rememnering
Margaret Hennig, SOM co-founder

reunifying
with classmates at SOM Reunion Day

reaffirming
our relations with corporate partners, including Time Warner
Simmons SOM Celebrates 2003 Five-Class Reunion Day

SOM Class of 1978 - 25th Reunion
Bottom (l-r): Alice DeNormandie, Jan Phillips, Lynn (Gentner) McIntyre, Juliana Boyd Kim, Susan Shulman, Judy Swahnberg; Row 2 (l-r): Terry Dolan, Joan Smith, Pat Nicolino, Sue Williamson; Row 3 (l-r): Ann (Travis) Ingram, Michele Olem, Leslie Hitch, Laura Vennard; Top (l-r): Gail Deegan, Becky (Patterson) Bruns, Kathleen Crandell, Gail Snowden; Not pictured: Marbo (Smith) Hansen, Pat (Rougvie) McLaughlin, Myra Musciant, Barbara (Feldsher) Tessler

SOM Class of 1983 - 20th Reunion
Bottom (l-r): Carol Grabowski, Carol V. Berman, Artemis March, Shelley Pavela, Carol Woolf; 2nd row (l-r): Janet Benoit, Mary McCann, Sandy Aylor, Lois Lopatin, Rhett Cahill; 3rd row (l-r): Hilary MacPhail, Patricia Melanson, Janet Haines, Susanne Boeke; 4th row (l-r): Peggy DeMuth, Christine Kaehler, Andrea Banks Quigley; Top row (l-r): Anne B.D. Reid, Dora Ullian, Esther (Sharp) Heam, Harriette (Levy) Chandler; Not pictured: Andrea Daskalakis, Ronda K. Feldman, Kathleen (McCurti) Fernandes

SOM Class of 1988 - 15th Reunion

SOM Class of 1993 - 10th Reunion
Bottom (l-r): Lisa Cherbuliez, Sandra Stergiou, Lucy (Murdock) Riddell, Carole Wilkins, Karen (Penta) Cigliano; Middle row (l-r): Carol Thomas, Carole Ann (Parsons) Brackett, Nancy Bellantine, Stephanie Tuttle, Laureen McVay; Top row (l-r): Susan Munter, Nancy Betz, Paula (Einkler) Szocik, Dianne (O'Brien) Kenney, Caroline Schutta, Lisa Wesley; Not pictured: Sandra Bachman

SOM Class of 1998 - 5th Reunion
Bottom (l-r): Linda Markarian, Susan Grealy, Rudi Scheiber-Kurtz, Gail Mann, Nicole Worts; 2nd Row (l-r): Judith Andrews, Mary Steele, Lisa Kautz, Maria Byerly; 3rd Row (l-r): Carol Walker, Deborah May, Deb Kadaner, Susan Burns, Kate Sunberg, Professor Cynthia Ingols, Mary Ellen McKeever; Top row (l-r): Jennifer Goodwin, Géri Rhoades, Meg (Crawley) McCarthy, Jillian Hosford Darling, Lisa Krassner; Not pictured: Sandra Letourneau, Jill A. Roy

Read the full article on page 8.

on the cover
Top: Margaret Hennig ’62 UG, co-founder of Simmons School of Management.
Middle (l-r): 1998 SOM Alumnae enjoy Reunion Day: Maria Byerly, Susan Grealy, and Meg McCarthy.
Bottom: Anne Moore, chairman and CEO of Time, Inc., addresses the 2003 Breakthrough Leadership program participants.
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NETWORK is published and distributed, free of charge, by the Simmons School of Management and its Alumnae Association to graduates and current students of all programs at the School. The purpose of NETWORK is to represent the voice of alumnae, report on the Alumnae Association and the School, and strengthen the alumnae network through continued learning and connection.

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Dear Fellow Alumnae,

Our Simmons SOM community was brought together in late January by the passing of Dr. Margaret Hennig ’62 UG, the co-founder and former co-dean of our school. Margaret’s doctoral dissertation, written at Harvard Business School, was the foundational work for *The Managerial Woman* and for the vision that she and Dr. Anne Jardim had to build the world’s first (and only) business school for women.

First published in 1977, *The Managerial Woman* was a compelling study of successful women executives. It was influential in the lives of SOM students as well as women executives throughout corporate America. As we reflect on our own lives and careers, we are grateful for Margaret’s vision and leadership, and for the difference she made in the lives of thousands of women.

In response to the sad news about Margaret, many SOM alumnae, faculty, and staff sent us short notes with their personal memories of Margaret. Because these memories are a powerful tribute to Margaret and her life, we share some of them below.

“Margaret was brilliant. She had a gift for zeroing in on a situation, identifying the problem and coming up with a workable solution. I remember her most for those instances when, over the years, I sought her advice. I taught as an adjunct at the SOM a number of times after my graduation and Margaret’s words of wisdom are what stay with me today. I had the incredible privilege of being in the second class of the SOM; back then it felt like we were all part of the same family.”

— Leslie Pearlman Breitner ’76

“Dean Margaret Hennig was an impressive force. She encouraged and empowered many talented women whose goal was to climb to the top of a corporate ladder. One of many things I appreciated about Margaret was her way of encouraging the women with other goals, too. I’ll always remember the day she pointed out, simply and profoundly, that the view is as lovely anywhere along the trail up a mountain as it is from the summit. (And it’s usually warmer, too!) Even though I never aspired to an executive-level position or what might be considered a more conventional ‘MBA career,’ Margaret Hennig certainly touched my life with her calm strength and quiet wisdom.”

— Claire Niland ’88

“I was a Somerville English teacher before going to Simmons in 1980. What a powerful influence the school was on my life — all begun by *The Managerial Woman*, which someone told me to read…. The poet Browning said, ‘A man’s reach [in this case a woman’s] should exceed his grasp or what’s a heaven for.’ Margaret and Anne had the yearning, the vision, and the stubborn ‘stick-to-it-ness’ to create a program at a time when women’s aspirations were far more limited. Anatole France said, ‘To accomplish great things we must dream as well as act.’ Thanks, Margaret, for acting as well as dreaming!”

— Gail R. Long ’80

Read more quotes about Margaret Hennig and see more archival photos on page 23.

Alumnae Association Champagne Reception

Don’t miss out on a terrific opportunity to network with alumnae, friends and current students, and to meet faculty on April 30, 2004, at the Seaport Hotel in Boston. We expect a full room once again at this lovely, upscale event.

April 30, 2004 | 6:00-9:00 p.m.
Seaport Hotel in Boston
The Annual Leadership Conference is just around the corner, and that means that the Annual Meeting of the SOM Alumnae Association is too. If you haven’t done so already, please do make plans to attend this meeting and champagne reception on Friday, April 30th at 6:00 p.m. at the Seaport Hotel.

Our annual meeting is the forum for us to update you more specifically about our progress on your behalf, as well as a time to network with fellow alumnae. It’s also a great time for you to let each of the AA board members hear from you. This is a great way for you to be in touch with us directly. We’re always looking for opportunities to check in with alumnae to find out how you’re doing and how we can best serve you. (Of course, you are also welcome to e-mail us anytime at SOMAA@simmons.edu.)

Just by way of preview, let me tell you a bit about what the board has been working on recently. As you may remember, last year we spent a good deal of time re-visioning the role of the AA board, and we determined that we can best be of service as a strategic partner to the SOM. We established a five-year vision that focused on having a ‘seat at the table’ to represent the interests of the AA to the school, and to bring information from the school back to the AA. This led to our goal of ‘super-networking’, and already many of us have had a chance to connect with many of you.

This year we’ve been taking the next step; now that we know what we want to do, we’re working on determining the most effective ways to do it. The work we’ve done so far on developing board norms, expectations, and even requirements for board members has helped to ensure that we are working together as a smooth functioning team. We’ve been very lucky to have SOM Professor Mary Shapiro work with us on several occasions. (Anyone remember that formin’, stormin’, normin’ work from Management Communications class?) We’ve followed up our work with Mary both as a board and in ad hoc committees. I’m pleased to report we’ve made substantial progress.

What does this mean for you? Well, for one thing, with this foundation we’re ready to execute on our vision and bring focus on the areas of greatest importance to the alumnae community. This requires that each board member plays an important role in reaching our vision through their respective areas of responsibility. For any alumnae interested in this kind of work, we encourage you to consider getting involved with the AA board — there may be both voting and non-voting positions open in the year(s) ahead. If this appeals to you, please contact our COO, Jeanne Fuller ’95, for more information.

Finally, by way of board updates, I want to mention that we’ve just said a very fond farewell to our first two student representatives to the board, Michaela Miller ’03 and Penny Savitz ’03, and welcomed current student reps to the AA board — Rocio Corona ’04 and Mo Dyer ’04. Our student representatives make wonderful contributions to the board and the alumnae community. They have become an important link between the current class and the alums.

I do hope to see you at our Annual Meeting — together we can talk about the future, raise a glass of champagne in tribute to the work of our student reps (past and present), and to our raison d’etre, the entire alumnae community.

Judy Bornstein ’96
SOMAA President

Register Today!

Cost: $35 for alumnae and friends
$30 for SOM students
RSVP: to http://alumnet.simmons.edu, 617.521.3825
or somaa@simmons.edu

Send check payable to Simmons SOMAA, to
409 Commonwealth Avenue, Boston, MA, 02215

Judy Bornstein ’96
CFO, McCown De Leeuw and Co.
Corporate outreach has always been integral to business development at the Simmons School of Management. According to SOM Dean Patricia O’Brien ’77, “Corporations employ our students, sponsor our conferences, and send participants to Executive Education programs. Therefore, building mutually beneficial relationships is critical to the long-term success of our school, our students, and our alumnae.”

Over the last 18 months, the SOM has intensified and focused its corporate outreach efforts. “Our new strategy strengthens synergies across departments to build robust relationships with selected corporations,” explained Associate Dean Deborah Merrill-Sands.

In 2002, as part of Simmons’s college-wide strategic plan, the SOM developed an operational plan that included “establish[ing] significant partnerships with corporations and professional associations to secure sponsorships, deliver programs, conduct research, refer students, and employ alumnae.” Merrill-Sands works with a newly established Corporate Initiatives Committee to make this happen.

“Building enduring and multi-stranded relationships with selected corporations is essential to our strategy for business development,” stated Merrill-Sands. “Through these targeted relationships, we build the visibility and reputation of the school. We expand opportunities for placement of our MBA and undergraduate students. We secure programs for Executive Education and fuel the pipeline of MBA enrollments. We expand opportunities and funding for faculty research, conferences, speaker series, and scholarships. And, we also create a network of business leaders who are loyal to the SOM and act as our ambassadors within the business community.”

SOM Professor of Management Sylvia Maxfield agrees. “At our stage of development as a school, national corporate outreach is a crucial endeavor,” she said. “I call those working on our corporate outreach initiative, ‘The Midas Team.’ A lot of what they touch turns to gold. MBA faculty members are incredibly grateful for their hard work. Executive Education is an important source of additional revenue that helps support our work in the MBA classroom. The corporate sponsorship for the Leadership Conference funds scholarships that help us attract students in the extraordinarily competitive Boston-area MBA market.”

A strategic approach for a strategic initiative

With an operational goal clearly defined, the SOM’s Corporate Initiatives Committee developed a method for establishing priorities among corporations in order to focus efforts and maximize return on the investment of limited time and funds for relationship building. The priority-setting framework is being used primarily for cultivating new relationships and applies only to Fortune 1000 companies.

“We defined six criteria for establishing priorities among companies,” explained Wendy D’Ambrose, director of career services and co-convener (with Annie Koenig, manager in the Dean’s Office) of the Corporate Initiatives Committee. “The criteria reflect the SOM’s strategy for business development and capture those aspects that we believe are most relevant and promising for developing a fruitful business relationship.”

The six criteria give priority to companies that are large in size; have a major presence in the Northeast; have active initiatives...
focused on women and diversity; have an explicit commitment to advancing women; and have a track record of investing in the development of their managers. Priority is also given to companies where Simmons College or the School of Management has connections with individuals who can open doors and facilitate relationship building.

“Cultivating relationships takes time and it is important for us to target our efforts to focus on corporations that offer real potential for partnerships,” explained Merrill-Sands. “Through this exercise we have distilled a list of 100 companies that fit our criteria. We focused on four in 2003 and we’ve identified nine to pursue actively in 2004.”

**Time Warner on board**

Clearly one of the most significant outcomes in the SOM’s corporate outreach efforts is the new partnership with Time Warner, established last fall through the school’s Executive Education program. The world’s leading media and entertainment company, Time Warner ranks 29 on the Fortune 100 list; its businesses include filmed entertainment, interactive services, television networks, cable systems, publishing, and music.

“Initially, we approached Time Warner to sponsor the SOM Annual Women’s Leadership Conference,” said Merrill-Sands. “Alumna Lyn Andrews ’75 opened the door for us to meet a colleague of hers working at the executive level at Time Warner. Although the main purpose of the meeting was to discuss conference sponsorship, we took advantage of the opportunity to present all the ways that the SOM can partner with corporations. In the end, it was Executive Education that spoke most directly to Time Warner’s immediate needs.” The SOM designed a custom program for Time Warner and is now delivering three programs a year for senior women from all eight divisions of the company.

Vera Vitels, director of People Development at Time Warner, said working with the SOM to create its customized Executive Education program — *Breakthrough Leadership* — was a great experience. “This program not only focuses on developing leadership and other crucial skills, but also serves as a foundation for building a community of women leaders at Time Warner. Simmons faculty members excel at creating an open and supportive atmosphere that enables women to begin to view one another as invaluable resources and peer mentors.”

Time Warner’s Executive Vice President of Administration Pat Fili-Krushel is equally excited about the program. “Growing a strong pipeline of talented women leaders is something that I am committed to and feel very passionate about,” she said. “I actively participate in the *Breakthrough Leadership* program and find it very rewarding to give back and connect with some of the exceptional women whom I otherwise would not meet. It has been one of the most positive experiences of my career.”

For the SOM, the positive benefits of this partnership are many. “The SOM needs to strengthen its national reputation to expand our presence in the Executive Education marketplace,” explained Assistant Director of Executive Education Lisa Toby. “More partnerships with nationally and internationally recognized corporations like Time Warner will do that.”

For Andrea Bruce, director of admissions and marketing, the clear benefit comes from getting Time Warner’s women executives excited about the SOM. “This kind of enthusiasm and respect for our program is invaluable to enhancing our visibility and reputation in the marketplace, which are crucial factors for increasing MBA enrollments. It speaks volumes to have women of the stature of Ann Moore, chairman and CEO of Time Inc., or Sharon Allen, chairman of the Deloitte & Touche LLP board of directors, visit the School of Management and participate as speakers in our Executive Education programs.”

How alumnae and students benefit from partnerships like the one with Time Warner is what D’Ambrose cares about most. “I want relationships like this one to result in top quality job opportunities for our alumnae and students.”

*continued on page 6*
Broadening the partnership with Verizon

Following its new multi-stranded approach to corporate outreach, the SOM has recently expanded its partnership with Verizon. Verizon, a Fortune 10 company, is one of the world’s leading providers of communications services, with approximately $68 billion in annual revenues. Since the early 1980s, Verizon women managers have attended Simmons SOM Executive Education open enrollment programs. In 2003, 15 MBA alumnae and 45 Executive Education alumnae were employed at Verizon.

When the company launched its “Professional Women’s Workshop” for women managers in 2003, several Verizon-employed alumnae urged the SOM to enter the competitive bidding process for the contract, said Merrill-Sands. “In the summer of 2003, we received the news that we were selected as the school of choice, beating out several other prominent universities, and winning a two-year contract with the company,” she said.

Following a successful pilot program last fall, the SOM hosted in March the second of the five programs it will run this year for women managers from Verizon. In all, 200 Verizon women will have participated in the four-day SOM leadership development program by the end of 2004.

Terri Grimes, senior staff consultant at Verizon, said “by choosing to partner with Simmons School of Management, we’re providing Verizon women with the opportunity to attend a challenging and compelling workshop that mirrors Simmons’s vision of ‘educating women for power and leadership.’”

In addition to the development of a custom program with Verizon, several SOM faculty members, including professors Stacy Blake-Beard, Joyce Fletcher, Deborah Kolb, and Mary Shapiro, have served as speakers at Verizon’s women’s initiative networking events in New York and Boston. The Center for Gender in Organizations, under the direction of Evangelina Holvino, also has developed and presented a customized five-day program for Hispanic managers at Verizon — the Hispanic Professional Development Workshop — that focuses on enhancing leadership and networking skills.

“And, the school’s most recent collaboration with Verizon is helping us to develop a meaningful response to the findings of our 2003 ‘Teen Girls on Business’ study,” said Merrill-Sands. The study revealed that only 9 percent of teen girls were interested in business careers. On May 27, 2004, Verizon will host and co-sponsor with Charles Schwab “A Catalyst for Change: Empowering Girls for Business” at its New York headquarters in Manhattan. Modeled after a successful and widely-covered event held last May in San Francisco, this forum, organized by the SOM and The Committee of 200, will establish a dialogue among women executives about ways to increase teen girls’ excitement about the opportunities and benefits of a career in business. “This sponsorship demonstrates clearly the benefits of our multi-stranded approach to building corporate relationships,” Merrill-Sands stated.

A win-win situation

Establishing a successful corporate outreach program is good business for the SOM and for its partners, emphasized deans O’Brien and Merrill-Sands. Corporations benefit from the SOM’s expertise on women, leadership and management, and the SOM benefits from the brand strengthening and increased visibility that result from successful alliances with carefully selected corporate partners.

In the next issue of NETWORK, look for more information about the SOM’s corporate outreach strategy and its impact on faculty research, new programs, and job placements.
most professional women appreciate why negotiation is an integral ingredient that contributes to their success in the workplace. Wall Street Journal reporter Joann S. Lublin learned this firsthand when she participated in Dr. Deborah Kolb’s Executive Education Negotiation Edge workshop last fall. Lublin captured some of the main themes of this workshop in her article “Women Fall Behind When They Don’t Hone Negotiation Skills,” featured in the Wall Street Journal on Nov. 4, 2003.

Lublin quoted Dr. Kolb at length throughout the article, including some of her tips for negotiation success:

“In a potential employer insists times are tough, swap a hefty raise for an unusual perquisite….consider trading things that have value for you for things that have value for others.”

“In salary talks… gather data about pay rates; jot down their strongest attributes and rehearse explanations for weaknesses.”

The Negotiation Edge is a practical workshop that allows you to work on real-time negotiation problems and to gain expert feedback so that you will leave with clear-cut action strategies. The workshop allows you to return to the workplace with the ability to create the conditions for your own success.

Why not make 2004 the year that you invest in your professional development? Join us for one of our upcoming thought-provoking and skills-enhancing Executive Education programs!

The Negotiation Edge: Effective Strategies for Women
April 12-14, 2004   |   October 25-27, 2004

Strategic Leadership for Women in Human Resources
April 25-30, 2004

Strategic Leadership for Women
October 3-8, 2004

For more information, visit us at www.simmons.edu/som.exec_ed.
On Saturday, October 25, 2003, more than 100 alumnae returned to the School of Management to celebrate an important milestone. Alumnae from the classes of 1978, 1983, 1988, 1993, and 1998 gathered together for an energized day of reconnections and continued learning. The day was made possible through the leadership and planning of class reunion chairs and committee members. The five classes combined to raise more than $56,000 in support of the SOM Annual Fund, in honor of their reunion years. This was the second year that reunion classes have spear-headed a dedicated fundraising effort, and the SOM is grateful for the generous support of its alumnae marking this special milestone.

Dean O’Brien’s (’77) captivating “state of the school” address gave alumnae an understanding of the significant enhancements to the MBA program, undergraduate management program, Executive Education, Leadership Conference, and the Center for Gender in Organizations, during the past six years under her leadership. While there have been many improvements, there are some aspects of the school that have not changed. Simmons remains the only school in the world dedicated to the important mission of “educating women for power and leadership,” and continues its strong commitment to this goal.

Alumnae also participated in several faculty-led sessions. SOM Professor Joyce K. Fletcher delivered a session on “Women and Leadership circa 2003,” while Professor Stephen V. Senge led “Managing in the New Accounting World.” The SOM’s new Elizabeth J. McCandless Professor of Entrepreneurship Jill Kickul presented “Women as Entrepreneurs: Creating and Building our Own Organizations.” From all accounts, Reunion 2003 was a perfect balance between ongoing learning and reconnection with classmates and the school. Alumnae found time to tour the SOM Career Services Office and Library, and the day closed with a dessert and networking reception in the 419 building.

Here’s what some alumnae had to say about the day:

“I enjoyed it and found the two classes extremely interesting and relevant.” — Senator Harriette Chandler ’83

“Well organized and gave me as a local alum a great opportunity to meet some of the new professors, see teachers I had, see the facility as it has been upgraded, and understand changes to the program and goals of the school. Dean O’Brien did a wonderful job updating us on her vision and where she is leading the school.” — Lisa Cherbuliez ’93

“Of course the highlight was seeing classmates after a long hiatus, but I thoroughly appreciated Pat’s update and the leadership presentation.” — Jean Devine ’88

“Great seeing classmates. I was impressed with the faculty and the direction the school is headed.” — Meg McCarthy ’98

“I enjoyed being reconnected. It brought back memories that I had forgotten. I particularly enjoyed the dean’s update and the leadership and accounting workshops.”

— Helen Mont-Ferguson ’88

“I don’t return often to 409 Commonwealth Avenue, and yet each time I do, I take with me the wonderment and joy of being in the company of smart women. It was such a peaceful feeling — to sit and listen, to simply feel comfortable with my life, to hear what all these wonderful women feel about the world we live in, about the politicians who attempt to lead us, about the pains and joys that find us.” — Pat Nicolino ’78

“I was very glad to have gone to the reunion. I felt it was an event produced at a very high level of quality and excellence.”

— Paula Szocik ’93

Memories of being a student at the Simmons School of Management:

“Study groups, endless study groups. A classroom full of bright and dynamic women. Trying to put my brain around some fabulous hand-made wall charts (which I inherited) for Barbara Sawtelle’s economics class, desperate to understand.”

— Nancy Bellantone ’93

“I have lots of vivid memories of the SOM, and still enjoy the friendships of wonderful women that I met there. One of the memories that comes to mind most often, perhaps because Nancy Betz ’93 and I still see each other regularly, is a ride to school in a winter snow storm when everything else in Boston was canceled. To make every minute count, I read aloud from our text on the
“process” of conducting primary research. Without any alarm in her voice, Nancy interrupted me to say, “Please stop reading. We may be about to get killed.” She avoided that car that was skidding toward us, and without comment or missing a beat, I was back reading at the word where I left off and we were once again immersed in market research. We didn’t even take the time to laugh at ourselves. We have laughed many times since then, of course. It was indeed the most intense of times.” — Dianne Kenney ’93

“Sitting in our case room and looking around and realizing that for many students, success was not governed by skill in class as much as it was influenced by each person’s ability to be clear about their objectives with those around them so that studying for exams, working on papers and meeting with groups was not the exception but the rule during the SOM.” — Joyce Lonergan ’88

“I have two main memories when I think of the SOM. The first one being scared out of my mind with the anticipation of sitting through the deans’ class. Then realizing afterward their bark was much worse than their bite. The second memory is of the camaraderie and connections I made not only with my study group, but also with other students in my class. Those ties are permanently etched in me. Knowing that I could call on anyone in my class with a question or favor, all because of an association, is a very powerful thing.”

— Ann McPherson ’93

**Most important thing you learned at the SOM that you have applied to your work or life today:**

“The biggest thing I learned was how much I didn’t know. The SOM opened up all sorts of areas of learning that I’d had no exposure to before. Today I use that sense of exposure to better understand the depths of a subject before coming to an absolute conclusion.”

— Jennifer Morris ’98

“Management and behavior lessons — the importance of giving credibility and validation to other peoples’ perspectives and values.”

— Drusilla Pratt-Otto ’88

“How to be more ‘diplomatic’ in my communication skills. I had come from a male-dominated transportation background where women need to speak loudly and carry a big stick to be heard. That certainly doesn’t translate to most businesses. The company of women at Simmons taught me to be more thoughtful, more circumspect, and, I hope, to be a better listener.” — Patricia Thomas Smail ’88

**Thanks to the following alumnae for their leadership and support of the reunion.**

1978
Reunion Committee: Lynn Barth, Becky Patterson Bruns, Gail Deegan, Alice DeNormandie, Terry Dolan, Helen Drinan, Ann Travis Ingram, Juliana Boyd Kim, Peg Krome, Pat Nicolino, Bunny Pollack, Joan Smith, Judy Swahnberg, Judy Vanderkay and Sue Williamson

1983
Reunion Chair: Janet Haines
Reunion Committee: Sandy Aylor, Carol V. Berman, Christina Huston
Gift Co-Chairs: Ronda Feldman and Anne Reid
Gift Committee: Mary McCann and Dora Ullian

1988
Reunion Chair: Peg Kelley
Reunion Committee: Ellen Berman, Victoria Danberg, Barbara Lund and Eleanor Repetto
Gift Chair: Paula Thompson
Gift Committee: Fifi Ball and Terumi Irizawa

1993
Reunion Chair: Joan Cirillo
Reunion Committee: Nancy Bellantone, Nancy Betz and Dianne Kenney
Gift Chair: Lisa Cherbuliez
Gift Committee: Dianne Huckaby and Ann McPherson

1998
Reunion Chair: Susan Grealy
Reunion Committee: Diane Danault, Gail Mann, Linda Markarian, Carmen Robles and Rudi Scheiber-Kurtz
Gift Chair: Susan Burns
Gift Committee: Jillian Hosford Darling and Sandy Letourneau

Plans are already underway for Reunion 2004, which will be held in Boston on October 30, 2004, for the classes of 1979, 1984, 1989, 1994, and 1999. If you are an alumna from a 2004 reunion class, and you’d like to volunteer in the planning of Reunion 2004, please e-mail somalum@simmons.edu. It’s a wonderful way to reconnect with old friends and make new ones!
Recognition

Professor Deborah Kolb and the SOM’s Executive Education program The Negotiation Edge: Everyday Skills for Women were recognized in the prominent Marketplace section of the Wall Street Journal on November 4, 2003. WSJ journalist Joann Lublin took the executive education course taught by Kolb and wrote a glowing and comprehensive piece on the program. Lublin’s article also ran in Chicago Sun-Times, Salt Lake Tribune, and Sun News (Myrtle Beach, SC).

Professors Jill Kickul, Deborah Marlino, and Fiona Wilson earned a coveted opportunity to present their paper, “Are Misalignments of Perceptions and Self-Efficacy Causing Gender Gaps in Entrepreneurial Intentions Among Our Nations’ Teens?” at the Babson-Kauffman Entrepreneurship Research Conference to be held in Glasgow, Scotland, in June. This was a competitive process in which only one third of the proposed papers were accepted. Kickul will also be co-presenting “A Cognitive Processing Model of Entrepreneurial Self-Efficacy and Intentionality” at the conference with colleague Norris Krueger of TechConnect/TEAMS/INRA.

SOM faculty were active and honored participants at the recent United States Association for Small Business and Entrepreneurship Conference (USASBE) in Dallas, TX, January 15-18, 2004.

Professors Bonita Betters-Reed and Lynda Moore presented the “Darlene Jeter and Jet-A-Way, Inc.” case. They received funding from the USASBE Minority and Women Division Case Writing Incubator Project, sponsored by the Coleman Foundation, for researching and writing the case. Professors Moore and Betters-Reed also received a Coleman Grant at the conference to develop a case on Kija Kim, CEO of Harvard Mapping and Design, based in Cambridge, MA. This case is the second in a series of cases written by Professors Moore and Betters-Reed on minority women entrepreneurs and their successful leadership. This is Moore’s second Coleman Scholarship in as many years.

Professors Jill Kickul, Deborah Marlino, and Fiona Wilson won the Best Paper Award for “Our Entrepreneurial Future: Examining the Diverse Attitudes and Motivations of Teens Across Gender and Ethnic Identity.” The paper drew on the findings of the SOM/The Committee of 200 national study “Teen Girls on Business: Are They Being Empowered?” The paper will also be published in the Journal of Developmental Entrepreneurship.

Simmons was named a “Best College” in its category in the 2004 U.S. News & World Report, which put Simmons in the top tier of schools in its category of masters-level universities in the northern United States. The overall “best college” ranking was determined by considering such factors as academic reputation, graduation and retention rate, faculty resources, student selectivity, financial resources, and alumni-giving rate.

Media Highlights

Associate Dean Deborah Merrill-Sands was quoted in a January 6, 2004, Boston Herald article “Executive Action: Professional education programs do a brisk business in current economy.” In the article, Merrill-Sands says the women-focused Simmons Executive Education programs have seen modest growth despite the poor economy because they are a “niche player.”

Gail Deegan ’78 appeared in the February 25 Boston Globe article “Key to boardroom remains elusive.” In the article discussing women’s underrepresentation on Massachusetts and U.S. boards,
Deegan says that once women are named to one or two boards, other board appointments follow. Deegan spoke as part of a panel of prominent female board members at the Greater Boston Chamber of Commerce’s Women’s Network Breakfast on February 24, 2004.

SOM was prominently featured in the January 2004 Women’s Business Boston article “Business Schools Tackle Today’s Challenges.” Citing the recent SOM/The Committee of 200 national “Teen Girls on Business: Are They Being Empowered?” study, Dean Patricia O’Brien ’77 says increasing the female applicant pool is a marketing challenge facing all MBA programs, and should be started as early as the junior high school level. Gail Deegan ’78 was also mentioned in the article as encouraging teen girls toward business careers in the Girl Scouts’ Camp CEO program. Lucy Sutherland ’00 wrote the article.

Professor Mary Shapiro was featured in the “Hello There” column in the December 23, 2003, Boston Metro. The column focused on the book she and fellow Professor Cynthia Ingols co-wrote in 2003: Your Job Interview: An Easy, Smart Guide to Interview Success.

CGO Director Evangelina Holvino was quoted in “You are the CEO: Which Diversity Intervention Strategy Will Work for Your Organization?” which ran in the Fall 2003 issue of Diversity Factor. Holvino is also mentioned in the September 2003 issue of Latina Style Magazine as a member of the Madrinas Network, a networking group of Latina professional women created at the July Working Mother Media’s Women of Color National Conference.

The SOM was prominently featured as a leading authority on women, business, and mentoring in the November 2003 U.S. News & World Report. In the article “The Mentoring Gap: Older women eagerly provide advice, but young women often don’t like what they hear,” CGO Professor Stacy Blake-Beard is cited as a mentoring expert and offers her views as to why a generational difference exists in women’s mentoring situations. The article also mentions the SOM/The Committee of 200 “Teen Girls on Business: Are They Being Empowered?” national study released earlier this year. In the article, Professor and study coauthor Fiona Wilson ’97 suggests businesswomen wanting their daughters to follow in their footsteps must consider the messages of the working world they impart.

Professor Susan Hass was interviewed on WBIX, 1060 AM, on October 28, 2003, regarding Bank of America’s purchase of Fleet Bank. Hass’s expert viewpoints on the merger also appeared in the October 29, 2003, edition of the Boston Herald.

Professor and CGO faculty affiliate Joyce K. Fletcher was quoted in the October 27, 2003, edition of The Christian Science Monitor in the article “Standing against bias.” In the article concerning a discrimination lawsuit against Wal-Mart, Fletcher says, “the notion of women not being interested in certain jobs is still quite pervasive.”

The SOM and its annual Leadership Conference appeared in the October 13, 2003, online edition of KGPE-TV, Channel 47, Fresno, CA. The article “Mentors for Women Growing in Importance, National Survey Indicates” shares the results of the survey taken at the 2002 SOM Leadership Conference. Survey results indicate 82 percent of businesswomen have an informal mentor, 60 percent of whom are female, up from 16 percent in the mid 1980s. This news story also appeared on the Web site of WKRC-TV, Channel 12, Cincinnati, OH.

Publications and Research

The Reader in Gender, Work, and Organization (Blackwell Publishing, 2003), edited by CGO Faculty Affiliates Robin J. Ely, Erica Gabrielle Foldy, and Maureen A. Scully, is the definitive text on gender and work organizations and brings together historical contexts and current perspectives. The Reader uses an alternative approach to gender at work to provoke new thinking about traditional management topics such as leadership and negotiation. SOM faculty contributing to the book include Stacy Blake-Beard, Joyce Fletcher, Evangelina Holvino, Deborah Kolb, and Deborah Merrill-Sands.

Professor Deborah Kolb wrote the article “Staying in the Game” in the December 2003 issue of the newsletter Negotiation, published by the Harvard Business School. Kolb examines the moves negotiators make and the turns that counteract them.

Advancing Women

Professor Stacy Blake-Beard presented “Networking for Success” to a group of more than 75 women employees of Verizon in Boston on December 4, 2003.

The Center for Gender in Organizations (CGO) at the SOM continues to garner international recognition as a source of innovative ideas, research, and practice on cultural dynamics in organizations. In celebration of its fifth anniversary, the CGO is sponsoring a yearlong event series, titled Gender at Work: A BOLD New Perspective, which showcases the center’s unique contributions and features influential thinkers on gender, work, and organizations. Most recent events included “From Talk to Walk: What is Gender Mainstreaming?” held on February 10, 2004, and “New Leadership Models: Are They Really Helping Women?” held on March 25, 2004.

Professor Sylvia Maxfield led the workshop “The Gender Dimension” for Deloitte’s Latin American human resources leaders in Miami, FL, on November 3, 2003. Attending were senior partners from Latin America; Deloitte’s global director of human resources; and New York staff, including directors for Corporate Social Responsibility and Corporate Multiculturalism and Inclusion.

Associate Dean Deborah Merrill-Sands presented “Gender Dynamics in the Workplace: Implications for Women and Leadership” to 400 senior executives attending JPMorgan Chase’s Global Senior Women’s Conference in New York on December 2, 2003. SOM Professor Deborah Kolb delivered the workshop “Taking Risks: What it takes to have the personal courage to reach new heights” at the same conference.

The SOM and Women’s Business joined forces to present an evening at Simmons with Gail Evans, acclaimed author and CNN's first female vice president. Evans discussed her most recent book, She Wins, You Win: The Most Important Rule Every Businesswoman Needs to Know. In this eagerly awaited new release, the author takes her empowering approach to corporate success a step further by telling women it isn’t enough to understand men’s rules - women must create their own. Evans’s best-selling first book, Play Like a Man, Win like a Woman, shows women how to get ahead in the workplace by learning the unwritten rules of business that men “wrote” and by which they play.

Simmons SOMAA Champagne Reception

“This event is a wonderful start to an amazing weekend featuring the most compelling Leadership Conference yet. I really look forward to seeing more of my classmates and catching up on their news. It’s also an important opportunity to learn more about the SOMAA Board of Directors’ accomplishments and future plans. You'll want to be there on Friday night even if you’re not going to the conference.”

— Diane Riemer ’02, SOMAA communications board chair

Don’t miss out on a terrific opportunity to network with alumnae, friends and current students, and to meet old and new faculty on April 30, 2004, at the Seaport Hotel in Boston. We expect a full room once again at this lovely, upscale event.

**SOM Alumnae Association Champagne Reception**

April 30, 2004 | 6:00-9:00 p.m.  
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The mission of this program is to enable women entrepreneurs to address business issues critical to starting a new business and growing an existing one. This exciting program is made possible through a generous donation from Citizen’s Bank Foundation. The entrepreneurs series is part of the SOM’s ongoing commitment to enhance the relevance and breadth of its teaching, research and convening in entrepreneurship. The cornerstone of this agenda was the establishment of the Elizabeth J. McCandless Professorship in Entrepreneurship. Simmons SOM is committed to excellence in educating future women entrepreneurs.

On February 5, 2004, the SOM hosted the second program in the series: Building Strategic Networks for Sustainable Businesses. More than 100 businesswomen and aspiring entrepreneurs attended this event, featuring four panelists including Gretchen Fox ’87, founder and president, FOX Relocation Management Corp. Alumnae and guests heard firsthand about what it takes to start and run a thriving business. Panelists shared their triumphs and lessons learned on the road to being a successful entrepreneur.

The SOM’s Leading Women Entrepreneurs Series

SOM Librarian Linda Schuller Wolf ’01 LS teamed up with Elizabeth J. McCandless Professor of Entrepreneurship Jill Kickul to compile a list of recommended books on entrepreneurship. Here’s to your entrepreneurial success!


- **Innovation and Entrepreneurship** by Peter F. Drucker, 1993. A practical book that explains what businesses have to do in a tight economy.


- **Orbiting the Giant Hairball: A Corporate Fool’s Guide to Surviving with Grace** by Gordon MacKenzie, 1998. This book is a must-read for any professional who wants to achieve his or her best, most creative and fulfilling work.
Even the most prepared and realistic entrepreneurs will tell you they underestimate the challenges in building a business. NETWORK Editor Christian Pope Campbell spoke with three alumnae about what it takes to succeed as an entrepreneur, what their most common and surprising difficulties have been, and how they solved them.

1 What motivated you to start your business?

Susan Hodgkinson ’86 (SH): After I got my MBA, I worked in a large corporate environment. Initially, I received great satisfaction from achieving success and moving up the ranks there. After almost ten years, however, my gut told me it was time to push myself and my work to a different level. The result was that I formed my own consulting practice where I could apply my marketing expertise in a new way—to help people build their own brands at work.

Elaine Lindy ’85 (EL): Over five years, I “kid-tested” a collection of folk literature to identify the stories youngsters found entertaining and that conveyed gentle character-building messages as well. The question became how to ensure these stories would cross the eyes and ears of youngsters nationwide for years to come. The answer: If they are part of a profitable reading program, then an engine will be in place that will spread the stories and keep them before the school-age public eye for posterity.

Lynn Tibbets ’96 (LT): The short answer is pretty simple: I believe I will create a more rewarding career than the one I had. My definition of success is flexibility, a comfortable income, and control of my own destiny. The longer answer is that I faced a moment of opportunity, and I understood the resources I could use. A particular set of personal strengths, my MBA and experience, and my SOM network are the essential assets with which I work.

Opportunity came in the chance to choose a lay-off during the tech downturn. I calculated that would let me bootstrap my business. Understanding my own abilities was tougher. I had to make a conscious decision to listen to my friends, believe in my strengths, and take actions to compensate for my weaknesses.

The role that my SOM network is playing can’t be over emphasized. My friends and colleagues contribute enthusiasm, objectivity, functional expertise and support at every step.

2 What characteristics does an entrepreneur need to succeed?

SH: Self-discipline and motivation. Resourcefulness. Self-accountability for continual professional development. Solid judgment. A network of smart colleagues. Thick skin. The ability to live in a higher stakes/higher risk paradigm. Clarity around your core values and self-accountability for living according to them.

EL: Identifying a business with a high likelihood of success. Keeping your eyes on the prize. Abandoning even cherished ideas if they don’t prove practical. And, envisioning the business as a full-blown success. How is it staffed? What does your day look like? What are your annual sales? Staying focused on this image is key.

LT: Many! Here’s a list: a fundamental enjoyment of problem-solving; knowing when to ask for help; self-confidence (and trusted friends who will help restore it); the ability to either be objective or listen to someone who is; a crystal clear vision of success; the flexibility to respond to what you just learned; some combination of determination, tenacity, perseverance and discipline; an understanding of one’s own risk tolerance; readiness to either dispense with fear of failure or keep pushing in spite of it; and non-perfectionism — a willingness to understand what is good enough so focus can shift to the next priority.

I don’t think starting a business is rocket science — but it’s not for everyone. At times when I doubt myself, or my future success, I remind myself that people who seem to have a lot less going for them have built successful businesses.

3 What have been your most common and surprising challenges to building your business and how have you overcome them?

SH: The biggest challenge has been addressing what we learned in business school — you can’t truly grow your own business if you are doing it all yourself. As demand has increased, I have been pushed to find alternative ways to meet it. While not natural at first, this is increasingly my operating model. I have certified a number of other professionals to deliver my programs. I have built a business model that calls for product line extension that doesn’t involve me delivering content in person. Instead, I supply it
through Web casts, CDs, and soon a book. My goal is to work aggressively in this direction over the next few years.

**EL:** I have faced several common problems. For an unknown product name, I simply introduce myself, repeat it and repeat it again. For a long sales cycle, I am patient, I persevere and I keep filling the pipeline. For little or no staff, I do just what needs to be done. For challenges in closing the sale, I practice my close, I read sales training books, I role play, I talk to sales professionals, and I picture the close in my mind before the big meeting or phone call. My most surprising challenge has been how long it takes to develop and refine a quality product and how long it takes for a new business to grow. The solution to those challenges is simply to stay at it.

**LT:** Defining my business so I can market it effectively has been more time-consuming than I could have imagined. My business is really simple — a consulting practice providing interim and project-based financial management services to small businesses and non-profits. And my original business plan gave me two months to develop a coherent message, a snappy elevator speech, a tag line, and a cold-calling sales pitch. Now, many months later, defining my offering is still my main focus, although I feel close to what I need. Concerted networking and selling activity have been on the back-burner while I develop a message that sings to me, so I can deliver it effectively. Asking clients to write a statement describing the service I provided in their own words has helped me understand what clients value. Surprisingly, I have found workshops in resume and self-marketing pitch development at the Massachusetts Employment Training Resources Center very helpful. I use my computer to print business cards in small batches and hand two cards with different tag lines to certain folks to “test market” the ideas.

Realizing how many steps are actually involved in accomplishing each goal and setting realistic dates for goal completion are other major challenges. I see building my business as a set of goals that I can achieve, and I am very self-directed. But I find over and over that I haven’t understood everything involved in the goals I set, so the deadlines are not appropriate. I also don’t always set my goals in the right order. I can’t honestly say I have overcome these goal and deadline challenges. Dealing with this takes both flexibility — to adjust my expectations, and determination — to keep moving forward.

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**Network with alumnae online!**

The lively e-mail discussion group of SOM alumnae is active and growing! It’s moderated, in a low-key way, by Peg Kelley ’88. The group now has more than 150 members, and all SOM alumnae are invited to join in the group’s interesting discussions. Current students may subscribe in the June before graduation. Topics include job opportunities, events of interest to alumnae and working women, requests for information, news of business funding options...and more. How to join? Go to http://www.yahoo.com and click on Groups/Clubs in the “connect” area toward the top of the home page. This will bring you to a page that says, “What is a Group?” and “Join a Group.” Under “Join a Group,” enter simmonssom (all lowercase and no spaces) and select search. Now you will be at our group page. If you’re already a member of Yahoo, then just click “sign in” on the upper right. If you’re not a member of Yahoo, click on “register” on the upper right, and enter the requested information. It’s FREE. You will then be admitted to the list. Peg will send you a welcome note to confirm your subscription. (It takes more words to describe the process than time to do it!) If you have any questions or difficulty subscribing, contact Peg via e-mail at kelley@facplus.com.
Here’s no denying that Dr. Cynthia Ingols and Professor Mary Shapiro work well together. For more than five years now, they have co-taught Career Strategies at the School of Management. And last year, they co-wrote a book — *Your Job Interview: An Easy, Smart Guide to Interview Success*, published by Barnes & Noble, Inc. — in less than six month’s time. A follow-up book about career management is slated for release in winter, 2005, and is being generated under a similarly tight production schedule.

According to Dr. Ingols, the speed in which they completed the books is attributed to Professor Shapiro. “Mary actually believes deadlines should be met,” explained Ingols, with a laugh. “She kept me on task and on schedule.”

In spite of their different approaches to writing, they work well together as a writing team, said Professor Shapiro. “Cynthia is truly a ‘big picture’ person. She’s adept at organizing broad themes and main messages. I tend to be more focused on the details and on communicating how to implement strategy,” she noted. “We are an excellent example of how people who approach things differently can work well together and produce effective results.”

Different writing styles did not keep Ingols and Shapiro from agreeing on one important factor for their book — the inclusion of gender and diversity issues in the interviewing process. “With the first book, we had to defend to our editor-publisher our suggestion to include an understanding of interviewing strategies that reflected the nuances of gender and many dimensions of diversity,” said Dr. Ingols. “Eventually, the publisher agreed this presented a unique opportunity and would distinguish our book from what was out there.”

Shared interest in the impact of diversity on careers has led Dr. Ingols and Professor Shapiro to another recent collaboration, writing a series of caselets under the umbrella title, “Career Dilemmas: Women Facing Difficult Choices.” Each caselet describes a career choice that is exacerbated by gendered dynamics.

**A Wealth of Experience**

Mary Shapiro joined the Simmons MBA faculty in 1993 and has developed and delivered Simmons Executive Education programs since 1988. She currently serves as adjunct assistant professor of management at the SOM where she has taught Communications Strategies, Team Leadership, Public Speaking, and Career Strategies. Most of her time is devoted to SOM’s Executive Education program, serving as faculty chair customizing programs for corporate clients, and to teaching. As part of the SOM’s Careers Team, she coaches MBA students in developing a plan of action to achieve their career goals.

Over the past 20 years, parallel to her position on the SOM faculty, Shapiro has worked as a consultant with public and private Fortune 500 clients, such as ESPN, WebMD, and Merck Pharmaceuticals. She has created and delivered an inventory of seminars, served as an executive speech coach, and helped organizations launch teams and turn around teams in crises. In both academic and consulting arenas, Shapiro specializes in four areas: team building and

**Calling All Alumnae!**

Have you faced a career dilemma or a significant career choice that would make for an interesting case study on career management? Dr. Cynthia Ingols and Professor Mary Shapiro are looking for interesting and compelling alumnae stories that describe your career dilemma for research they are conducting. Contact them at cynthia.ingols@simmons.edu or mary.shapiro@simmons.edu.
intervention, communicating in a diverse and virtual environment, personal effectiveness in influence and motivation, and strategic career management. She continues her research in the area of women, their careers, and their relationship with power. Shapiro received her MBA and M.S. in economics from Wright State University in Dayton, Ohio.

Dr. Cynthia Ingols joined the faculty in 1996, after working at the Harvard Business School for eight years. As associate professor of management at the SOM, she has taught Organizations and their Environments, Negotiations and Conflict Management, and Career Strategies. Since 1998, she has led a team of faculty and staff dedicated to meeting students’ needs concerning career issues.

Her consulting work has focused on three areas: developing interactive executive education programs, particularly using cases, within colleges and corporations; coaching women managers and executives to deepen their self-confidence; and conducting organizational diagnostic work to enhance innovation and creativity. Her client list has included the Harvard Business School, Applied Research Corporation, General Public Utilities, and Design Management Institute. She received her B.A. in political science from the University of Georgia, her M.A. in political science from the University of Wisconsin, and her Ed.D. in organizational behavior from Harvard University.

Both Shapiro and Ingols agree they receive great satisfaction from teaching at the SOM. “This school’s mission to educate women for power and leadership attracts students who are serious, focused and hard working,” said Dr. Ingols.

Added Shapiro, “Through my work here at the SOM, I know that I am helping women advance in the business world and improve their life and work balance.”

Send your news for the Summer 2004 NETWORK Class Notes section to somalum@simmons.edu.

You can also mail copy to: ODAR, attn: Class Notes, 409 Commonwealth Ave., Boston, MA, 02215.

The deadline for submission is May 17, 2004.
The SOM’s Career Services Office recently welcomed executive recruiter and bestselling author Janice Reals Ellig to Boston for a compelling discussion on how women can “tap into the power pyramid,” in a male-dominated corporate world. More than 135 alumnae and students attended the event and reception where Ellig discussed strategies and tips from her book, What Every Successful Woman Knows: 12 Breakthrough Strategies to Get the Power & Ignite Your Career.

With more than 20 years of corporate experience as a senior level executive at Fortune 500 companies, Ellig is currently a partner of Gould, McCoy, Chadick, Ellig, a premier executive recruiting firm based in Manhattan. Ellig was introduced to the SOM by a former associate search consultant at Gould, McCoy, Chadick, Ellig and SOM Alumnae Association Associate Board Member Fleur Weigert ’00, whose leadership efforts made this event possible.

“Women are the primary household purchasers; we control what is bought….but why not the corporate decision-making power?” Ellig asked the audience. She highlighted the biases that create gender segregation, the misconceptions about gender abilities as cultural factors, and the myths that exclude women from the top leadership echelons in the corporate world. As a result of this cultural stereotyping, women tend to find that their contributions in the workplace are not valued as much as men’s, and that they are not being rewarded with equal opportunities in traditional corporate enterprises, such as choice assignments that lead to high-paying positions.

One positive outcome of this inequality has been a surge in women-led entrepreneurship ventures in this country. According to Ellig, by the end of 2002, there were more than 10.1 million women-owned businesses in the U.S. The SOM has recognized this movement and reacted by naming an entrepreneurship initiative among its priorities for 2004, with the goal of generating added visibility and interest in the field by developing new curriculum, a business plan competition, speaker series, and research on women and entrepreneurship.

Although Ellig’s 12 strategies were geared toward women striving for power in the corporate world, alumnae and students found the advice useful for women in any career and helpful to participants shaping and defining their career perspectives. Alisha Uhlenbrock-Furst ’04 left with an enriched understanding about corporations, a broadened view of her own future, and some helpful techniques. “The topics Ellig addressed really sharpened my career focus,” said Uhlenbrock-Furst. “For instance, I never really thought about what and how to focus my own important accomplishments from my past jobs and use them as a tool to market myself.”

Ellig urged attendees, in no uncertain terms, to take a proactive approach in advancing in their careers. “Be the leader; wield the power to diversify the corporate power, to break into the men-only executive meetings; get the position then change the cultural norm; change the gender misconception; and above all, be an inspiring role model for and supporter of other women,” Ellig advised. “Individually and collectively women need to improve the status of women, for only then will there be the legislation in our government and the practices in our corporations that will get more women in a decision-making position to positively impact society both domestically and internationally….what we do is going to affect our children and our grandchildren!”

Takeaways from What Every Successful Woman Knows

- **Corporate Fit**: Choose to work for companies, organizations, or people who uphold similar values to you.
- **Build Your Network**: Get to know the people who are beneficial to your career within and outside your company. Help others with their agenda and they will be your biggest supporters. This will help you to gain power.
- **Manage Your Career as well as Your Job**: 80-20 Split Strategy — spend 80 percent of your time on what is visible and delegate the remaining 20 percent.
- **Marketing**: Brand You! First, research the market and find out how others describe you. Second, define your accomplishments. Third, “Sell your Strengths.” Finally, develop your tagline. Walk and talk how you want others to regard and promote you.
- **Map the power in your organization and make the connections you need to succeed.**
- **Be Business Wise and Business Brief**: Practice the art of listening, know your audience and practice your presentations. Always be seen as knowledgeable.
- **Know the Drivers of Your Organization**: Learn different facets of the organization so you can become a “multi-specialist” and invaluable to the organization.
- **Guard Your Reputation**: Stay above the fray.
Nominate an Alumna for the Phyllis Rappaport ’75 Alumnae Achievement Award

Do you know a classmate whose “significant deeds and accomplishments have helped further the school’s tradition of creating broader opportunities for women?” This is the primary criterion for the Phyllis Rappaport ’75 Alumnae Achievement Award, established through a gift from Jerome Lyle Rappaport to honor his wife, a member of the first Simmons SOM graduating class. Letters of nomination should include identifying information about the nominee, a description of her accomplishments, and reasons why she should receive the award. Submission of supporting documentation such as a resume, an in-depth biographical description highlighting the nominee’s accomplishments, and any articles that have been written by or about her are encouraged. The award is presented at the Dean’s Reception on the eve of 2004 Commencement in August.

Please submit nominations in writing by May 31, 2004, to the ODAR, Simmons SOM, 409 Commonwealth Avenue, Boston, MA, 02215; or e-mail the nomination with supporting documentation attached to somalum@simmons.edu.
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To advertise your business in the Summer 2004 NETWORK Alumnae-Owned Businesses section, send your copy to somalum@simmons.edu by May 17, 2004. You can also mail copy: Simmons SOM, Office of Development and Alumnae Relations, Attn.: Alumnae-Owned Businesses, 409 Commonwealth Avenue, Boston, MA, 02215. Cost per ad is $35 payable to Simmons SOM. Call 617.521.3838 for details. Limit copy to fifty words plus contact information.
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(c) 617.548.2645
melody@nextlevelre.com

Looking to buy or sell a home in the Greater Boston area? Wouldn’t you rather work with a fellow Simmons alumna? Let me put my experience and knowledge to work for you in finding your next house, vacation home, or condo. No matter if you are up, down or “right-sizing,” I’m here to ensure your satisfaction!

REFERRAL NETWORK, INC.
Melinda Casey ’96
169 Merrimac St., #5
Newburyport, MA 01950
978.462.2821
micreferral2003@yahoo.com

Looking to buy or sell your home? Feeling overwhelmed about getting the process started? Well, look no further. As a referral associate through Coldwell Banker Residential Brokerage, I can assist you with finding a qualified sales associate in your area. I work out of the Newburyport, MA, Coldwell Banker office, but can assist any buyer/seller throughout the United States in finding a new home or selling their existing home by partnering them with a Coldwell Banker sales associate or another real estate company.

RESOURCE, INC.
Susan Schlossberg ’80
19 Arrow St.
Cambridge, MA 02138
617.547.5000
Toll Free: 877.547.5550
Susan@Re-sourceinc.com

Exclusively Buyer Representation for Real Estate
Resource, Inc., is a real estate consulting firm located in the heart of Harvard Square. It is the sister of DataSmith Resources, Inc., founded in 1989 for land tracking all real estate transactions in Brookline, Cambridge, and Somerville. If you need real estate information for any of the cities we monitor, or you are looking to purchase in the near future, we are your most valuable tool for purchasing and pricing real property. Call today for a ten-minute, free consult and see what buyers’ representation can do for you.

Vacation Rental

BREEZE HAVEN
Christie Boulding ’81
508.655.0117
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Breeze Haven is a six-bedroom villa in the British Virgin Islands consisting of two, 3-bedroom luxury houses, separated by a horizon pool and surrounded by lush tropical gardens and magnificent views. Perfect for two families, or up to six couples, or for a mini Simmons reunion!

BRASS LANTERN INN
Michelle Langlois ’82
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Nantucket, MA 02554
508.228.4064
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michelle@brasslanternnantucket.com
www.brasslanternnantucket.com

The Brass Lantern Inn, located on cobblestoned North Water Street, is in the heart of Nantucket’s historic district. The 17-room Brass Lantern Inn was just renovated and is the “newest” historic inn on the island. Visit our Web site, then call about our SOM discounts!
Seeking Candidates for Alumnae Association Board Positions

- Are you ready to give something back to Simmons SOM?
- Are you ready to make a difference, working side by side with other talented and dynamic SOM businesswomen?
- Would you like to add “Not-for-Profit Board” experience to your résumé?

If so, we should talk - we are looking for:

- Several energetic SOM MBA or Executive Education alumnae willing to take on a leadership role in strengthening relationships within the powerful network of alumnae, and among alumnae, SOM faculty/staff, and students.

The Alumnae Association Board of Directors is recruiting to fill the following board positions for a two-year term beginning in July 2004:

- Chief Operating Officer — The responsibilities of the COO are to oversee the planning process, high-level implementation, and tracking of all projects, as well as to oversee the recruiting, training, and succession planning for the board.

- Fundraising Chair — The fundraising chair spearheads the board’s fundraising efforts in collaboration with the SOM and acts as a liaison to the SOM Office of Development and Alumnae Relations.

Please submit a résumé and statement of interest by April 3rd to SOMAA Board COO Jeanne Fuller ’95 at jefuller@110.net. She can also provide more detailed information regarding time commitments, the requirements for each position, and the expectations of a board member.

Missed the April 3rd deadline? Send an e-mail anyway, indicating your interest. Opportunities to work with the Board present themselves throughout the year, and your interest is welcome.

Alumnet Web Site Redesign

Launched in December, the new and improved Simmons Alumnet at http://alumnet.simmons.edu boasts enhanced usability and a brand new look.

Alumnet is a virtual community that allows Simmons alumnae/i to instantly reconnect with classmates and friends, sign up for Simmons events, and learn about current faculty and student programs. Currently there are more than 4,300 registered users in over 40 countries around the world. The new site features an improved online alumnae/i directory searchable by company/organization, enhanced online registration for events, a new online Class Notes section with photographs, and mini Web sites for Class and affiliation pages.

To register on Alumnet, simply log on to the site and submit your personal ID number, located on the mailing label of Simmons Review magazine, just above your name. You can also obtain your ID number by calling the Simmons Office of Alumnae/i Relations at 800.246.0573, or via e-mail at alumnet.simmons.edu.
“Although I didn’t know Margaret personally, I did have the honor and the benefit of her dream and commitment to higher education for women. She will be missed, but the legacy lives in thousands of exceptional women.”

— Bonnie Powell-Kuta ’01

“We all met because Margaret Hennig and Anne Jardim founded the Simmons School of Management. Their vision has been enhanced and advanced by the work of Dean O’Brien, the faculty and staff. To honor Margaret and strengthen her legacy, I urge alumnae to make a donation to the SOM.”

— Leslie Sanderson ’82

“Both Margaret Hennig and Anne Jardim were visionaries back in 1974 when they founded what was then the Graduate School of Management. Margaret was passionate about the school, and about helping women, and I don’t think she ever lost that passion. She always said that if there were no problems in the business world there would be no need for managers. I always remember that and try to impart that to my students. Every problem can be solved.”

— Professor Susan Hass

“I went to Margaret’s funeral and learned about her love of poetry. The readings there included a few Emily Dickinson poems and Robert Frost’s, ‘The Road Not Taken.’ Margaret had seen Frost himself read this poem when she was a student. Her partner read a Bartlett’s quote she found scribbled in Margaret’s handwriting on an old piece of GSM stationery. It was something like: ‘People who live on mountains have more daylight than people who live in valleys. So if you want more light in your life, climb a mountain.’ Anne Jardim talked about Margaret’s vision and research in the early 70s and told a few stories about the school’s beginnings. Anne said that Margaret always wanted to make a difference in life, and that she did. Thousands of us agree.”

— DB Reiff ’82

“I was sorry to hear of Dean Hennig’s death. She had a big impact on my education at the school. I’m so glad I had the chance to be a part of her legacy. She was a mighty powerful force for women.”

— Jeanne (Yeshilian) Lawson ’90

“She was truly a remarkable woman and a visionary worthy of emulation. After all these years, I still have incredible respect for her...like so many of us do.”

— Joanne White ’78
Simmons women can do it all — and some actually do! One who has is Bobbi Carrey ’84. Carrey came to the SOM after earning a bachelor’s degree in romance languages at Tufts and a master’s degree in visual studies at Harvard. She had already established herself as a successful photographer, entrepreneur, and university professor when she began the Simmons MBA program.

Carrey received her MBA in 1984, was her class valedictorian, and won the Beekhuis Award for highest academic achievement. After Simmons, she spent several years at Bank of Boston (BKB) as a commercial lender and then ten years with Fidelity Investments where she was a senior vice president responsible for evaluating venture capital investments, launching new businesses, and planning and implementing Fidelity’s first ethnic marketing initiative. Now she is a professional cabaret singer and founder of nowandthen Productions.

How did the SOM impact the course of your career?
I surprised myself mightily in that I loved finance (nothing in my background prepared me for this phenomenon). I became a lender at BKB in the communications group (cable TV, radio, films, cellular) and loved what I did. We were often the lead bank in very large deals and so it meant that the BKB loan officer was like the producer of a show, coordinating the company, banks, lawyers, etc., heading toward a closing. But eventually, I needed to be in a more entrepreneurial setting. I moved from the debt side to the equity side by leaving BKB and joining Fidelity.

And after a hugely successful career spanning almost fifteen years at BKB and Fidelity, you decided to change careers again and focus on singing. Did you wake up one day and decide to leave corporate America and embark on a music career?
I’ve always sung, but I grew up in a nice middle class family where education was the number one priority. Singing was something you did in your spare time. So that’s what I did. When I graduated college, I kind of wandered in through the back door to a career in photography and the arts. Then business school. Then Corporate America. Then life as a single mom and not surprisingly the music stayed as just an avocation.

Like a lot of things in my life, the career change evolved from the confluence of key events. I’d had a great run at Fidelity; fabulous jobs at a fabulous company. But there was a changing of the guard and my boss and mentor was reassigned and it just seemed like the right time to go. I had a few transition jobs after that, but within a few years I knew that if I didn’t pursue the music professionally that it would be one of the few things I would regret. I don’t mean to make it sound like the choice was easy or that the transition was easy. It wasn’t. But it had deep passion going for it.

Now you sing professionally, and are also building a business enterprise around your singing career, including teaching courses and consulting.
I confess I’m one of those people that has to have both my “right brain and left brain” functions in action. Throughout my life it’s often been a dilemma on how to keep both my creative and cerebral sides in balance. I began my new music career as a performer, but it wasn’t long before I was also producing CDs, teaching courses like “Business Boot Camp for Musicians,” and working with organizations to create customized shows for special events. Bobbi Carrey soon evolved into nowandthen Productions.

What are your next goals?
No matter what I’m doing, I tend to be very goal-oriented. I love having a vision and then doing the nitty-gritty work to make it happen. My first goal was to gain credibility as a singer and make a CD, and I successfully released “Between the Wars: Music from 1918-1941” last year. This year, one of my goals was to perform at Scullers Jazz Club, and I managed to do that this past February. Now I’m trying to grow my company, nowandthen Productions, in ways that takes advantage of my business background and contacts. I’ve been having a lot of success with creating customized performances and CDs for special events for both profit and non-profit organizations — fundraising benefits, conferences, corporate retreats and annual meetings. Given my background, it just makes sense. And I’m working on a new cabaret show called Business Blues, which might turn out to be a musical version of this article.

A core set of skills and values has consistently brought success in each of Bobbi’s career reincarnations: confidence, integrating past experience into new ventures, and networking. Her February show at Scullers received rave reviews from Boston Herald critic Aiden Fitzgerald, who said the show “transported listeners into a daydream, blurring the lines between romance, wit and melancholy.”

To learn more about Bobbi Carrey and nowandthen Productions, go to www.bobbicarrey.com.
On December 9, 2003, more than 100 alumnae attended the SOM’s annual holiday party, taking advantage of a great opportunity to renew friendships, meet alumnae and faculty, and learn what is new at the SOM. Dean Patricia O’Brien ’77 emphasized that “events like this one reinforce the power of the SOM network.”

Clockwise from top:

Carol-Lynne Connolly ’03, Nedjey Janvier Cassamajor ’02

Molly Upton ’00 EE, SOM Librarian Linda Schuller Wolf ’01 LS, Elizabeth J. McCandless Professor of Entrepreneurship Jill Kickul

Amy Spurling ’03, SOM Associate Director of Career Services
Ellie Jeffers Ward ’03, Josie Gage ’03

Julie Boyle Putt ’02, Michelle Young ’02, Cheryl DeCristofaro ’02, Theresa Sain ’03

Danielle Ferrier ’03, Natalie Matus ’86

Amy Best ’03, Lisa Shaw Hunter ’03

Kathy Bruce ’01, SOMAA Professional Development Chair
Judy Sunblade ’01
Save the Date - SOM Events in 2004

April 25-30  Strategic Leadership for Women in Human Resources, SOM
April 26    MBA Preview, 6-8 p.m., SOM
April 30    Alumnae Association Champagne Reception, 6-9 p.m., Boston Seaport Hotel
May 1       SOM 25th Annual Leadership Conference, World Trade Center, Boston
May 6       Professional Women of Color Event, Simmons College
May 15      Campaign for Simmons Gala Celebration (by invitation only), World Trade Center
May 17      MBA Information Session, 6-7:30 p.m., SOM
May 27      A Catalyst for Change: Empowering Girls for Business Leadership,
a private event in New York City
June 14     2004 MBA Information Session, 6-7:30 p.m., SOM
August 6    SOM Commencement, 10 a.m., John Hancock Conference Center, Boston
October 3-8  Strategic Leadership for Women, SOM
October 25-27 The Negotiation Edge, SOM
October 30   SOM Reunion 2004 (Classes of '79, '84, '89, '94, '99), SOM
Mondays     Job Seekers Network, SOM, 5-6:30 p.m.