and reflecting upon our experiences as professional women to better prepare for the future, individually and as an organization. She challenged us to "define success on our own terms" and helped us examine what we value as women, and what we need in our lives and in the workplace to succeed.

In order to understand what success looks like for our alumnae, she acted as the catalyst for the first-ever survey of GSB Alumnae in our 100-year history to provide a rich story of women's personal and professional lives after leaving the GSB.

In her programming initiatives, she increased the diversity and broadened the scope to support the "whole woman" and her multidimensional needs. She also shifted the focus to target the 35-50 year age group. This resulted in a significant increase in diversity of our event attendees, versus our previous mix that was weighted heavily toward recent grads. This also matched the shift to greater diversity on the board.

She raised our visibility in the business community by partnering with Prudential to host a major programming event of 140 attendees to hear Neil Godfrey. She also presented an innovative programming workshop on work/life integration and conflict management.

Under her leadership, membership levels were at an all time high, despite the tight labor market. She closed the year in a strong financial position, despite a financial shortfall in 1997. She continues to contribute and is currently helping us create a women's leadership training and mentoring program, as well as find ways to make our alumnae more visible.

On the personal side, Dubravka has always demonstrated the highest degree of integrity and honesty. She dealt openly and directly with her board members, holding people accountable in a non-judgmental way and supporting them when they needed help. She continues to be a strong mentor and coach and has modeled how to transition the organization to continue building momentum. She continually challenges us with her greater vision of what can be.

### **Mary Lynn Faunda '86, President 1999**

Through her association with the UCWBG, Mary Lynn has served as a Programs and Career Management Committee member in 1996, Director-At-Large in 1997, President-Elect in 1998, President in 1999, and continues as Past President in 2000. Prior to her joining the UCWBG Board of Directors, she was the President of Atlanta GSB Alumni Club in 1994-95. Over the years, Mary Lynn has touched the lives of many alumni. Her contributions are numerous and her dedication runs deep.

Through her tireless efforts, she has provided outstanding leadership and strategic vision that has moved this organization to a new level of achievement. Through her close collaboration with Dubravka, she was able to evolve the vision created in 1998 and put in place an organization capable of manifesting that vision. A strong and inspiring leader, she is able to manage the day to day operations and has an extraordinary ability to "make things happen" by inspiring those around her.

She introduced the theme, "Inspiring Extraordinary Lives," which proved to be powerful and galvanizing. Through the "Inspiring Extraordinary Lives Speaker Series," our members had the opportunity to meet and be inspired by a diverse group of highly accomplished women, who have used their professional training and unique gifts to make a difference and accomplish something extraordinary.

As a result of this programming, the UCWBG developed a stronger sense of community and achieved a 52% increase in event attendance, a 76% increase in event revenue and 172% increase in event profits over 1998 results.

Under her direction, the UCWBG increased its visibility and networking opportunities by partnering at events with six well-known organizations: the Women Health Executives Network, Chicago Real Estate Executive Women, MENTTIUM 100 Chicago, Business Women's Network, Financial Women International and Northwestern's Kellogg alumnae.

Through her leadership, the operating efficiency and member services were greatly enhanced. A new management company was retained to provide increased services and sophisticated database management. A sponsorship program was created and adopted by the Board to increase the financial support for UCWBG member services and programs. The Board adopted two-year board terms in an effort to yield greater board continuity. Member communications were improved through a significant overhaul of the organization and content of The Exponent. Brand identification was furthered by the creation of branded event invitations, new member brochure, corporate information packet, speaker gifts and 20th anniversary plaque.

She also acted as the catalyst for our initiative to create a senior women's advisory, leadership and mentoring program to increase the visibility and support of our alumnae. In her role as Past President, she has been instrumental in leading the continued development of this initiative in 2000 and co-presented our plans to our advisory board this June. She also chaired, organized and recruited new members to our Advisory Board. As chairperson of the Nominating Committee this year, she overhauled the nomination process to ensure the best and most dedicated candidates join the UCWBG board.

On a personal note, I have been amazed by her ability to accomplish so much this past year and manage so many things successfully while raising two young children. I knew that when she was on my team things got done in a superb fashion. She kept communications open, was reliable, open to new ideas and tenacious. And, working with her I always felt supported, challenged and valued.

Both Mary Lynn and Dubravka's legacy to the UCWBG will be felt for a sometime as they "raised the bar" and laid the foundation for achieving a grander vision for the UCWBG. Thank you both for your support, your gifts, your caring, and your contributions.

**Christine Cantarino '92**

## Twentieth Year Anniversary Mementos Now Available

In honor of our twentieth year, we have selected and personalized three unique gifts to commemorate our anniversary. These gifts should appeal to a variety of audiences, and all feature our distinctive logo.

The Marquis by Waterford Crystal symbolizes the start of a new tradition with the blessing of the old. This beautiful Waterford Marquis crystal paperweight is a lovely addition to any desk. Titled "Chelsey", it measures approximately 3 1/2" in diameter by 2" high. The UCWBG logo is etched at the base of the paperweight, beautifully magnified through the crystal.

Our second selection features an impressive brass-plated cardholder and clock, offering the perfect presentation for your business cards. Beside the clock, a delicate etching of the UCWBG adds a unique touch. Measuring 3-7/8" x 2-1/2", it is a timeless classic that will be striking for years to come.

Our third selection is the littala Crystal Vase, clear crystal in an elongated oval shape, perfect for displaying favorite flowers. Standing 6' high, the UCWBG logo is etched into the glass, subtly reflecting the essence of women defining success on her own terms.

Our fourth and final gift is a pewter jewelry box. Measuring 5' x 5' and lined in red velvet, the box would be at home on a desk, dresser or nightstand. The UCWBG logo is etched on the lid.

Borsheims, located in Omaha, is a leader in corporate gifts and exquisite jewelry as well as china and crystal. Founded 130 years ago, Warren Buffett purchased a majority interest in the firm in 1989. Borsheims is the exclusive provider of gifts and mementos for Berkshire Hathaway.

Borsheims web site, [www.borsheims.com](http://www.borsheims.com) allows point and click ordering for all of our twentieth year mementos plus a host of other fine giftware. Check out our pages by following the link for UCWBG! You may also order the old fashioned way—via fax or phone. Consult the enclosed flyer for ordering information.

Stop by our table to see samples at our Fall events. Orders will be taken directly by Borsheims and shipped to your home or office. Twentieth year anniversaries come but once in a lifetime—don't let this one slip by you!

**Rose E. Brintlinger '89 and Pamela M. Peterson XP-66**

### 20th Anniversary Mementos

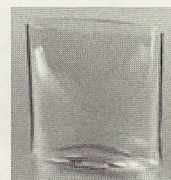
These four items have been especially selected for the UCWBG to commemorate the Twentieth Anniversary of The University of Chicago alumni group. Each item is engraved with the distinctive UCWBG logo.



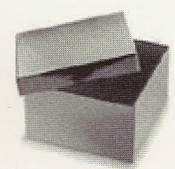
Business Card Holder \$40



Waterford Crystal Paperweight \$37



Crystal Vase \$80



Pewter Box \$85

## The Power of Women Helping Women: The UCWBG Advisory Board

The Power of Women Helping Women was the theme for the UCWBG's Advisory Board meeting held on June 22, 2000. It was an engaging evening, held in a room at the south end of the Gleacher Center, with a spectacular view of the Chicago River and the City's twinkling lights.

The Advisory Board was founded in 1988 to counsel the UCWBG about its growth, strategic direction and organizational structure. It is comprised of senior women from the Chicago Business community and selected members of the UCWBG. Members typically serve a two-year term.

Advisory Board members participating in this year's meeting were Jeanne Allard, Partner at the law firm of Sonnenschein Nath & Rosenthal, Melissa Giovagnoli, President of Services,



**June 2000 Meeting of the UCWBG Advisory Board**  
**Front row: Mary Lynn Faunda, Christine Cantarino, Dubravka Deppen**  
**Back row: Melissa Giovagnoli, Jeanne Thompson, Marge Johnson, Andrea Yusim Meltzer, Kathy Wolfe, Jean Selard, Polly Kawalek**  
**Not pictured: Susan Kane**

### Celebrating Our Past:

## A Timeline of Progress

During the past 20 years many extraordinary people have shared their wisdom, experience, talents with the members of our group through a variety of events. Below is a sample of some of the UCWBG's events and milestones during the past 20 years.



- First Membership Meeting Held on November 13th, 1980
- Consulting and Marketing Groups Hold Meetings beginning in 1981
- First UCWBG Directory printed
- Eight Career Development Seminars Held (1982-1983)

**1980**

- Speaker's roster focused on senior management people who had achieved prominence in their respective areas of business

**1985**

- Panel Discussions including: "Life Balance: Balancing Personal and Work Priorities" and "Breaking Through the Glass Ceiling"
- North/Northwest Group and Mother's Group Founded

**1990**

**1984**

- "Breakfast with the CEO" program begins with John Richman, Chairman and CEO, Dart & Kraft Corp. and Donald Craib, Jr., Chairman and CEO, Allstate Insurance Group and continues with Richard Morrow, Chairman and CEO, Amoco, and James O'Conner, Chairman and President, Commonwealth Edison in 1986, and Weston Christopher, Chairman, The Northern Trust Company, in 1987

**1988**

- First UCWBG Advisory Committee Formed
- Career Planning Events: Workshops including; "Career Women and Childbearing", "Create Your Ideal Career"; "Succeeding in a Changing World", and Launching Your Own Business (Panel discussion)
- Professor Susan Lambert, U of C School of Social Service Administration speaks on "Life Balance Part 2: Family Responsive Policies in the Workforce"

Showcase, Inc., Marge Johnsson, President of The Johnsson Group, Polly Kawalek, President, Hot Breakfast Division of The Quaker Oats Company, Andrea Meltzer, President of Executive Options, Ltd., Jeannie Thompson, Kathy Wolfe, Senior Vice President, Zenith Electronics Corporation. UCWBG board members in attendance President Christine Cantarino, Past President Mary Lynn Faunda, Director at Large, Dubravka Deppen and President-Elect Susan Kane.

The Advisory Board was asked to provide input on areas of strategic focus for the UCCWBG which include developing a:

- Leadership program for women
- Mentoring program (initially for UCWBG members which could later be expanded to include students)
- Executive Council of senior businesswomen.

Advisory Board members commended everyone involved in the University of Chicago Women's Business Group for the thoroughness and passion that was evident in presentation of the proposals which will be discussed with Dean Hamada during the Fall of 2000. They made many valuable suggestions about how to further

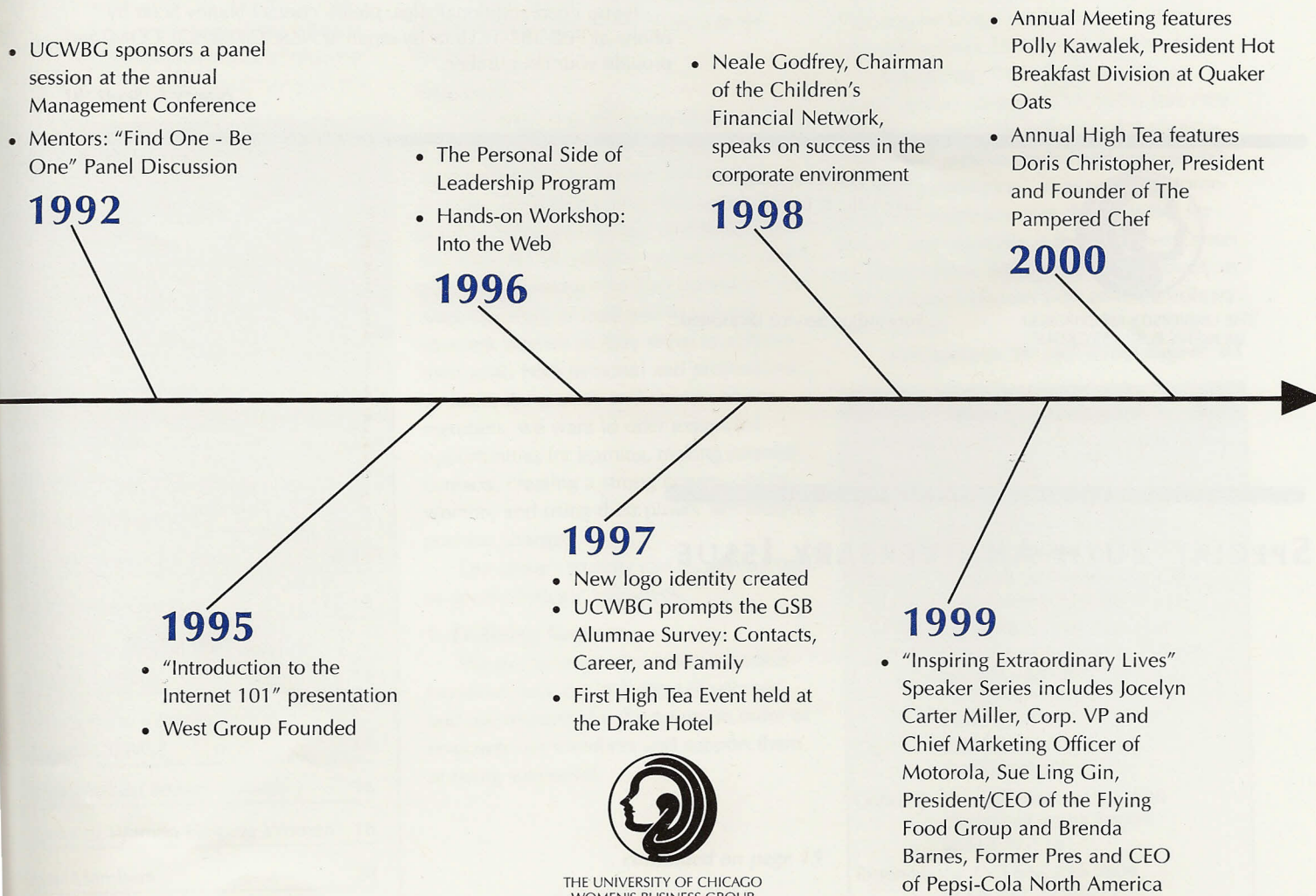
develop these initiatives and how their respective organizations might collaborate on these programs

This meeting was one of two Advisory Board meetings planned for 2000. In prior years, UCWBG Advisory Board meetings were held annually. Based on input received Advisory Board members attending the November 1999 meeting, participants wanted the opportunity to be more involved with the UCWBG. It was an offer current Board members were happy to accept. As a result, the semi-annual format was adopted.

The next meeting of the Advisory Board is planned for October 2000 to gather further recommendations from the Advisory Board members on women's leadership issues and other initiatives that will be the focus of the UCWBG in 2001.

The UCWBG is strengthened by the power of the input of these respected women and is grateful for their contributions to the UCWBG.

*Susan L. Kane '91*



THE UNIVERSITY OF CHICAGO  
WOMEN'S BUSINESS GROUP

## UCWBG New Members for April to July

**Kristin Anderson**  
*Spring Creek Partners*

**JoAnn Becker**  
*Access Global Financial Corp*

**Emilie Chandlea**  
*CB Richard Ellis*

**KC Connor**  
*Jeffrey Slocum & Associates, Inc.*

**Natalie Doroschak**  
*General Mills*

**Franca Angela Gisiner**  
*AT&T Media Services*

**Kendra Helle**  
*Cunningham Ventures*

**Jane C. Kennedy**  
*Kennedy Consulting*

**Carol Lena Kiel**  
*Allstate Insurance Company*

**Susan Steidle Leslie**  
*Coghill Capital Management, LLC*

**Maura Keyes Mitchell**  
*Kristalee Montemayor*

**Ana Wachter-Munoz**  
*A.T. Kearney*

**Ann Christine Ortigara**  
*Fannie Mae*

**Cathy Peng**  
*Motorola Inc.*

**Priti Dalichand Shah**  
**Linda Diamond Shapiro**  
*Access Community Health Network*

**Mary K. Vehe**  
*William Blair & Company LLC*

**Amy Kuemmel Vos**  
*Prudential Capital Group*

**Deborah A. Wensel**  
*Great Lakes Dredge & Dock Co.*

## Benefit Days 2000

The University of Chicago Women's Business Group (UCWBG) will hold Benefit Days fund-raising programs on: **September 25th -27th ; November 27th - 29th, and December 11th - 13th at all Dominick's Stores.** Please mark these dates on your calendar, and plan to shop at your local Dominick's!

By shopping at Dominick's on any of the above dates, 5 percent of the total purchases, excluding tax, will be donated by Dominick's to UCWBG.

Anyone interested in helping UCWBG by shopping at Dominick's on these dates will need a "Benefit Days Slip". Slips have been included with this issue of the Exponent. Copies of the slips can be made, but they must not be altered in any way. Every UCWBG member, as well as relatives, co-workers, friends, and neighbors of UCWBG members will be able to support our group by participating in Dominick's Benefit Days. To participate, just sign, and turn in the identification slip to your checker when you shop on any of the above dates.

*Please Note: Benefit Days slips must be distributed ahead of time. Slips cannot be distributed at or near your Dominick's store.*

There is no limit to the amount we can raise with each of these Benefit Days, so please plan to participate, and spread the word among family and friends too. However, we are limited to three sets of days per calendar year, so let's try to make Benefit Days 2000 a success!!

If you need additional slips, please contact Nancy Scott by phone at 708-387-1718 or by email at [NLSCOTT@AOL.COM](mailto:NLSCOTT@AOL.COM), and provide your fax number.

*Nancy L. Scott '91*



THE UNIVERSITY OF CHICAGO  
WOMEN'S BUSINESS GROUP

34930 North Highway 45  
Lake Villa, IL 60046-7463

Forwarding Service Requested

## SPECIAL 20TH ANNIVERSARY ISSUE