

They Said I Couldn't Do It, But I Did

By Rita Gallagher

How did a girl who grew up on a farm in central Illinois before the Depression come to own her own travel agency, become friends with Joan Crawford and have Walter Cronkite suggest she write a book about her life? Listening to Evelyn Echols, it all seemed effortless. But reading her latest book leads one to conclude that the answer is being open to any possibility and learning something from every event in her life.

Evelyn's talk took us quickly through her fascinating professional career. During the height of the Great Depression, she and a friend decided to go to New York City, renting seats in a man's car, a com-



mon form of transportation in those days. After walking down Broadway for the first time, Evelyn told her friend, "I'm never leaving here". She took stock of her current financial situation and meager training and decided to start out in nursing, but never gave up her dream of working in the travel profession. She eventually landed a job at Grant Advertising's internal travel agency. Working in the travel industry during World War II provided excellent experience because it was so difficult: the US Government could take airline seats and cruise ship cabins away at any time, leaving clients stranded in countries around the globe.



Continued on page 4

Improv Workshop: The Return Value of Play

By Jennifer Dominiquini

Did you know that Play has long been a powerful tool to ignite imaginative approaches to everything from product design to marketing campaigns to successful mediation strategies? At the Improv Workshop held on April 22nd at the Gleacher Center, a group of fifteen professional women learned how improvisation and games can help cultivate tangible work place skills.

Erica Mott, a professional actor, director and full-time game play played in Chicago, was the instructor for the evening and guided the women through a series of hands-on activities designed to cultivate deeper listening skills, build leadership confidence, sharpen communication skills and build a sense of "group think."

Erica teaches workshops for The Second City Training Center, Lookingglass Theater and Northeastern Illinois University. Additionally, she has worked with academic institutions and organizations including The School of the Art Institute of Chicago, Amnesty International, and several leading Universities in South Africa. For more information on instructor Erica Mott and her company GameOn Insights, visit ericamott.com.

At the beginning of the session each person was asked to introduce themselves by creating a name that represented their distinctiveness and also to act out one of their skills or specific functional expertise. Whether it was Maggie the concert pianist or Jen the multitasking Mom, each woman was challenged to express herself in different ways throughout the evening, both verbally and kinesthetically. Participants were also encouraged, through a series of lively games, to engage with others using

whole mind and body communication.

Participants draw valuable lessons from the workshop such as how to use different modes of communication to influence group behavior, how to embrace ambiguity and uncertainty in a group setting and how to make a memorable impression by uniquely communicating one's distinctive style. The evening also provided an excellent opportunity for network - and laughter was guaranteed.

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April Networking Event Photos



Melinda Reck

Obituary from the Daily Herald



We were saddened to learn that UCWBG member Melinda Reck passed away on February 12 this year. Melinda was a valued member and served on the UCWBG board. Melinda loved and cherished her son, Aaron, "the apple of her eye." They traveled the world to places such as Australia, Fiji Islands and Western Europe. She received a B.S. degree from Western Michigan University and her M.B.A. from the University of Chicago. After working for others in executive coaching and consulting, she created her own firm: Excellent Solutions.

She is survived by her son, Aaron D. Reck; former husband and friend, Andrew S. Tonn; mother, Alice; stepfather, Ernie F. Cockerill; sisters, Melody E. Underhill and Michelle L. Bovin.

Presidents Letter

By Jane Ranshaw, '72



Woody Allen once famously quipped, "Eighty percent of success is showing up." Like all good advice, it is at once too simplistic and so simple, it is elegant. Just showing up isn't enough; once you show up, you have to become engaged or the appearance is meaningless.

Still, I was recently struck by the quote's relevance for UCWBG and our members. Connecting is a type of showing up, and

our homepage notes that we are about "connecting with leadership and growth."

Historically, we have connected by attending meetings and other events, whether in large groups (such as our summits and symposium a few years ago) or small ones (notice all the meetings listed for those in various areas or sharing similar interests). Now, in a Web 2.0 world, connecting doesn't always mean sharing a physical space. Just look at the success of the various social networking websites—they've exploded in terms of both members and the amount of time people spend on the various sites. A recent story on cnet reported that the amount of time spent on such sites is up by more than eighty percent in the last year alone. ("Social networking up 83 percent for U.S." http://news.cnet.com/8301-1023_3-10255626-93.html)

At UCWBG, we continue to connect with leadership and growth. Our website lets us connect with members to share information about those in-person events, and our new group on Linked In—which we started just a few months ago—lists nearly half our total members.

In the future, I believe the best connections will have both a real and a virtual component. Digital media will be key to maintaining and re-establishing connections. They will never, however, replace the importance of face-to-face meetings, which allow us to develop deeper, more meaningful relationships with women who share a common history (every woman graduate I've talked to maintains the U of C changed their lives) and common interests.

We will continue with events aimed at larger groups. We have a program in October that will feature afternoon seminars, and Ellen Costello, president of Harris Bank, will be our keynote speaker in the evening. Watch the website for details.

We will also have more events designed for smaller groups of 15 – 30 people, such as our entrepreneurship series, improv evening, speed networking, and other experiences. In fact, we have some exciting programs yet this summer—check out the details in this issue of the Exponent.

That still leaves our recent foray into digital media. If you're not already part of our Linked In group, why not? And if you are, have you responded to the current discussions or started a new group with a question or point of view or your own?

We are about leadership and growth, and we all contribute by showing up.

2009 Board of Directors

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They Said I Couldn't Do It, But I Did (Continued)

Evelyn met David Echols, her future husband, when he was assigned to clean up the agency she worked for. A global advertising executive, David supported Evelyn's endeavors throughout her life and Evelyn in turn learned about other cultures, joining David on international business trips and living in a dangerous culture in Venezuela for a few years. Eventually, Evelyn realized she had to own her own business. She decided to go into industrial travel and compete against American Express. People laughed at her, and she couldn't even get ticket stock from the airlines or cruise lines. She made a brochure and delivered it to many companies in New York, also leaving bouquets of roses with each receptionist. Being an underdog required Evelyn to work harder and be more creative than her competition, which led to her eventually being noticed by Alfred Steele, the CEO of Pepsi and husband of Joan Crawford. Their business and friendship helped her business grow exponentially.



Field's and a party donated by a hotel. She invited all the travel agencies in Chicago which led to every one of her students getting jobs. Paul Harvey covered the event and people all over the country asked how they could take her travel course. Since there weren't any travel schools in the US at the time, Evelyn turned her reform school course into a full-fledged travel school, which she ran from 1962 - 1997.

Evelyn's resiliency, creativity and hard work continue to get her through life's challenges. See www.evelynchols.com for more information on Evelyn's fascinating life and to learn her views on what we can do to enhance our future during this time of turmoil.



After running her agency for ten years, Evelyn was asked to try out for a travel show and she got it. She interviewed celebrities, including Eleanor Roosevelt, on her live show for two years. When David was offered a new job in Chicago, Evelyn happily joined him and gave up her business and show as she was exhausted from the constant hard work. She decided to "loaf" and pay back for all her good fortune. One evening she was at a dinner with a judge who said there were kids in reform school who were not teachable. Evelyn said she could teach them the travel business. So she did. When the students graduated, she went to the CEO of United Airlines and asked for a one hour flight over Chicago for her graduates. She got it. She also got clothes donated by Marshall



How to Market and Grow Your Business with Social Media

Thursday, July 30

6:00 - 8:00 pm

Find out answers to these questions and more on things you can do to your website to make it a marketing machine.

- Online Marketing: a three-pronged approach
- Keyword-rich content, credibility-based design
- Blogs, RSS feeds, podcasts, etc.
- Twitter and other social media: do I care?

Tim Frick, Mightybytes

Tim has provided creative media services to an extensive client list since the early 1990's. His work has received numerous awards and has appeared in many publications, web sites and television broadcasts as well as at Chicago's Museum of Contemporary Art. Tim has held positions on the board of Association for Multimedia Communications, the Advisory Committees and the Illinois Institute of Art Animation and Interactive Media Departments, and the Interactive Media Department of Columbia College.

Tim is the author of *Managing Interactive Media Projects*, an interactive media process guide from Cengage-Delmar Learning and an upcoming book on digital marketing and social media from Focal Press.

Registration
\$30 UCWBG members
\$35 non-members

Light buffet dinner will be served.
Space is limited. Register by July 26.

Networking at the Midway Club after the event.

Sign up for both our July 14 and July 30 events and save \$10

\$50 UCWBG members
\$60 non-members

Questions Contact Jane Belcher at vpdirector1@ucwbg.org
Cancellations will not be accepted after July 23rd.

West Networking Group

Saturday, Aug. 1

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 2009

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

First Friday - The Brand of You

Friday, Aug. 7

11:30 am

Refresh your spirits and make connections in a small group setting. Join fellow GSB alums and students for lunch and conversation while enjoying the river view of the Midway Club. It's an ideal opportunity to connect with new or seasoned members, as well as a chance to share our knowledge and experience. We'll get to know each other better, build a heightened sense of community, and maybe even learn things that will further our careers.

Topic The Brand of You
Registration \$20

Discussion Leader

Elene Cafasso, President and founder of Enerpace, Inc., for executive and personal coaching.

Elene is a professionally trained and certified Executive and Personal Coach who helps over-stressed and over-busy executives and entrepreneurs gain more balance in their professional and personal lives while building their businesses and achieving their highest goals. She holds an MBA in Marketing and Finance from the University of Chicago, and worked in the corporate world for 14 years where she held executive level positions in the banking and telecommunications industries. Elene is a graduate of the Coaches Training Institute (CTI), and ACC certified by the International Coach Federation.

First Friday - Working with a Coach

Friday, Sept. 11

11:30 am

As the first Friday of September is part of a holiday weekend, we're meeting on this second Friday. And it's still a good time to join fellow GSB alums and students for lunch and conversation while enjoying the river view of the Midway Club. It's an ideal opportunity to connect with new or seasoned members, as well as a chance to share our knowledge and experience. We'll get to know each other better, build a heightened sense of community, and maybe even learn things that will further our careers.

Topic Working with a coach
Registration \$20

Discussion Leader

Kathy Flanagan, President and founder of Leadership Communication, Inc., Read Kathy's biography from her website.

Members' Reception

Wednesday, Sept. 23

5:30 - 8:00 pm

Hors d'oeuvres, sweets, good conversation - a way to ease into the fall season. This special after work-hours reception is a wonderful opportunity to practice your relationship-building skills and to just relax.

- 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 September 16th.

Be sure to bring your business cards!

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.

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 2009

- 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

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.

Fall Symposium: Women, Success and Financial Markets

Thursday, Oct. 15

4:00 - 8:00 pm

Please plan to join us for an exciting and relevant dinner event with our keynote speaker, Ellen Costello, President and CEO of Harris Financial Corp, the US banking subsidiary of Toronto-based BMO Financial Group (Bank of Montreal). Ellen will talk about her rise to the top of a financial institution and how financial markets are affecting women and the economy. She will also participate in an extensive interview/question and answer session.

Speaker Profile

Ellen Costello, President and CEO, Harris Financial Corp.

Ellen Costello is President and CEO of Harris Financial Corp., a large regional retail, business and wealth bank serving more than one million personal and business customers in Illinois, Indiana and Wisconsin through its network of more than 280 branches. Harris is part of Toronto-based BMO Financial Group, one of North America's leading financial services providers. Costello is responsible for the U.S. Personal and Commercial business, driving profitable business growth organically and through acquisition.

Prior to joining Harris, Costello was with BMO Financial Group's Investment Banking Group as Vice Chair and Head of Securitization, Credit Investment Management and Merchant Banking groups. In addition, she led the New York office, working in collaboration with the Investment Banking Group's executive team on strategy and governance for its U.S. based businesses.

After joining BMO Financial Group in 1983, Costello held progressively senior positions in Corporate Banking and Treasury, including leadership positions in Derivatives and as Regional

Treasurer, in Asia. In 1995, she was responsible for strategy development as Senior Vice President and Deputy Treasurer; and in 1997, was appointed Executive Vice President, Global Treasury Group, responsible for the Foreign Exchange, Financial Products, Money Markets, Loan Syndication/Trading and Managed Futures businesses. In 2000, she was named head of Securitization and Credit Investment Management; in 2003, head of BMO Capital Markets, New York; and in 2006, assumed responsibility for Merchant Banking

Costello has a BBA from St. Francis Xavier University and an MBA from Dalhousie University. She is on the boards of directors for United Way of Metropolitan Chicago, the Chicago Public Education Fund, After School Matters, Chicago Community Trust, Economic Club and Executives Club of Chicago. She is a member of the Bankers Club of Chicago, the Chicago Network, Chicago 2016, the Civic Committee of the Commercial Club of Chicago and the Financial Services Roundtable.

Information Meeting with Women of the Executive Program Saturday, Oct. 24

7:30 - 9:00 am

Come learn about the first, most innovative business-centered alumni group of the Booth School of Business. Since 1980 The University of Chicago Women's Business Group has supported the women graduates, staff and students of Booth with education, networking events and the opportunity to build long-lasting relationships.

Join us at The Midway Club at the Gleacher Center before class on Saturday, October 24 at 7:30 am.

Questions? Please contact Mary Tweedie at VPStrategicPartnering@ucwbg.org.

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.