

UCWBG Annual Meeting

By Maggie McCoy '83

So what do you get when you bundle cigarettes, a few martinis and a cocktail napkin or two??? Keep reading, and you'll find out!

On a crisp, snow-cruised January evening, the UCWBG gathered its membership in an elegant but cozy University Club setting, complete with crackling fireplace, well polished oak paneling, delectable food and incredible views of Millennium Park. It was the 2009 annual meeting featuring wine, women and chocolate, enhanced with plenty of networking and a captivating presentation about our city's architecture.

Lynn Osmond, President and CEO of the Chicago Architecture Foundation, guided us through time and space with her pictures and stories, starting before Mrs. O'Leary's cow became the famous catalyst for our modern architecture. Ms. Osmond pointed out that the city is an open museum, with works of architecture from that era forward scattered about for all to see. The history of Chicago buildings reflects the developing history of our county as well as our city.

After the great fire, it became quite clear that we needed to rebuild with inexpensive non-flammable buildings as fast as possible, and that new techniques were going to be necessary. Bridge engineering turned out to be a major inspiration for the 'high rise;' taking structural ideas that could safely span water, and adapting them to vertical space. Beaux Arts influences



helped foster the "White City" phase; Art Deco influences led to narrower windows to draw the eye upward to take in the marvelous heights. Walls could be thinner and buildings taller as materials and technique grew stronger over the decades. However, Mother Nature was tougher and tougher on buildings as they rose into the skies.

It is exactly that challenge that takes us back to the martinis and cocktail napkins of the opening line. It

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Accidental Entrepreneur Series

By Caryl Peterson '76

The third installment in the Accidental Entrepreneur series covered the following organization and management topics:

- 1) How to protect your personal assets. How owners can prepare for the nearly inevitable "piercing of the corporate veil" and the importance of liability and employment practices insurance.
- 2) How to provide for changes in ownership and changes in financial position through the proper drafting of organization documents that address : Voting vs. Economic interests, Buy-Sell agreements, Key Person insurance, and Non-Compete restrictions.
- 3) How to avoid potential landmines down the road by strictly delineating voting majorities needed for decisions, by providing for capital calls and by treating critical tax issues appropriately for flow-through tax entities.
- 4) How to fire a partner; what is an appropriate Termination Event?
- 5) How to provide for buy-outs of non-working successors of ownership positions.

The event was very well received by a group that consisted of several owners of LLC's and many potential venturers.

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UCWBG Annual Meeting Continued

seems that two innovative architects, planning to break the current building height barrier, were deep in conversation over their martinis. As the story goes, one turned to the other, grabbed the pack of cigarettes and began to show his colleague that if you bundled tubes – cigarettes standing in for building materials here - you could get the strength and flexibility you needed to send a building far into the heavens. That concept, sketched out on bar napkins, turned out to be the structural

basis of the Sears Tower, which was the tallest building in the world for a substantial length of time. That accomplishment challenged the imaginations of engineers across the world. Who might claim the next "World's Tallest Building" title?

The evening was over too soon, but each of us walked away with a new appreciation for the secrets hidden in plain view on buildings we pass everyday.

UCWBG Board of Directors 2009



From left to right standing: Susan Gaastra, VP Marketing and Communication; Debra Pool, VP-Administration; Jane Ranshaw, President; Caryl Peterson, VP Programs; Irene Marquez, VP-Technology; Jane Belcher, Director- At-Large. **Sitting from left to right:** Maggie McCoy, Past President; Constance Dunn, VP Finance; Mary Tweedie, VP Strategic Partnering, Maggie Coleman, VP-Membership.

Not pictured: Ayo Falusi, VP Professional Development and Leadership.

XP Membership Event

By Maggie Coleman '02 and Mary Tweedie '07

On Saturday, February 28th, two classes of talented women from the Booth Executive MBA program ("XP") were making their typical Saturday morning rounds in Gleacher Center : getting coffee, convening with study groups, and even sharing a few laughs from the previous night.

In this setting, three UCWBG board members sat down with current XP female students for candid conversation.

Over the course of an hour, Mary Tweedie, Maggie McCoy and Maggie Coleman met with the XP students to discuss connecting with the U of C alumni community, the benefits of becoming a UCWBG member, and how they might get involved given the demands of the XP program. The women opened up about social

networking, female mentorship, and economic challenges facing not only professionals in transition, but for those students trying to make the most out of their Booth investment. At the end of a brief discussion with eight female students – two of whom were graduating less than a month later – we agreed to continue the dialog.

The UCWBG is pleased to announce that a second XP-UCWBG coffee will be held on October 24, 2009. Again, in the informal environment of the Midway Club on the fifth floor of the Gleacher Center , we hope to meet the next class of female XPs, and reconnect with the rising "second-years."

We thank the XP classes for their input into our programming and are thrilled to have them as new members and program invitees.

Welcome New Members

Ezgi Ertan
Leah Pittacora

Anne Gehring
Michelle Shwery

Janet Dianda
Kanchana Kumar

Catherine Miller
Denise Beach

Elizabeth Uriyo

Presidents Letter

By Jane Ranshaw, '72



Why UCWBG Matters

When I first joined UCWBG in the 1980s, it mattered to me. I was a fairly new independent businessperson, and most of my old friends were still in corporate America with all their projects and fun-sounding office intrigues. We still saw each other, but relationships shifted. Their interests didn't mesh as well with mine. I needed new types of support. So, like

most boomers in those days, I joined groups: training groups, consulting forums, and writers' clubs. At one time I belonged to (or attended meetings of) seven organizations. I realized I had reached the point of diminishing returns, and I started eliminating memberships in those that weren't working for me.

Now, more than two decades later, I belong to two and am active in just one—UCWBG. When I became president-elect last year, I realized how many things I have gotten from this organization:

- Directory ads offered a way to promote my business. (And we will have a new one in the next few weeks.)
- UCWBG members attended public seminars I held and bought books I wrote.
- Friends supplied countless hours of advice and good, old-fashioned listening.
- Committee and board service gave me a chance to develop leadership skills.
- Meeting with other members provided a way to connect with other people like myself: intelligent, well-educated, and engaged with the business world on a more sophisticated level than the typical freelancer.

But that's in the past. In these times of financial cutbacks, what is UCWBG doing for you? In this uncertain economy, we realize our members need support more than ever at prices they can afford. We have great programs coming up including our free members' reception on April 15, a great seminar on the value of play in our lives on April 22, and an evening with Evelyn Echols, a trail-blazing entrepreneur in June.

Our ongoing networking groups meet every month, and all you need to do is drop in. Lunch or breakfast is reasonable, and the conversation and friendship are priceless.

We're finally coming into the new millennium with an improved web presence. Our new website offers many advantages we've previously lacked (most of which will be transparent to you) and at more competitive prices, helping us keep our membership costs in line. There is also a new UCWBG group on LinkedIn that gains new members each week. We are still learning how to use this tool to connect with each other, and I invite those who are more net-savvy than others of us are to make it work better for you and for us. Review profiles and share tips, start a dialogue, tell us how to get the most from social networking!

UCWBG still matters because it's made up of caring, engaged women who still want to learn from each other. And that's why we need you as part of our group. Let us know what you need from us and, more importantly, what you can give to other members. We need each other more than ever.

2009 Board of Directors

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Jane Ranshaw '72
Ranshaw Consulting, Inc.
President@ucwbg.org

VP - Marketing & Communications

Susan Gaastra '07
Cisco Systems
VPMarketing@ucwbg.org

President Elect

(If you have an interest in filling this open position, please contact Maggie McCoy)

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Caryl Pedersen '76
Pedersen Merchant Banking Group
VPPrograms@ucwbg.org

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Maggie McCoy '83
McCoy, Scott and Company
PresidentPast@ucwbg.org

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VPTech@ucwbg.org

VP - Membership

Maggie Coleman '02
Jones Lang LaSalle
VPMembership@ucwbg.org

Director-At-Large

Jane Belcher '85
VPDirector1@ucwbg.org

Tax Day Members' Reception

Wednesday, April 15

5:30 - 8:00 pm

Hors d'oeuvres, sweets, good conversation - a relaxing way to celebrate the end of tax season. This special after work-hours reception is a wonderful opportunity to practice your relationship-building skills and meet fellow taxpayers.

- Experience the value of UCWBG.
- Connect with other GSB alumnae and students.
- Build relationships with your fellow alumnae and their colleagues.
- Bring a guest - a co-worker considering joining the UCWBG, a friend thinking about applying to the GSB or a colleague.

RSVP by April 10th.

Be sure to bring your business cards!

North/Northwest Networking Group

Thursday, April 16

6:30 pm

The North/Northwest Networking Group is designed to give University of Chicago Women's Business Group (UCWBG) members who live or work in the north and northwest suburbs a chance to meet closer to home. However, all UCWBG members are welcome to attend.

In today's dynamic work environment, there is nothing more valuable than a good friend and mentor. The only investment required is time. Meetings are a good opportunity to get to know one another better.

Meetings are held every other month on the third Thursday for dinner in a restaurant in the north and northwest suburbs. In December, the West Group joins the North/Northwest Networking Group for our Annual Subgroup Holiday Luncheon in Long Grove, IL.

Irene Márquez, '80, is the Group Coordinator. Please contact Irene by email at north@ucwbg.org to RSVP to an upcoming N/NW Group meeting or for more information.

Improv Workshop: The Return Value of Play

Wednesday, April 22

5:30 Registration

6:00 - 8:30 pm Workshop

Improvisation and games can cultivate tangible work place skills!

Play has always been a powerful tool to ignite imaginative approaches to everything from product design, to marketing campaigns, to successful mediation strategies.

In this workshop, you will learn how creative play

- cultivates deeper listening skills
- restores empathy and a sense of 'group think'
- builds leadership confidence
- sharpens communication skills

Leap without a net into two and a half hours of hands-on 'game'

training and come away with creativity and communication techniques to apply in your professional and personal lives. Laughter and insights are guaranteed.

Registration

\$35 UCWBG members

\$50 non-members

Light Refreshments will be served.

Sign up early. Space will be limited to 30 participants

Erica Mott, our facilitator, is the founder and director of Game-On Insights. She is a professional actor, director and full-time game player based in Chicago. Locally, Erica teaches workshops for The Second City Training Center, Lookingglass Theater and Northeastern Illinois University. Additionally, she has designed and facilitated lectures and residencies for a variety of academic institutions and organizations including The School of the Art Institute of Chicago and Amnesty International, and several leading Universities in South Africa. Learn more at ericamott.com.

Union League Book Club: "10-10-10" by Suzy Welch

Wednesday, May 6

11:30 Registration/Book Signing

12:00 Luncheon

10-10-10: A Life Transforming Idea
by Suzy Welch

Interviewed by Jack Welch

11:30 Registration and Book Signing

12:00 Luncheon

12:20 Presentation

We all want to lead a life of our own making. But in today's accelerated world, with its competing priorities, information overload, and confounding options, we can easily find ourselves steered by impulse, stress, or expedience. Are our decisions the right ones? Or are we being governed, time and time again, and against our best intentions, by the demands of the moment?

A transformative new approach to decision making, 10-10-10 is a tool for reclaiming your life at home, in love, and at work. The process is clear, straightforward, and transparent. In fact, when you're facing a dilemma, all it takes to begin are three questions: What are the consequences of my decision in 10 minutes? In 10 months? And in 10 years?

Sound simple? Not quite. Recounting poignant stories from her own life and the lives of many other dedicated 10-10-10 users, Suzy Welch reveals how exploring the impact of our decisions in multiple time frames invariably surfaces our unconscious agendas, fears, needs, and desires--and ultimately helps us identify and live according to our deepest goals and values.

10-10-10's applicability is uniquely broad. Whether it is used by college students and busy mothers or senior business executives, artists, government administrators, or entrepreneurs, 10-10-10 has shown its effectiveness in decisions large and small, routine and radical, consistently changing lives for the better.

Readers of O magazine discovered this pragmatic and innovative idea when Suzy Welch first introduced it in her column. Now, in

this immensely useful and revelatory book, she fully explains the power of 10-10-10, a transformative idea that can replace chaos with consistency, guilt with joy, and confusion with clarity.

Suzy Welch is a noted journalist, author, and speaker. She is a work-life columnist for O, The Oprah Magazine and a contributor to O's Big Book of Happiness; she also serves as an Executive in Residence at Babson College's Center for Women's Leadership. Suzy, the mother of four teenage children, is the former editor of the Harvard Business Review. She is the coauthor, with her husband, Jack Welch, of the number one bestseller Winning. Their column, "The Welch Way," is published nationally in BusinessWeek magazine and internationally by the New York Times Syndicate.

Learn more about Suzy Welch and 10-10-10 at www.suzywelch101010.com

New Horizons in Cancer Diagnosis

Wednesday, May 20

5:30 - 8:00 pm

Computer vision and artificial intelligence are being investigated for use in interpreting medical images for an earlier diagnosis of cancer, and in assessing response to therapy. Applications to be discussed will include analyses for breast, lung and prostate cancer (including x-ray, ultrasound, and MRI) which can lead to better recovery. Our speaker, Maryellen L. Giger, PhD'85, is Professor of Radiology, Director of the Medical Physics Graduate Programs, and Vice-Chair of Radiology for Basic Science Research at the University of Chicago. She is the 2009 President of the American Association of Physicists in Medicine. Her laboratory at the University of Chicago investigates methods for computer-aided diagnosis and quantitative image analysis.

Details

5:30 - 6:00 pm Registration

6:00 - 7:00 pm Presentation and Q&A

7:00 - 8:00 pm Light buffet and beverages

RSVP by Friday, May 15

Questions?

Contact Agnes Roach, AM'71, MBA'80, at 847/356-0575 or aaroach@aol.com, or Pamela Peterson, MBA'97, at 312/515-7404 or ppeter2@ChicagoGSB.edu.

Price:

Per person : \$29.00

Location:

Law Firm of Holland & Knight, LLP

131 S. Dearborn, 30th Floor

Chicago, IL

Parking is available in the building.

Enter from the alley north of 131 South Dearborn.

Contact:

Alana Kinarsky

773/702-5646

akinarsky@uchicago.edu

Registration: Register Online for Chicago Women's Alliance: New Horizons in Cancer Diagnosis.

I Wish I Had Know That: Lessons for New Leaders

Friday, May 29

7:00 - 9:00 am

"I Wish I Would Have Known That: Lessons for New Leaders"

The Executives' Club of Chicago - Women's Leadership Series

Breakfast & Panel Discussion

Location:

The Fairmont Chicago

200 N. Columbus Drive

7:00 a.m. Networking Reception

7:30 a.m. Breakfast

8:00 a.m. Panel Discussion

To register, contact Jane Ranshaw. UCWBG is entitled to two complimentary tickets. Thereafter, members are eligible for the co-sponsor rate of \$36.50.

For more information, visit the Executive's Club website.

Booth Management Conference

Friday, May 29

Details:

Sheraton Chicago Hotel & Towers

11:30am-Noon Reception

Noon-3:00pm Luncheon and Keynote Panel

Gleacher Center

3:30-4:45pm Break Out Sessions

5:00-5:45pm Special Forum with Eugene Fama and Dean Snyder

6:00-7:00pm Cocktail Reception

West Networking Group

Saturday, June 6

11:30 am

The West Group, founded in 1995, is designed to give The University of Chicago Women's Business Group (UCWBG) members who live or work in the western suburbs a chance to meet closer to home. However, all UCWBG members are welcome to attend.

In today's dynamic work environment, there is nothing more valuable than a good friend and mentor. The only investment required is time. Meetings are a good opportunity to get to know one another better.

Meetings are typically held on Saturdays for breakfast or lunch in the Oak Brook, IL area. In December, the West Group joins the North/Northwest Networking Group for our Annual Subgroup Holiday Luncheon in Long Grove, IL

Coordinator

Nancy L. Scott, '91 is the West Group Coordinator. Please contact her by email at West@ucwbg.org for more information or to RSVP for an upcoming West Group meeting.

Remaining West Group Calendar for 2008

- Saturday, August 1, 11:30 AM, The Clubhouse in Oak Brook Shopping Center
- Saturday, October 3, 9:00 AM, Egg Harbor Restaurant in Yorktown Shopping Center
- Saturday, December 5, 11:00 AM, Seasons Restaurant in Long Grove

Evelyn Echols "They Said I Couldn't Do It But ..."

Wednesday, June 17

Save the Date!

For this joint event with the Chicago Women's Alliance

Evelyn Echols "They Said I Couldn't Do It, But I Did"

At age 93, Evelyn continues to be a force to reckon with. Evelyn enjoys sharing her experiences and wisdom with others as a motivational speaker. Enlightening her audience with her keen sense of humor and acute business acumen, she lays out the lessons she learned from over 60 years of experience. Whether Evelyn is speaking about corporate America, entrepreneurship, women's issues, or spirituality, it would be a rare occasion for her not to receive a standing ovation. Evelyn mesmerizes her audiences which includes university students, women's groups, industry and professional organizations and senior citizens.

Her new book, "They Said I Couldn't Do It, But I Did", discusses how she managed to survive and grow after arriving in New York during the Great Depression, and then went on to become one of the first successful female entrepreneurs in the United States. Along the way, she founded a travel agency and thanks to her combination of charm and energy, her agency was a great success and she became the intimate of a roster of famous clients. She was one of the few people who lasted in the company of the temperamental Joan Crawford. She was a friend of Helen Hayes, Eleanor Roosevelt among other celebrities.

"They Said I Couldn't Do It, But I Did" will be followed by a trilogy. The titles are: "How to Be a Successful Entrepreneur in the 21st Century", "Baby Boomer- Plan Ahead for a Merry 95th Birthday", and "Don't Let Macular Degeneration Make You a Couch Potato."

North/Northwest Networking Group

Thursday, June 18

6:30 pm

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Irene Márquez, '80, is the Group Coordinator. Please contact Irene by email at north@ucwbg.org to RSVP to an upcoming N/NW Group meeting or for more information.

West Networking Group

Saturday, Aug. 1

11:30 am

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Meetings are typically held on Saturdays for breakfast or lunch in the Oak Brook, IL area. In December, the West Group joins the North/Northwest Networking Group for our Annual Subgroup Holiday Luncheon in Long Grove, IL

Coordinator

Nancy L. Scott, '91 is the West Group Coordinator. Please contact her by email at West@ucwbg.org for more information or to RSVP for an upcoming West Group meeting.

Remaining West Group Calendar for 2008

- Saturday, October 3, 9:00 AM, Egg Harbor Restaurant in Yorktown Shopping Center
- Saturday, December 5, 11:00 AM, Seasons Restaurant in Long Grove

West Networking Group

Saturday, Oct. 3

9:00 am

The West Group, founded in 1995, is designed to give The University of Chicago Women's Business Group (UCWBG) members who live or work in the western suburbs a chance to meet closer to home. However, all UCWBG members are welcome to attend. In today's dynamic work environment, there is nothing more valuable than a good friend and mentor. The only investment required is time. Meetings are a good opportunity to get to know one another better.

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Coordinator

Nancy L. Scott, '91 is the West Group Coordinator. Please contact her by email at West@ucwbg.org for more information or to RSVP for an upcoming West Group meeting.

Remaining West Group Calendar for 2008

- Saturday, December 5, 11:00 AM, Seasons Restaurant in Long Grove

Our annual holiday luncheon with the North/Northwest Networking Group

North/Northwest Networking Group

Thursday, Oct. 15

6:30 pm

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Annual Holiday Luncheon in Long Grove

Saturday, Dec. 5

11:00 am

The University of Chicago Women's Business Group (UCWBG) North/Northwest and West networking groups will meet for our Annual Holiday Luncheon on Saturday, December 5th. This will be a Dutch-treat lunch at Season's Restaurant in Long Grove, IL.

Season's Restaurant features a lunch buffet (about \$11.95 per person, plus beverage, tax and gratuity), or there are a number of sandwich, salad & soup selections that can be ordered from the menu.

Take the opportunity to do some holiday shopping in the wonderful shops and bakeries of historic Long Grove before or after lunch! All UCWBG members and their guests are welcome to attend!

RSVP: By Tuesday, December 1st to Irene Márquez (North/Northwest Group Coordinator) by email at north@ucwbg.org

Directions: Season's Restaurant is located at 314 Old McHenry Road in Long Grove, IL 60047. It is on the west side of the street, and parking is available behind the restaurant. The restaurant's phone number is 847-634-9150. The restaurant's web site, www.seasonsoflonggrove.com, has directions and a menu if you are interested.