

Using Social Networks to Build Your Business and Career

By Jane Belcher '85

Christopher Rollyson and Chris Kelleher joined the UCWBG for a very successful event " Using Social Networks to Build Your Business and Career", which was held on July 14th at the Gleacher Center. A management consultant and marketing executive for 20 years, Christopher Rollyson is the Founder of the Executive's Guide to Web 2.0, which applies LinkedIn, Facebook and Twitter to business processes. Chris Kelleher manages LinkedIn's Midwest and Southern-based corporate clients. Prior to LinkedIn, Chris spent 20+ years working for IT and network firms in various sales marketing and business development roles. Chris also holds a BA from the University of Michigan and an MBA from Booth (XP65).

Christopher Rollyson kicked off this "sold out" event by providing a broad overview of the various faces of social networking (i.e. LinkedIn, Facebook, Twitter, etc.) and how this media is changing the way we do business. Focusing on LinkedIn, as a more professionally focused networking tool, he then went on to discuss the importance of "building your brand", whether as



an individual or a company. Compared with the time it can take to network on your own, LinkedIn can be used to reach a much broader audience in a shorter period of time. Currently, over 43 million professionals worldwide are using LinkedIn, with 2 million members joining every month. Christopher also talked about the importance of having a LinkedIn Plan whether you are looking for

Continued on page 4

How to Market and Grow Your Business with Social Media

By Jane Belcher '85

Tim Frick, Owner and Creative Director of Megabytes, Inc. joined the UCWBG for a second social networking event " How to Market and Grow Your Business Using Social Media ", which was held on July 30th at the Gleacher Center. 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.

During the evening, Tim shared with us his three pronged approach to marketing a business which included: (1) Develop a strategy that includes managing your resources; (2) Identify on-domain techniques to make your website easy to find and navigate and (3) Use off-domain techniques that use community and social media to drive traffic.



Continued on page 2



CONTENTS

Using Social Networks to Build Your Business and Career.....	1
How to Market and Grow Your Business with Social Media	1-2
Welcome New Members.....	2
Presidents Letter	3
UCWBG Board of Directors Listing.....	3
Using Social Networks to Build Your Business and Career.....	4
LinkedIn Event Photos.....	5
Upcoming Events	6

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How to Market and Grow Your Business with Social Media (Cont.)

The first step Tim identified was to build a solid strategy that gives your organization the infrastructure to support its on-line efforts. Elements to consider are: (1) Goals; (2) Approach; (3) Competitive Analysis; (4) Content; (5) Resources; (5) Technology and (5) Deadlines. After a strategy has been developed and resources identified, Tim then went on to discuss ways to manage On-Domain content. He identified WordPress (www.wordpress.org), a free blogging and publishing platform as a very viable solution. You can then go on to use other social media sites to drive traffic to your website, such as RSS Feeds, Plug-ins, Video and Social Media. He suggested using social media sites to find common interest communities, join groups and include links to any profile you post with information about yourself.



Once you are up and running, Tim identified some analytic tools to help see how you are doing such as Google Analytics (analyze your site traffic) and Websitegrader (grades you website on how 'marketing friendly' it is and goes on to offer helpful tips on how to increase your score).

For those of you who are interested, Tim's slides are posted on our website at www.ucwbg.org.

Also, more information on Tim and his firm can be found at www.mightybytes.com.



Welcome New Members

Marrey Picciotti
Natalie Potts
Susanna Valerius
Amy Gelbman
Kathleen Kelleher
Lori Wittman
Jan Anne Dubin
Joan Dorow
Laura Shapland
Cheryl Sulima
Carol Murphy
Lori Hardwick
Patricia Luscombe

Ann Reynolds
Jana Haines
Kelly Linstroth
Joan Spiotto
Becky Kuntz
Krysten Johnson
Mumtaz Champsi
Tal Shulevich Shalit
Kelly Gushue
Liwen Ho
Rebecca Nelson
Corina Mills
Samantha Stephens (Bongiovanni-Duclos)

Deborah Pike
Kelly Ruppel
Sara Dell
Colleen Gallagher
Erica Kuhlmann
Elizabeth Andrews
Susan Chamberlin
Krystal Grossmith
Cathy Niden
Khloe Karova
Erica So

Presidents Letter

By Jane Ranshaw, '72



Volunteers. All organizations such as UC-WBG succeed because of the unstinting efforts and countless hours contributed by volunteers. As I looked around the room at a recent board meeting, I realized the women at the table would give a total of a thousand or more hours to the group this year (we're nearly there already, and it's only September). And, we can add a few hundred more hours for those who help out with events and special projects.

The result has been one or more successful programs every month so far this year.

Wow. With all this volunteering, you'd think we were really good at putting people to work. And, as is the case with all organizations I've belonged to in the last 25 years, you'd be wrong. Most groups do a fair job at best of getting the most out of all their members. The common complaint from those organizing events and projects is that volunteers don't show up, or come late, or sit around drinking coffee/tea/soda/mineral water and gossiping with the people they already know. The usual organizer's response is to just do it all herself.

And yet, my early experience as a volunteer was just the opposite. I can remember showing up on a week night or weekend afternoon only to find the person running the meeting completely disorganized with no idea of how to use our time. After an hour (or two or three), we'd be thanked for our "hard work" and sent home. The experience would make me a little more reluctant to commit my time for future projects.

A significant topic at several board meetings is how we can build committees, which would engage more members in meaningful activities and take a little of the load off busy board members. Such engagement lets future leaders emerge and sustain the support UCWBG has given its members for nearly 30 years.

As of this writing, we still have no standing committees. Part of the challenge is we are all bright, competent women who chose a graduate school that catered more to the individual contributor than the ultimate team player. We believe we simply do better on our own. Perhaps we do as individuals; however, keeping a volunteer, not-for-profit going requires different talents. (The one striking exception to this pattern is Susan DeVito who is the best people organizer I've ever seen—but then she's a project manager in the real world and takes teambuilding to a whole new level.)

So, we need to improve in terms of engaging volunteers. I am not sure what the answer is. I know from experience that just passing along volunteers' names to event or project managers isn't the solution. Those of us running things need to know how to engage others, and volunteers need to know how assertive they should be so they can make a real contribution.

Let me know what you think. Would written guidelines help? Might we need training for both sides? Would anyone attend? Is there a virtual remedy?

Your answer may be one of the most important contributions anyone makes this year.

Regards,
Jane

2009 Board of Directors

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Using Social Networks to Build Your Business and Career (Continued)

a job or looking to build a business.

During the second half of the event, Chris Kelleher went on to provide a more in-depth look at LinkedIn which highlighted the company's philosophy, product set (i.e. advertising, subscriptions, hiring solutions, etc.) and top tips for (1) Finding a Job, (2) Recruiting and (3) New Business Development. In all cases, like Chris Rollyson, he emphasized the importance of "building your brand". For individuals this meant highlighting your accomplishments, providing a work history, getting recommendations and including a picture. For companies this meant building a profile that emphasizes the strengths of the organization, along with the products and services offered.

Both speakers encouraged updating profiles regularly and joining groups with like interests. Both speakers also encouraged the use of LinkedIn as a research tool to find out more information about target companies and individuals. It was also acknowledged that using social media for many people can be a very different way of thinking and doing business, and as such can be challenging to get started. However, the payoff can be significant as social networking continues to grow.

For those of you who are interested, the slides from both presenters are posted on our website at www.ucwbg.org. Here you will also be able to find Christopher Rollyson's "LinkedIn Profile Makeover Checklist". Additional information on Christopher Rollyson and his company can be found at <http://executives-guide-web20.com/>. Additional information on Chris Kelleher and LinkedIn can be found at <http://www.linkedin.com/in/chrisjkelleher>.



LinkedIn Event Photos



Mean Girls

Thursday, November 12

Gleacher Center
Room 608
450 Cityfront Plaza
Chicago, IL

Price: \$30 Members
\$35 Non Members

Perhaps you wince when you remember one of those 'mean' girls from your middle school or high school days. It's likely that you have encountered a mean woman in your work environment. It sure isn't you, is it?

Come join your fellow UCWBG members in a lively discussion about how to recognize 'mean,' why some girls behave this way on some occasions, and what you might do to mitigate her impact on you.

In a small group setting, sit down to discuss a topic of mutual interest for the insights and observations we each bring to the conversation. Here are links to two articles to get us started talking:

From Psychology Today, "Do Mean Girls in School Become Mean Girls at Work"

From the University of Buffalo "Mean Girls Syndrome Studied"

Registrants will be sent additional links to a few articles to further help guide our discussion. Members only and their guests.

Registration: 6:00 pm

Discussion: 6:30 - 8:00 pm

Light snacks and beverages provided.

Members Reception

Wednesday, December 2

The Gleacher Center
450 City Front Plaza
Chicago, IL

Time: 5:30pm-8:00pm

Price: \$15 Members
\$30 Non-members

Hors d'oeuvres, sweets, a glass of wine, good conversation - a relaxing way to start the holiday season. This 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.

Be sure to bring your business cards!

Annual Holiday Luncheon

Saturday, Dec 5, 2009, 11:00 AM until 2:00 PM

Seasons of Long Grove
<http://www.seasonsoflonggrove.com/>
314 Old McHenry Road
Long Grove, IL
847-634-9150

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.

Annual Meeting

Wednesday, January 27, 2010

The Gleacher Center
450 City Front Plaza
Chicago, IL

Time: 5:30-8:30pm

Additional details will be forthcoming, please check the website for additional updates. www.ucwbg.org