

THE EXPONENT

THE UNIVERSITY OF CHICAGO
WOMEN'S BUSINESS GROUP

S P E C I A L E D I T I O N 2 0 0 5

New UCWBG Logo to Strengthen Image of Connection, Leadership and Growth

By Kathleen Flanagan '82

Vitality, enthusiasm, getting ahead, giving back...connection, leadership, growth...inspiring words flew through the air like colorful bursts of aurora borealis over the past 18 months as women met and shared their visions for the future of UCWBG. The topics included current programming, vision, strategy, our 25th anniversary year and beyond. What did we want and need? What could we become? What image would attract new members, build alliances, and help us to become the strongest community we could be?

Members from all stages of their careers joined in conversations and contributed their insights at daylong board retreats, at new member welcome events, at committee meetings, at networking receptions and in hurried hallway briefings. These were women juggling the demands of young families and new careers, women reaching the level where they were ready to give back, women wanting to build an iron clad network that could catch them, support them and raise them to new heights.

These women pondered what UCWBG should, could and must be to serve our members and mission in this new millennium. And then they imagined what would make these possibilities present and visible in our daily lives—programs, communications, community leadership—and a professional image to match.

The result is a wonderful array of programs and initiatives for our 25th anniversary year – and a beautiful new way to showcase our efforts through a logo and identity that reflect the energy of our group in this new century.

With this issue of *The Exponent* the UCWBG Executive Team, representing three consecutive years of board leadership, introduces the organization's new logo and visual identity. The new look and feel of UCWBG will be gradually phased in over the next few months as new materials and programs are developed. The Executive Team commented on the strengths of the new identity and thanked the two UCWBG members who made this important initiative possible: JoEllyn Prouty McLaren, VP Marketing in 2005, who led the creative development effort, and Sarah Danielson, VP Marketing in 2003-4, who initiated the change process with the encouragement of the marketing committee.

"With the benefit of several years of data gathering and insights from many UCWBG members, we feel confident that our new look will foster an image of connection, leadership and growth," said 2004 president Kathy Flanagan. "We are grateful to JoEllyn and Sarah for the inclusive way that they helped two successive boards reach consensus on this key step."



JoEllyn Prouty McLaren, VP Marketing (center right) works with UCWBG Executive Team on the new identity. (Left to right) Teresa Seipel – President, Kathy Flanagan – Immediate Past President, Barbara Flom – President Elect

"This image represents the positive momentum of the UCWBG," said 2005 president Teresa Seipel. "The logo and identity represent us as professional, disciplined and forward-thinking women whose leadership reaches beyond our circle as much as it brings us together." Barbara Flom, president elect for 2006, added, "Thinking of what comes next is key to the success of celebrating a major milestone like our 25th anniversary. This image creates a positive impression that can help us to grow to new levels of membership and community leadership."



The logo has three major components that form a single visual symbol. The letters "UC" of University of Chicago and "BG" for Business Group are represented in the same typeface as the logo for The University of Chicago Graduate School of Business. This connection will reinforce our linkage with the outstanding institution that is our common bond. The serif font also supports an image of stability, consistent with 25 years of legacy and accomplishment.

The stylized "W" is the focal point, representing women as the heart and soul of UCWBG. From more than a thousand variations on

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New UCWBG Logo to Strengthen Image of Connection, Leadership and Growth (continued)

the letter "W" this style was chosen because of its resonance with words from our longstanding vision statement: "a vibrant, passionate community of women who create connection on multiple dimensions (personal, professional and business) throughout their life stages." The slant of the "W" toward the right conveys forward movement, while its brush-stroke shaping conveys elegance, energy and enthusiasm.

The semi-circles that encompass the "W" represent the links of connection that are formed within and through the UCWBG. These arcs also connect to the elements representing The University of Chicago and our focus on business. In addition, the "W" transcends the arcs with a forward flip over the line, representing our significant outreach to and impact on the wider community beyond our own membership.

The colors selected for the logo are a subdued taupe contrasted with a deep royal purple, signifying strength, professionalism and dynamism. The purple has the added benefit of providing continuity with the previous UCWBG logo. Together the colors and typographic elements of the new logo convey a blend of dignity and elegance from a source of innovation, movement and energy.

The logo and identity development have been an integral part of the strategic planning process that is a solid foundation of UCWBG governance. Each year, the board spends two daylong sessions devoted to strategic planning. These sessions result in an effective, empowered team of board members who share a common vision of our future. The end product is a long range plan and a framework for program development. This strong foundation has enabled UCWBG to stay true to its mission while renewing and refueling with each wave of new participants.

The logo reflects many of the themes incorporated in recent strategic plans. For example, "Building Leadership Connections" and "Connecting: With Leadership and Growth" have been the themes of UCWBG programs since 2002 – 2004 and 2005 respectively, as demonstrated in our keynote speakers for our annual meetings, our annual networking event "Linking Professionals to Nonprofit Boards," the panel we produce for the Chicago GSB Management Conference

each year, and all other formal and informal programming.

It is not surprising that an organization of women graduates from The University of Chicago would have a thorough process for strategic planning. For many years, the vitality of the group has been assured through a strong nomination process to attract and select talented, dedicated board members. Members wishing to increase their involvement in the strategic direction of UCWBG are invited to apply for board membership. See page 3 for information about the nomination process for 2006 board positions.

Also, the new visual identity will support strategic plans to embrace a wide range of member feedback and ultimately to increase membership. Membership in UCWBG is diverse in terms of age, career experience and graduation from Chicago GSB. By year end, nearly one third of our current members will be women who completed their Chicago GSB studies in the past five years; roughly one third received their degrees in the heady years of the 1990s; and one third completed their degrees in the 1980s and 1970s as part of the early waves of women moving into management, including the founders of UCWBG. Many more recent graduates, as well as longer term members, would like to see a closer connection between the UCWBG and the GSB.

Each year more than 100 new members join our group, demonstrating the drawing power of our programs. On the other hand, each year 80-100 members move on due to relocations or other life transitions, despite consistent high rankings for our programs. As a result, membership has remained stable for the past several years, while more than 2,700 alumnae of Chicago GSB living or working in the Chicago area are still not current members of UCWBG. Creating programs and a related image that will attract and inspire these different types of women is one of the challenges for UCWBG in our 25th anniversary year and beyond.

Join our entire board in welcoming the new logo as a representation of a dynamic personality which consistently connects, leads and continues to grow with its members and their needs.

The Exponent Went Digital!!

By Anne M. Kohler '91

We did it!!! The UCWBG finally moved to an electronic format of *The Exponent*!! I, for one, am thrilled!!! As the new editor, I was reluctant to move to the electronic format because I loved it the way it had always been. But last month, as we moved to our new format, I realized just how inefficient our "old" process was. I personally waited for the copy to get to our printer, waited for it to be printed and then waited again for it to be shipped to me. I then personally labeled and stamped every issue. When I dropped our paper version in the mail, it took a full week for it to reach me.

There must have been someone at the post office who really wanted us to go electronic, because the distribution of the paper version was particularly troublesome this time. It took as many as three weeks for it to reach one of our board members and some of you may STILL be waiting for it!!!! For this reason, we decided to send the traditional paper edition to all members one more time.

However, afraid of being selfish I wondered if everyone was ready to make this change. I am relieved to say that we have not had a single request to date for a printed hardcopy to be mailed in the future. This tells me that our membership was ready for a change!!

By the way, if you want a printed copy, simply click on the link provided in your electronic version and you will be linked directly to our website for a printable .pdf version of the issue. If you decide you need to continue to receive a printed hard copy of *The Exponent* by mail, please go to our website and register your current information and desire to receive the printed, mailed version on www.ucwbg.org/z_forms/form_newsletter.asp as the link. This will help us better understand the reason for your request and guarantee that your details are up-to-date.

I hope that you are as excited as I am about moving to the new electronic version of *The Exponent*. If you would like to share your comments about our move to the electronic version, please email me, Anne Kohler, VP of Internal Communications at VPCommunications@ucwbg.org. On behalf of the board, I look forward to continually increasing the value of your membership in this and many other ways in the future.

President's Letter



Teresa Seipel '82

The UCWBG Board is very pleased to be introducing the new logo in this issue of the Exponent. Its creation is the culmination of the efforts of many women who have worked to create our organization and to define its mission and strategic direction. In creating the new logo, we have worked to translate the mission, strategic direction, and similar statements, which are described

in words into a graphical depiction, which serves as a visual summary of all these things. In its elegance, strength and simplicity, I think the logo is a fitting tribute to our 25 years of achievement, and a wonderful statement of where we would like to be in the future. As I'm writing this in early April and reflecting on our 2005 theme: Connecting: With Leadership and Growth, I cannot help but be distracted by the changes that spring is bringing to my window. Nature is awakening from another cold Chicago winter and each day brings changes to the landscape: today a new flower, tomorrow another bird returns. We have all experienced it: the essence of spring is growth, and when we look closely, we cannot help but notice that with growth comes change. The two are so closely linked in human experience; it is almost as though they were the same concept. If we think about the idea of leadership, we realize that it too comes hand-in-hand with change, both as leading to the need for leadership and as a result of effective leadership. Connecting with leadership and growth leads naturally to change, as the forward movement of the seasons leads to changes in the natural world.

For all of us today, managing financial resources wisely is a top priority and this includes UCWBG as well as any organization. I would be remiss if I did not mention, in addition to its many other wonderful attributes, the new logo presents us with two very important and very practical advantages. The first is that this logo is much

less expensive to reproduce and print than the former. The fade from pink to purple/blue in the former logo was in fact quite an expensive and troublesome feature to reproduce, as many former and current Board members can attest. It is refreshing when fiscal responsibility can lead to such a wonderful result as the newly introduced logo! The second advantage, you will notice in the next few months is that the new logo works better with electronic media giving a more professional and attractive look to the web site.

As I have come to understand the symbolism of the logo, I have come to appreciate how wonderfully it reflects our organization. The Brand Statement in the strategic plan reads: "...dedicated to leading, connecting and supporting Chicago GSB women." Over the next several months we will complete the conversion from the old to new look in all of our communications pieces. Take a look; I think that you will agree that it truly reflects the essence of our organization.

This year we will be Connecting: With Leadership and Growth in many ways. To keep up will all the activities, and things happening in our organization, please continue to visit our web site, www.ucwbg.org as it is becoming our primary point of contact for up-to-the-minute information and updates.

Best wishes,

Teresa M. Seipel
2005 President

The University of Chicago Women's Business Group

Take Your GSB Degree to New Heights: Nominating Committee Seeks Board Candidates

By Kathleen Flanagan '82

One of the best ways to get the most from your UCWBG membership—for yourself and for others—is to serve on the UCWBG board. You get a chance to make a significant contribution to the personal and professional development of Chicago GSB women, cement your relationship within the GSB community, and form meaningful relationships with 15 other terrific women who serve with you on the board.

The Nominating Committee is currently recruiting new members for the 2006 slate. Applications are being accepted until June 15, 2005. So consider whether this is your next leadership initiative right now. Two-year terms will begin in 2006 for the open positions of VP Membership, VP Programs, VP Professional & Personal Development, VP Technology and Director-at-Large. The position of President-Elect, a three-year commitment, is also open. Other board positions frequently open up in the course of the year due to relocations and career changes. Check www.ucwbg.org for details on board application and open positions.

Is your talent the ability to recognize the potential contributions of other capable individuals? Then you may want to serve on the Nominating Committee. We are still finalizing Nominating Committee membership for 2005. The committee helps to identify and interview board candidates, looking for a good match between individual and board expectations for each open position. The thorough nominations process ensures that we have continuity of leadership and a dynamic, well balanced board. By early fall, the Committee will recommend a slate of officers to the UCWBG board. With board approval, the slate is then submitted to a vote by all UCWBG members.

If you would like more information about the opportunities and commitments of board service or if you would like to serve on the Nominating Committee, contact committee chair and immediate past president Kathy Flanagan at kathymflan@aol.com.

Spring Tea with UCWBG

*Strategies for Getting What You Deserve:
With Laurel Bellows*

Join UCWBG in Chicago's top-rated wine garden for our Annual Spring Tea. Take this opportunity to rejuvenate relationships, make new connections and secure your market value. Laurel Bellows, an expert in "getting what you deserve," will share her insights on:

- understanding your value to your employer
- negotiating your value with your employer
- developing your professional career
- achieving your personal goals

Laurel Bellows, partner in the law firm Bellows and Bellows P.C., is a visionary, particularly when it comes to the art of negotiation.

DATE Sunday, May 1
TIME 1:30 - 4:00 PM
LOCATION Rhapsody Restaurant
65 East Adams Street
At Symphony Center



REGISTRATION FEE THROUGH APRIL 20TH:

UCWBG Members \$45
UCWBG Non-Members \$55

REGISTRATION FEE AFTER APRIL 20TH:

UCWBG Members \$50
UCWBG Non-Members \$60

Please register by April 28th at www.ucwbg.org.

Questions? Please send an email to Maggie McCoy VPPprograms1@ucwbg.org

CALL ANNE M. KOHLER AT
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TO DISCUSS SUBMITTING AN ARTICLE.

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