Inside:
Welcome from the new GSMAA President
Highlights and transcripts of speeches from the 2002 Commencement ceremony
Top-line findings from The Simmons SOM/C200 study on teen girls and business

SOM Celebrating Women
Clockwise from above left:
Dean and Alumnae at Helsinki Women’s Business Summit;
Students at August 3, 2002 graduation;
Results from the Leadership Conference mentor survey; and
Patriots Trail Girl Scouts partner with Simmons.
This summer the Simmons School of Management and Patriots’ Trail Girl Scout Council held a joint conference celebrating the 90th anniversary of Girl Scouting.

Dean Patricia O’Brien ’77 welcomed participants saying that the two organizations share the vision that women and girls should be prepared to hold positions of independence, power, and leadership. As women, girls, mothers, and members of a community we all have a stake in that vision, she said, specifying that on this night the focus would be looking at success in the workplace.

Dr. Deborah Kolb, president of the Patriots’ Trail Girl Scouts board of directors and professor of management at the SOM, explained that the title of the event — “Out of the Shadows and Into the Light” — referred to the critical but often invisible work that women do in organizations. She explained that important work, such as building consensus, is often unrecognized in organizations and that the evening would bring out of the shadows and into the light the kind of work women can do to help prepare girls to lead.

Kolb asked a panel of women leaders to share perspectives on the challenges of leadership. Judy George, founder, chair and CEO of Domain Home Furnishings, said she always had a dream to make money in order to have real power and to prove something. That made all the difference. “The three things a leader must have,” she said, “are tenacity, perseverance, and the discipline of staying true to oneself.”

Meizhu Lui, executive director, United for a Fair Economy, spoke about girls in China, who didn’t aspire to leadership. Lui said “women [everywhere] have to step forward to lead” into the next century and change the trend in which the gulf separating the poor from the rich grew “by 1,100 percent in the last decade.” She believes that a strong leader needs to be a good listener, a good communicator, an active includer, and willing to share power.

Benaree Wiley, president and CEO, The Partnership, was eight years old when the decision in Brown v. Board of Education outlawed the “separate but equal” practice in education. “Our father looked me and my sister in the eye and said this meant we could be whatever we wanted to be. He poured champagne for us and I took his message to heart.” Wiley said she believes a leader has to “stay focused, make strategic choices, and take advantage of opportunities.”

Gail Deegan ’78, executive-in-residence at the SOM and Member-at-Large of the Patriots’ Trail board of directors, said, “To be a woman leader today takes both ‘soft’ and ‘hard’ skills.” They include: competence (experience plus knowledge); hard work; commitment to goals and missions; the ability to work with all kinds of people; courage to take a stand and take risks; and communication skills. “Leaders pull people along while managers push them,” she noted.

“In the future we will have a greater diversity of people’s styles, backgrounds, and education,” said Deegan. “We will have more change more quickly and leaders will have shorter tenures to accomplish their goals. To do this, we’ll need self-confidence and self-knowledge along with core values to guide our decisions. Those attributes will help create the people skills that will enable us to be comfortable with others and ourselves, as well as instill in us a willingness to make mistakes.”

Laura Watkins, executive director of the Patriots’ Trail Girl Scouts, closed the evening with these words: “I believe it is our responsibility to connect girls at every age with every opportunity for development we can and to give voice to those connections. I am struck by two messages from our panelists: not to worry about rank or let inexperience stop you from trying something and not to be afraid to feel your feelings. They are a critical part of a full and fulfilling life.”

Table discussions followed the panel discussion. The overarching theme was that organizations should offer girls regular activities that lead to higher self-confidence. The most frequent among them were opportunities to: develop a voice from negotiation, conflict resolution skills, and opportunities for public speaking; practice leadership skills through community service and running school elections; learn about power through coaches and mentors; participate in self-defense training and diversity training; and develop comfort with and enjoyment of math and science skills.
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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.
The following comments have been excerpted from remarks SOM Professor of Management Deborah Kolb made in celebration of Patricia O’Brien’s fifth anniversary as dean of the SOM.

I want to acknowledge and celebrate Pat O’Brien’s five years as dean of the School of Management.

As in any change process, we have had some smooth sailing and some rough seas. But as we look back on the past five years, I am impressed and very proud of the accomplishments we have achieved with Pat’s leadership.

Let me start with some numbers. In the MBA program, we operate in a very competitive marketplace. When Pat took over, our enrollment numbers had reached a plateau. Compared with 1997, the year that Pat assumed the deanship, enrollments have grown 18 percent — a rate on par with national averages. For the January admissions, 10 women entered in 1997; we now have some 40 women entering each year. We have not compromised quality to increase enrollments; quite the opposite. Average GMAT scores are about 50 points higher than they were in 1997.

In Executive Education, an area of significant potential for the school, we have also had impressive growth. In 1997-98, we had eight programs with 200 women coming through them. In 2001-2002, despite a very difficult year for Executive Education nationally, we had 12 programs with some 470 people.

In the development area, critical to the growth of our school, we have also seen significant increases. This year our grants total $1.1 million. Alumnae have become more active. Using 1998 as a base, the number of alumnae donors has grown by 17 percent. The Annual Fund was $100,000 in 1998 and this year we raised $350,000. Alumnae have also increased the value of their giving, reflecting both their improved circumstances and their faith in the school. In 1998, 37 alumnae gave donations of $1,000 or more; 72 gave at that level this year. And of course, we have received our first named chair — the Elizabeth J. McCandless Chair in Entrepreneurship.

Under Pat’s leadership, there have also been accomplishments that are less quantifiable. We are now in our second year of candidacy for AACSB certification. This is a goal the school had been talking about for years. Pat got us started because she was willing to make the hard decisions and take on the challenges that would make business school accreditation possible. We all know that this extra accreditation is important for our ability to compete for quality students.

The curriculum has undergone major changes during Pat’s tenure. In 1998, only seven electives were offered. By contrast, in 2001-2002, we had 21 electives with 26 sections. Electives enable students to specialize in a functional field, making them more competitive in the job market.

The faculty has grown, and the faculty teaching in undergraduate and graduate programs are now integrated. Pat has recruited new faculty who bring luster to the school. We have brought in professors who are acknowledged leaders in their fields. The quality of the teaching has also improved dramatically.

The staff has also grown and professionalized under Pat’s leadership. The accomplishments I have pointed to happened because of staff commitment and hard work.

We are also now more visible in the community. With a lot of competition for the women’s business market, the press comes to us as the place to learn about and get expert opinions about women’s issues. We’ve been on the “NBC Nightly News” and CNN. We have been quoted in Business Week, the New York Times, the Wall Street Journal, and the Financial Times, among others. We appear at least monthly in the Boston Globe. Columnists regularly call the school to get input about articles they are writing.

I also have to include Center for Gender in Organizations (CGO) among Pat’s accomplishments. With Pat’s support, CGO has grown and diversified. CGO’s research on gender and diversity in organizations brings visibility to the SOM and has been integrated into the curriculum, keeping the school at the leading edge of gender issues.

Pat is a key member of the leadership team of the College and has made important contributions to the College’s strategy and marketing efforts. Part of this connection is the merging of the graduate and undergraduate departments into a School of Management. This has enabled the school to expand its resources.
Though the new board was voted in just a few months ago, already we have grown and changed together. Several people on the board have transitioned their roles since the start of the fiscal year. Michelle Rosmarin ’90 resigned as president, after having determined that she can best leverage her support of the school by focusing on fundraising strategies, as she has often done in the past. Michelle will work closely with Associate Dean Deborah Merrill-Sands and Director of Development and Alumnae Relations Ellen Kulik ’97. Michelle will also continue to be active in her role as a corporator of Simmons College.

The opening in the president’s seat provided me an unexpected opportunity to step up my service to the alumnae community and the SOM. Moving into this role is exciting and challenging and, like my experience at the SOM, invites me to jump in with both feet. Of course, my transition on the board opened up the COO seat, and fortunately Jeanne Fuller ’95 has agreed to take up this responsibility. Jeanne has served on the board for several years as professional development chair, and she will undoubtedly be a tremendous asset as COO. In another auspicious shift, Judy Sunblade ’01 has undertaken the role of professional development chair. Judy joined the board as an associate board member last year and has been working on the Professional Development Committee ever since, so she is a natural for this position.

Finally, Maggie Mode ’95 resigned as treasurer/clerk, after more than a year of service in this role, and we are delighted that Nancy Masaschi ’97 has enlisted in this post. Nancy joined the board this year as an associate board member and has already taken on her new responsibilities with gusto. Maggie will remain on the board as an associate board member and is joined in that role by our newest board member, Fleur Weigert ’00.

There is something meaningful in all of these transitions that speaks to the heart of the SOM alumnae community. It is a reminder that we are all linked, and that opportunity for one really can create opportunities for many. These links are the power of our network.

At our September board meeting we agreed that our focus as a board must be a strategic one. We want to serve the alumnae community by listening and advocating, and we agreed that one of the ways to do this is for board members to become super-networked within the AA. As we build our network with all of you, we will become better informed about the needs of alumnae and better able to communicate the work of the AA and the SOM to meet those needs.

You can contribute to our networking goal by being in touch with us, and by getting involved in the SOM and the AA activities. If you haven’t volunteered at the SOM in a while, this might be a great time to go back and reacquaint yourself with the campus and staff. If you haven’t yet written a check to the annual fund, this would be a wonderful time to take pen in hand and give back to the school. And of course, if you haven’t yet mailed in your AA dues, I absolutely encourage you to do that as well — your dues directly support this publication and keep the alumnae community strong and connected.

I look forward to keeping in touch with all of you throughout the year, and to meeting many of you during my quarterly trips to Boston or at AA events here in the San Francisco Bay area. Together I look forward to taking the next step in strengthening our network and our connections.

All the best,
Judy Bornstein ’96
GSMAA President

Alumnae Association Board of Directors

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Graduation 2002: The C200 chair Encourages

Class of 2002 Alumnae
Left back row: Lisa Skoczylas, YanYan Shen, Catherine Shannon, Sara Sclaroff, Wendy Sandstedt. Left front row: Shannon Parrish, Bobbie O’Hare, Barbara O’Brien

Below l-r: Bessie DiDomenica, Tricia Azzarello, Diane Riemer, Bindu Mongia, Leigh Trimmier, and Sarah Cullom-Malik

Family and friends gathered August 2, 2002, for the Simmons School of Management’s 27th Commencement exercises held at Regis College. One hundred and nine newly minted MBAs celebrated and reflected on their incredible milestone. As Simmons College President Daniel S. Cheever noted, these new graduates will carry forth the vision of the School of Management by making a difference in business communities and among networks of friends and colleagues.

Commencement speaker Connie Duckworth, chair of The Committee of 200 (C200) is an innovator, entrepreneur, and dedicated agent of social change. The C200 is an organization of 400 pre-eminent women leaders of considerable influence and clout, who collectively control more than $100 billion dollars in corporate revenues and who use their positions of influence to create opportunities for women worldwide. Below is an excerpt of her remarks at the 2002 Commencement ceremony.

The Committee of 200 and Simmons College have enjoyed a long and fruitful relationship. It is not surprising given the quality of academic programs here and the emphasis on the development of women business leaders that a number of our 450 members are in fact graduates of Simmons. In 1999, C200 members were the subjects of research relating to the philanthropic patterns of women leaders, who collectively control more than $100 billion dollars in corporate revenues and who use their positions of influence to create opportunities for women worldwide. Below is an excerpt of her remarks at the 2002 Commencement ceremony.

women who receive their degree today, I am reassured about the future course of American business.

So, how does business currently score in fully utilizing the skills of women? In January of this year, the Committee of 200 published its Business Leadership Index for the first time. It is an attempt to quantify where women stand from a parity perspective with men in the workplace. This analytical framework measures ten different benchmarks. Some are corporate indicators like the number of women who sit on corporate boards or the ratio of line-staff; some are entrepreneurial measures such as company size and percentage of VC funding. Some simply are expressions of overall clout in the workplace such as the number of women who serve as the honorary chairs of the largest charities in the country, which happens to be zero, by the way. These measures when taken collectively indicate that women are roughly one-third of the way to parity with men. The closest benchmark to parity, in fact, is the gender wage gap. Yet, after women have been graduating from business schools and in the workplace in large numbers for 30-plus years, this indicator stands at 76 cents on the dollar.

Why did C200 create the Leadership Index and why do we plan to publish it each January? It’s not to whine (although when I see some of the numbers, I might be inclined to). It is important to elevate the discussion of women’s progress from the arena of the anecdote, and to put this conversation on solid, factual footing. This isn’t about editorial comment, but it is a statement of fact — that after an entire generation, women as such a rich resource are underutilized in America. Just imagine the economic and social benefit that could be unleashed if this army of talent were fully deployed. The time has come. It is now an imperative and a necessity that all resources are utilized appropriately and fully in our economy.

But again, herein lies the enormous opportunity for those of you receiving your degrees today. Business is a fertile field. There are many new frontiers on both the entrepreneurial and corporate horizons to conquer. Like early pioneers, my generation set out to seek its fame and fortune on the landscape of American business. And yes, many of us ended up with more than a few arrows in the back. Well, according to the Business Leadership Index, we have gotten you about as far as Ohio. But your manifest destiny is California.
addresses graduates at Commencement

Women are uniquely well-suited for success in 21st century business.

Grab these opportunities. It is only when women are fully incorporated into the decision-making fiber of American business that we as a country will be at our best.

Remember as you build your businesses and careers that the legacy you one day will leave will be measured not only in dollars and cents. Economic success is certainly a critical benchmark of business success. But more importantly, financial success empowers you to do good by doing well. Research has shown that women entrepreneurs are among the most philanthropic as a group. At the Committee of 200, we have a saying — "from success to significance." Increasingly, as we sell our businesses or retire from senior executive roles, we feel compelled to "give forward" to help make your road as the future generation of business leadership a bit easier.

So, as you move forward, toward the simple, but compelling economic imperative of full inclusion and utilization of women in business, remember that you are role models for those who follow you. Work hard, take the high road and reach a hand to those who come behind you. And, know that those of us who stay behind in Ohio, encourage you, applaud you, and will revel in your future success.

Thank you for allowing me this opportunity to salute you.

I’d like to share with you the actions that I believe good leaders manifest.

1. Desire to excel.
2. Embrace a zest for life.
5. Be willing to take risk and to risk failure.
6. Seek honest feedback.
7. Understand that ultimately you have to go 'beyond competence.'
8. Be willing to work hard.
10. Play the hand that’s dealt.

Dean Patricia O’Brien ’77

"Business is the most important social, political, and economic force in the world today. As new MBA holders grapple with the economic changes, they should hold on to their ideals, be who they are, and never generalize from 1 percent of 1 percent [reference to recent corruption in large corporations, such as Enron]."

Dean O’Brien’s inspirational remarks were reprinted in the Boston Sunday Globe opinion-editorial page on August 18, 2002.

Class speaker
Gretchen Huffsmith ’02

“Having the skill and ability to look at a situation, assess the issues and communicate them to those that can affect the change is so much fun. Add the characteristics of an effective leader, some stellar people skills, self-confidence, and the willingness to take personal responsibility and you have the true formula for success.”

Class Speaker
Diane Valle ’02

“We have learned how to influence the world of business by our presence, our knowledge, our skills, and our voice. Our Simmons MBA has given us, in this year of corporate redefinition, the competitive advantage to have a quality life, not just a job.”

Read the full transcripts of these speeches online at www.simmons.edu/som/speeches.html.
The business climate has changed dramatically over the last two years. Many individual sectors have been hard hit, none more so than technology. NETWORK Editor Christian Pope Campbell spoke with three "tech savvy" alumnae about how they manage during these challenging times and what they predict for the industry’s future.

Susan Garber ’83 has been a project manager and deployment consultant for more than two years at eRoom Technology, Inc., in Cambridge, MA. Susan has 17 years of experience in corporate Information Technology, at Lotus Development Corp., Stratus Computer, Alpha Industries and Texas Instruments.

Joan Kennedy ’91 began with Atex, Inc., a software company that specialized in systems for newspaper publishing, and then spent ten years at Wang Laboratories before moving to Lotus Development. Since Lotus’s acquisition by IBM, her focus has been on helping IBM Software Group become an e-business. She works in the Global e-Business Transformation Group.

Wendy Sheehan ’97 is vice president, technical services at Basis Technology, a provider of software and professional services for globalization and multilingual information processing. Prior to Basis Technology, Wendy served as software director for Lucent Technology’s Billing and Customer Care Business Unit.

What are the specific challenges you’re facing in leading and managing people during this turbulent time in the technology field?

SG: In the technology field, the specific skills needed shift frequently, resulting in a mismatch with existing staff. Both managers and staff must remain flexible and keep their technical skills current. One is faced with a highly mobile workforce and a job market that shifts from very tight to glutted overnight. Offering interesting technical challenges attracts excellence, and offering recognition awards as well as a flexible range of benefits and work rules, and a good working environment help to retain staff. Celebrating important milestone achievements as a group builds strong identification with the team. Clearly articulating the most important focal points for the staff’s work helps them block out the chaos and get the important work done.

JK: One of my major challenges as a manager is to help my employees develop the technical knowledge they need as well as a deep understanding of the business so they can manage effectively despite all of this change. I believe this broad-based knowledge is critical to help the business understand what can be done with the new technology and that the days of just delivering a detailed requirements document to "IT" are over. What businesses need now are employees who understand both the strategic goals of the business and the technology that can enable the ideas. Because of the almost total reliance in businesses on systems and applications now, we need employees who can think about how business processes work, how they can be simplified, and what technologies can be applied to drive the improvements. Developing employees who can actively participate in driving the change needed to keep businesses current is one of my present challenges.

WS: Over the last 18 months we’ve had two layoffs and no raises. Of course this has negatively affected morale. This challenges me to find ways other than salary to add value to my employees’ work experience. I think it is important to acknowledge the difficult work environment, to thank people privately and to recognize them publicly for successful efforts, and to celebrate group successes. I am always on the lookout for opportunities to provide assignments that help employees build new skills, try out new roles, or investigate unfamiliar areas. They get an opportunity to invest in themselves and build their skills so they are more valuable to this company and more employable in the marketplace. The benefits to the organization are increased loyalty, better motivation, and a team of cross-trained, multi-skilled individuals. Of course, managers should do this all the time, but when business is hot, we need everyone to focus on what they do best. In this slower economy, I have the opportunity to let the technical staff try out new areas and develop new, valuable expertise. I realize that for some organizations the opposite is true; the slower economy, coupled with layoffs means less time to do more work, but for my team we are able to squeeze some goodness out of an otherwise bad situation.

How do you make smart, strategic, long-term decisions when today’s business climate surrounds you with chaotic, short-term issues?

SG: It is very difficult, especially since no one can truly know what the smart strategic long-term decisions are. Personally, my work focuses on serving particular clients via short-term contracts with clearly defined deliverables. Every quarter my company holds a participative meeting where the long-term issues are discussed and
strategic decisions challenged. Management’s openness to present and discuss strategic decisions with employees is an important success factor.

JK: It is a major challenge to keep some long-term perspective in times like these. Everything in the economy and the news is driving people to push for short-term results. Some things can be done with systems to create short-term gains but in my role it’s also important for me to stay focused on a longer timeline and ensure we have the right foundation for where the business is going. Since most infrastructure projects can’t be completed in a short period of time we organize them into phases to make sure we have short-term deliverables so people can see results in the short term. I try to make sure we keep a balance of quick fixes and responsiveness and also allocate resources on longer term projects. This requires an almost constant analysis of the portfolio of work that we have to get done. We also use a lot of market information and industry trends to make sure we keep looking ahead and don’t get too focused on the tactical and short-term work.

WS: This is always a challenge, and it is especially difficult now with so much uncertainty politically and economically. As a manager I must navigate through the short-term issues as priority number one. If we don’t make it through the short-term problems successfully, then there is no long term. However, it is important to carve out some time and mental energy to develop a broader perspective. I often find that there are trends in the short-term issues and crises. If the same problem occurs repeatedly, it is worth taking the time to think the problem through and involve employees who face the issue on a regular basis. Chances are they have excellent ideas for improving the business processes to address the problem. On the other hand, a repeating set of short-term crises can also be a symptom of something about to “go critical.” Perhaps business conditions have changed in such a way that it is time for a fundamental shift in business focus or strategy. It may be appropriate to leave a line of business perhaps or get involved more deeply. It is also possible — if it is your lucky day — that there is a problem that you can solve, and solve it in such away that other companies are willing to pay for the solution, and the “symptoms” are actually opportunities to develop a revenue-generating product or service.

There are still remarkably few women who hold senior roles within the technology arena. Do you see this changing and why is it good to be a woman in technology?

SG: I see this changing at the very top only when women are among the founders of the firm. At the director level, there are more women all the time. I believe it is a great field to be in for anyone, women included.

JK: Fortunately, I work for a company that has a long history of moving women into senior technology positions. IBM is very serious about ensuring that women and minorities have an equal shot at all opportunities and there are metrics that track the makeup of the organization at all levels, who received promotions, and the composition of the high potential employees in the pipeline. So I see a strong commitment to increasing the numbers of women in all aspects of technology. I think it’s an incredibly exciting time for anyone to be in technology because of the pace of change in the technology and in businesses that are making dramatic changes to their operations by exploiting the new capabilities that technology is making possible. I really enjoy being in technology now because it gives me opportunities to help other women enter and advance in the field. One of the ways we have used technology is with an application that lets women in our organization register themselves and their interests, if they want to be a mentor or are looking for a mentor and to participate in "shadowing." This gives the women the opportunity to spend some time with a person in a different function or a more senior person in their group. Almost everyone says it’s a very useful way to get a different perspective.

WS: I haven’t seen this changing too much in recent years, just a little. And I wish I would see more. At my last company I was very involved with recruiting and hiring recent college graduates to join the software development organization. I found that most of the women computer science majors wanted to join our consulting organization, which was less technical, rather than our software organization, where they would actually design and create new software. Many of them said they didn’t feel that they were "ready." I found this disheartening as the women candidates were extremely well qualified. They seemed under confident relative to the male candidates I interviewed, but for no objective reason. I enjoy being in a technology field. I was attracted to software partly because I felt it was objective — as a woman; if my software works, it works. I don’t have to explain or defend my presence in a predominantly male field. If the product I develop does what it should and is of high quality, then that is success. Of course, it hasn’t turned out to be quite as objective as that! I think it is good to be in technology — male or female — because there are so many exciting new developments in a broad range of areas — biotechnology, communications, security, medical applications. All of these have seen significant advances in the last 10-20 years that have changed our lives. By being involved in technology, women have a chance to affect its direction and the nature of public discussion about the uses and policies around those new technological and scientific developments.
Mentoring is an important interaction that has garnered considerable attention as a process to assist employees in their career development and advancement. This relationship has been noted as particularly important for women in organizations. Catalyst's (1996) research on women in corporate leadership found that while women have reached senior management positions in several areas, they cited lack of access to mentors as a serious barrier to their advancement. Mentoring and its role in the career development and advancement of women were the focus of questions posed to attendees at the Simmons School of Management's twenty-third annual leadership conference held in Boston on May 4, 2002.

The on-line survey, created by members of the SOM's CGO and the Office of Development and Alumnae Relations, in collaboration with Compaq Computer Corporation (now HP), received responses from 427 women. Findings from this survey suggest that participants of the conference appreciate and utilize mentoring relationships as a source of support in their careers. Eighty-two percent reported that they had an informal mentor. Of those women who reported that they had an informal mentor, 86 percent indicated that their mentoring relationships were professionally productive. These percentages underscore the importance of mentoring, particularly in the face of broad organizational changes facing employees in the workforce today.

Mentoring may create its own legacy. We know from the extant research on mentoring that those who have been mentored are more likely to mentor others. Results from this survey support this proposition. Seventy-seven percent of respondents indicated that they act as an informal mentor. Results from the survey also support the importance of mentoring on critical career outcomes. Those respondents who had informal mentors reported a higher promotion rate and greater satisfaction with their career.

In addition to confirming the importance of mentoring, the survey uncovered several interesting trends. When asked about the gender of their mentors, respondents indicated that 60 percent were female. In past studies of women's mentoring experiences, the role of mentor has been held primarily by men, who typically had access to the resources and positional power to provide the support given in a mentoring relationship. But this study may denote a shift.

The large number of women reporting that other women acted as their mentors may be a signal of the greater number of women who are moving into positions where they may act as mentors. Respondent demographics suggest that the women who participated in this survey are well prepared and positioned to make a change in organizations. Respondents were highly educated (45 percent have a graduate or professional degree), members of affluent households (more than 60 percent reported a gross household income over $100,000), and key stakeholders in their organizations (17 percent are senior-level executives and 34 percent are middle managers). The fact that these women looked to other women for support and for a guide through their various career paths is compelling and may be a tremor of the quake that is needed to crack the glass ceiling.

A second interesting survey finding surfaced in response to this question, "Who is your informal mentor?" Traditionally, mentors have been senior-level managers who have taken an interest in more junior employees’ careers. Yet, almost 40 percent of those who had informal mentors indicated that their supervisors are their mentors. This unexpectedly high percentage has multiple implications for women who are building their constellation of support.

As companies continue to constrict through downsizing, supervisors may be the people best positioned to offer critical mentoring support to women in their careers. Yet, the supervisor also holds evaluative and supervisory duties that may conflict with his or her ability to offer genuine mentoring support. As architects of their career journeys, women should consider the particular role that supervisors may hold in guiding that journey, while also considering the challenge of the multiple and potentially conflicting roles inherent in the supervisor position. The fact that supervisors may act as mentors also has implications for human resource specialists. Supervisors may need to develop or hone special competencies in preparation for employees who look to them as mentors. These are issues that merit further attention, in both research and applied efforts.

One of the most important functions of mentoring highlighted in this research is the crucial importance of role modeling. This study suggests that women look to each other to find models of how to successfully navigate their various career paths. It is clear that women who attended the Simmons School of Management’s leadership conference have an appreciation for mentoring as a way to help women advance other women.

References
Recognition

Gail Deegan ’78 was appointed to the board of directors of EMC Corporation, Hopkinton, MA. Commenting on Deegan’s appointment, EMC Executive Chairman Michael Ruettgers said, "Ms. Deegan has built a career on guiding corporate financial policy and accountability to shareholders, a critical asset for any board in today’s environment." Deegan previously served as chief financial officer at the Boston publisher Houghton Mifflin Company.

Elizabeth Levin ’85 of Rizzo Associates was awarded the Environmental Business Council (EBC) of New England’s Stephen Lewis Award for Leadership in the Environmental Industry. Cited was her environmental leadership on projects with the Massachusetts Water Resources Authority, as well as her roles as chair of the EBC and as national president of the Women’s Transportation Seminar.

Gail Snowden ’78 was appointed to the board of directors of the Boston Foundation. The foundation was established in 1915 for the general benefit of the Greater Boston community. Snowden is executive vice president and managing director of FleetBoston Financial’s Community Investment Group, where she is responsible for directing and investing resources into low- and moderate-income communities.

In the Media


The Committee of 200 Chairwoman Connie Duckworth was noted as the Simmons SOM Commencement speaker in a Globe article on the C200 Business Index. The Committee of 200 is a leading association of preeminent female entrepreneurs and executives. Members include SOM alumnae Jacqueline Morby ’78 and Martha Crowninshield ’79.


SOM Professor Susan Hass is quoted in this article about the use and misuse of pro forma information, and how CPAs can help companies use this information judiciously. Haas also wrote a guest editorial for the June CPA Journal.

Women’s Business Boston, "Gear Up for Autumn Eight Different Ways," August 2002

Fifi Ball ’88 and her business partner, Sally Brickell, offer tips on how businesswomen can restore order and pick up productivity for fall. Ball and Brickell own Squared Away®, a Newton-based company that provides office organizing solutions.


Indira Patel ’83 and her company, New England Office Supply, were featured in the August issue. The article examines CEO Patel’s success in growing her company from a $1 million revenue generator to a $35 million company. Patel also offers business tips for entrepreneurs.


Newly appointed SOM and CGO Professor Stacy Blake-Beard related that women of color "feel [pessimistic] about the opportunities for advancement in their organizations, despite recent favorable promotion and income statistics."


SOM Professor Susan Sampson was quoted for her expertise in store formats. Sampson, director of the Prince Program in Retail Management at Simmons, stated that store formats "go through a life cycle…. if you don’t evolve, you’re not in business anymore."

Boston Herald, "Trust in business seen as slow to return to U.S.," July 9, 2002

SOM Professor Indra Guertler is quoted on the return of trust in business. Noting that auditors may overlook their clients’ troubles if it means risking a contract, Guertler said, "...consulting jobs will always take precedence over public accounting, because there’s more money to be made [in consulting]."
HBR noted North Carolina-based Asparity Decision Solutions, headed by president and COO Colleen Murphy '99, as an innovative company supplying Web-enabled tools that help consumers understand their health plan options.

The New York Times, "Hey Dads, Thanks for the Love and Support (and the Credit Card)," June 16, 2002
The Simmons SOM was recognized in this article about women's career success in honor of Father’s Day: "A pioneering study published in 1977 as The Managerial Woman suggested that a woman’s career success is more strongly affected by her father’s attitudes than her mother’s. In the study conducted by Margaret Hennig and Anne Jardim, who together founded the business school at Simmons College, the top 25 female achievers in American business all said their formative tie was to their father."

The Buffalo News, "The natural: Driven and a tad offbeat, Donna Fernandes seems to have just the right stuff to rejuvenate the zoo," May 26, 2002
Donna Fernandes '00, president of the Buffalo Zoo, “carries the hopes of a city and its people in her effort to jump-start a facility that was dangerously close to extinction,” according to a feature article written about Fernandes’s hands-on management style and business and fundraising acumen, which have boosted employee morale and won the zoo more than $12 million in recent philanthropic pledges.

Jennifer '86 and Alexandra '93 Pinck’s South End restaurant, Code 10, was deemed a “Phantom Gourmet Hidden Jewel.” The Phantom Gourmet, a popular Boston area restaurant reviewer, uses this coveted title sparingly. Named for the police call for a lunch break, Code 10 offers an epicurean feast of hot dogs and ice cream for even the most refined palate.

CBS MarketWatch.com; The Wall Street Journal (European edition); Daily Herald (Arlington Heights, IL); Albany (NY) Times Union; and Naples (FL) Daily News, "Women’s untapped negotiating talent: Six tips for using listening skills to gain the upper hand," May 2002
SOM and CGO Professor Deborah Kolb offered her expertise on women’s negotiating power and pitfalls in an article picked up by several news organizations (some mentioned above) worldwide.

Research
SOM/CGO faculty members were prominent in the annual meeting of the Academy of Management in Denver, CO, in August. SOM and CGO Professors Deborah Kolb and Joyce Fletcher led a session on "Working Together: Rethinking Interdependence in Negotiations"; SOM and CGO Associate Professor Stacy Blake-Beard co-led a session on "Building Community and Inclusion: Dialogues about Diversity and Networking"; and CGO Affiliate Faculty Maureen Scully led a session on "Invisible Diversities in the Workplace."

Advancing Women

Drs. Mary Mattis and Deborah Kolb of CGO led sessions at the National Association for Female Executives (NAFE) annual conference in June. Mattis, CGO’s associate director for communications and development, took charge of a discussion on women’s advancement strategies. Kolb, professor of management, led a session on reducing inequality through negotiating for one’s own success.

Evangelina Holvino, CGO director, helped organize the Women of Color Summit in New York
In this Fall/Winter issue of NETWORK, the School of Management takes the opportunity to recognize the many alumnae and friends who generously supported the school during the past academic/fiscal year. We are grateful to all who contributed, especially during a year of challenging economic trends and uncertainty in world events. We hope that their generosity will set an example for others to follow in the months ahead.

By the end of last fiscal year (July 1, 2001 - June 30, 2002), gifts to the 2002 Annual Fund totaled an impressive $350,000. The FY02 results were achieved thanks to the generosity of alumnae and friends, the hard work of Annual Fund Co-Chairs Leslie Sanderson ’82 and Andrea Pokladowski ’82, and the sustained efforts of staff members Suzzette Turnbull ’03, Amy Bodow, and Natalie Matus ’86. We extend our sincere thanks to all who contributed to the SOM’s success, and are also grateful for the help of numerous staff, faculty, and volunteers who manned telethon phone lines in the fall and spring.

Here are a few highlights of what your support accomplished:

- Recruitment of faculty with expertise in diversity;
- Expanded offering of electives;
- Renovation of the MBA living room and study area;
- Speaker series on diversity, leadership, and women in the next economy;
- Innovative research projects on women business leaders in Latin America and girls’ perceptions of business; and
- Expanded SOM presence in local and national media.

Encouraged by the record results achieved last year, the Office of Development and Alumnae Relations announced that the 2003 Annual Fund Campaign will be its most ambitious yet. Continued support from alumnae is critical for us to reach our 2003 Annual Fund goal of $385,000, especially in the current economic climate. Dean Pat O’Brien ’77 remains committed to moving Simmons School of Management into the ranks of the nation’s premier business schools, while preserving its unique mission to educate women for power and leadership. Alumnae Andrea Pokladowski ’82 and Diane Wortis ’94 are serving as Annual Fund co-chairs.

Annual Fund donations in the coming year will continue to support the following: Scholarships; Leadership and Diversity Initiatives; and Facility/Technology Upgrades. If you would like further information about any of these New Initiatives or other ways of supporting the school, please call the ODAR at 617.521.3828.

"I give for two reasons. My work at Simmons was a defining point in my life and it delivered on its promise... I’ve been able to accomplish things I would not have been able to do without my MBA and I want others to have the chance to do the same!"

—Colleen Murphy ’99, president and COO, Asparity Decision Solutions, North Carolina

The School of Management’s continued success depends on you. Please give generously by returning your annual mail appeal; you can also make a gift by phone or online at http://www.pay.onlinecommunity.com/SIMM/contribute_unregistered.htm.

By building the school, you can make a difference in creating opportunities for women leaders and enhance the value of your degree.

Every gift counts, and we are grateful for yours!
Simmons School of Management is proud to salute the following alumnae and friends whose contributions between July 1, 2001 and June 30, 2002 raised $350,000 for the school.

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FRIEND
$250-$499
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Martha Ragones '96
Donna Raymond '01
Claudia Regan '82
Anne B.D. Reid '83
Karen Roney* '79
Jill A. Roy '98

2001-2002 Report of Gifts, continued on next page

Asterisks indicate alumnae whose companies made matching gifts received during the 2001-2002 fiscal year. Please take advantage of your company’s matching gifts program.

SOM CLASS OF 2002 CREATES OPPORTUNITIES

The SOM Class of 2002 led by Gift Co-chairs Emily P. Kokernak ’02 and Ruth LaGue ’02, raised an impressive $36,760 in pledges and gifts, to create an entrepreneurship business plan competition at the School of Management. This extraordinary class gift provides funds that will be awarded to the winner of a yearly competition, to help her carry out her business plan and bring her innovative ideas to fruition. The SOM’s newly endowed professor of entrepreneurship will manage the competition and convene a panel to serve on the review board. Thanks to the generosity of the Class of 2002, the SOM will be able to encourage and support young entrepreneurs through this business plan competition.

At left: 2002 Alumnae Cathy Ann Swindlehurst, Emily Kokernak, Nicole Davis, Ruth LaGue, Mary Ellen Eagar and Valerie Farkas present the class gift to Dean O’Brien. Above: Emily Kokernak and Ruth LaGue flank Steve and Caroline McCandless, donors of the new SOM Entrepreneurship Chair.
Barbara Ducharme ’87
Barbara Duffy ’82
Karen Dumont ’80
Mary Malloy Dutkiewicz ’90
Irene Earle-Rice ’00
Elizabeth Edgerly ’92
D. Louise Edwards ’87
Catherine Elder ’81
Anne Marie Enderby ’91
Frances Epstein ’80
Lisa Evans ’88
Lucia Eversley ’88
Ellen Farrell ’78
Judith Farrell ’86
Gail Farrish ’89
Annette Avner Feldman ’86
Susan Feldman* ’83
Carolyn Ferris Gombosi ’80
Harriet Finck ’87
Linda Fisher ’82
Catherine Flanagan* ’84 EE
Hanna Fogel ’01
Rebecca Foreman ’97
Mary Ellen Forster ’96
Melissa Fox ’75
Laura Friedman ’86
Nancy Fuller ’84
Elizabeth Funk ’85
Lee Ann Furrow-Tolsma ’99
Stephanie Gant ’96
Katherine Gere ’90
Jewel Gilbert ’97
Kathleen Godfrey ’79
Joanne Yawitz Godino ’83
Deborah Goodie ’96
Denise Gorayeb ’88
Elizabeth Hazen Gordon ’82
Harriet Gordon ’91 EE
Cheryl Gorman ’76
Carol Grabowski ’83
Jannet Gray ’01 EE
Myrna Greenfield ’99
Judy Greenwood ’89
Jo Ann Grisham ’97
Patricia Guaveia ’96
Marilyn Gustafson ’92
Ellen Haffa ’81
Christa Fawcett Hagearty ’95
Anne-Mette Halvorson ’00
Marbo Hansen ’78
Heidi Harrington ’02
Susan Harris ’81
Linda Harris ’99
Patricia Hartwell ’97
Denise Hergenrother ’00
Diane Herman ’88
Leslie Hitch ’78
Michelle Ho ’82
Caron Hobin ’95
Stephanie Hoffmann ’96
Ruth Hohenschau ’95
Sharon Holladay ’78
Leslie Homans ’87
Alvera Horak* ’89 EE
Linde L. Hotchkiss* ’93
Margaret Houy ’94
Ann Hubbard ’91
Dianne Huckaby ’93
Betty Hudson ’76
Annette Iafrate ’83
Vida Icenogle ’81 EE
Helen Ingerson ’93
Carol Irwin* ’89
Judith Jacobson ’89
E. Patricia James ’82
Janice James ’85
Diana Jeong ’88
Pamela Johnson ’82 EE
Darby Johnson ’92
Judith Coolidge Jones ’88
Kathy Jordan ’99
Marietta Joseph ’81
Marcia Katz ’77
Susan Kavanaugh ’92
E. Lynn Kay ’83
Nancy Kay ’91
Cindie Hammond Kazmer ’99 EE
Maureen Kelleher ’82
Joanne B. Kelley ’80
Margaret Kelley ’88
Paula Kent ’90
Evelyn Ketterer ’97
Kathleen Shields Kimball ’83
Louise Knapp Page ’85
Emily Kokernak ’02
Elisabeth Kornblee ’00
Mary Kulas* ’82
Edith Morgan Lohr ’86
Kristin Long ’97 EE
Martha Lynch ’96
Lindsay Macfarlane ’87
Corinne Mackie ’86
Felice Forrest MacLaurin ’95
Sue Madsen ’96 EE
Gail Mann ’98
Alecia F. Manning* ’94
Rebecca Manoukian ’87
Linda Markarian* ’98
Mary Marks ’91
Carol Martin ’91
Tamara Marz ’86
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Margaret McCarthy ’98
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Elizabeth McClendon ’81
Bobbi McCoy ’80
Linda A. McCarvey ’99
Bettina McGimsey ’96
Lynn McIntyre ’78
Sara Hughes McNeal* ’99
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Diane Medina ’98 EE
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Marja Meharry ’90
Susan Meisinger ’01 EE
Sarah Millar ’85
Tami Mirabella ’95
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Maureen Moore ’86
Nicole Morel ’98
Kristal Motioney ’78
Elizabeth B. Morris ’82
Jennifer Taylor Morris ’98
Susan Morrissey ’99
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Sheila Murphy ’99
Maureen Katherine Murphy* ’00
Donna Newbower* ’85
Sarah Norton ’95
Patricia O’Connell ’88
Sherri O’Grady ’97
Jane Brechlin Olesin ’87
Kristin Owens ’00
Denise Owens ’00
Christine Palmer ’86
Susan Parent* ’81
Nancy Paresi Moriarty ’83
Theresa Paris ’95
Carol Parker ’87
Michelle Pateras* ’95
Laura Paul ’99

Asterisks indicate alumnae whose companies made matching gifts received during the 2001-2002 fiscal year. Please take advantage of your company’s matching gifts program.

2001-2002 Report of Gifts, continued on next page

Suzanne Pelton '78
Caroline Perkins '83
Marcia Perry '86
Clare Pinto '96
Jane Piro '82
Susan Potas '96
Drusilla Pratt-Otto '88
Janet Pride* '92
Kathryn Pries* '92
Tina Proffitt '95
Lys Michelle Purrucker '01
Karen Quinn '90
Carolyn Warren Ramage '87
Patricia Reiter '90
Diane Riemer '02
Carmen Robles '98
Gayle Rubeski '95
Betsy Rudnick '87
Darcy Salinger* '01
Carol Salo '79
Joyce Samet '00
Margaret Sanfilippo* '89
Rudi Scheiber-Kurtz '98
Leslie Seymour* '85
Mary Shaffer '76
Barbara Lee Shaw '83
Joan Sheehan '77
Elizabeth Shephard '88
Susan Shulman '78
Karen Siafakas '88
Sara Silverstein '82
Rosemary Simmons '79 EE
Linda Dorey Simpson '76
Nancy Skinner '91
Catherine Smith '87
Joy Cattanach Smith* '86
Patricia Spellman '96
Yvette St Dic '00
Chitra Staley '82
Carol Stewart '99
Lori Stewart Coletti '04 and '00 EE
Nancy Stratton '00
Charlotte Streat '00
Nancy Stuart* '87
Ellen Sugarman* '94
Carole Suleski '92
Anne Swanson* '82
Kathleen Swift '96
Paula Szocki '93
Winifred Tailer-Chrobak '75
Christine Power Thielman '96
Jean Thistle-Bond '97
Katherine Thomas '83
Annemarie Thomas '85
Carol Thomas '93
Monica Thomas-Bonnick* '95
Barbara Timko '85
Lee Higham Tinker '92
Jane Ticomb '83
Lesley Nelson Tolman '97
Susan Tredotta* '88
Barbara Tsarnas* '79
Dianne Tuccillo '00
Barbara Tyrell '81
Diane Vacarr '01
Marcia Valente '84
Jean Valin* '80
Judith Vanderkay '78
Bridget Vankralingen '01 EE
Mary Verhage '80
Alejandra Villegas '01
Maryglen Vincens '89
Paula Warner '00
Wendy Watson '92
Rochelle Weichman '82
Mira Weiner '79
Gaynelle Weiss '86
Cynthia Whatley '79 EE
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Jan Whitted '92
Renata Wiggin '76
Jean Willis* '93
Linda Willson '83
Fiona Wilson '97
Marilyn Wilson-Moore '96
Terry Wilton '87
Susan F. Wolfthal '92
Deborah Woodbury '90
Nancy Woods '86
Diane Wortis '94
E. Jo-Anne Wyndham '85

GIVER

$99 and under
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Vera Alexander '92
Charlene Allen '88
Tanya Alverson '01
Arlene Anderson '82
Sharalyn Arentz '87
Judith Augustino '84
Diane Bainton '95
Bonnie Baldwin '82
Brenda J. Balon '89
Susan Banjak '94
Laura Barnett '92
Marilyn Barrett '91 EE
Susan Barrow-Williams '96
Lynn Barth '78
Bethany Baublis '96
Grenelle Hunter Bauer-Scott '78
Deborah Bell '83
Mary Bennett '90
Irina Berlin '95
Joan Bethlehem '81
Ronni Bialosky '83
Denise Biron '82
Maryanne Bland '87
Katye Blesener '90 EE
Rachel Blum '87
Caroline Bolter '90
Margaret Brook '91
Paula Buick '94
Elizabeth Burke '76
Michele Cantara '88
Mary Carey* '97
Melinda Iona Casey '96
Janet Bintzler Cerella '80
Jinjin Chai '01
Helen C. Chaves '00
Meida Cheng '01
Gayle Ciaramicoli '83
Arva Clark '80
Hope Michelle Colen '00
Debra Colo-Nemetz '88
Deborah Colony '83
Jane Conway '77
Ann Corkum '96
Susan Marie Cronin '00
Eliza Crowder '85
Kimberly Cullen '97
Robert Cummings '85 EE
Helen Curtis '87
Greta Cuyler '01
Deborah Miles Czech '91
Tara Elizabeth Daly-Place* '00
Tanya Dawkins '88
Elyse Donner DeGroot '00
Diane DeSantis '92
Nancy Devine '90
Ruth Diaz '88
Annabel Dodd '77
Mary Donovan '85
Judith Dortz '80
Helen Scott Draper '84
Deborah Dreier '98
Jamie Dreyfus '98
Janet Duff-Lewis '94
Kathryn Dunn '96

PAGE 16 NETWORK FALL 2002/WINTER 2003
Alumnae Association makes history!
The Simmons School of Management is delighted to acknowledge the Alumnae Association for its unprecedented gift of $125,000 in support of the school for the 2002 fiscal year. This gift, which was spearheaded by Alumnae Association Past President **Kim Fulton Marchand ’95**, represents an investment in the long-term financial sustainability and effectiveness of the Simmons SOM. A significant portion of this gift will fund a major gifts staff position, with the remainder designated for the 2002 Annual Fund.

This generous gift from the board is a particularly timely one, since the SOM views an expanded development effort as critical to its strategy for building the school as a premier business school for women and a leading authority on women, leadership, and management. Much of the contribution will enable the school to fund a two-year part-time position for a major gifts officer who will provide focused attention to building relationships with potential donors and making connections between their interests and the school’s needs. Additionally, the contribution designated toward the 2002 Annual Fund was critical in helping the school reach its ambitious goal of $350,000 and sustain momentum in building its Annual Fund and a culture of giving among its alumnae, while meeting pressing needs of the school.

A historic moment for the Simmons School of Management as Kim Fulton Marchand ’95, AA past president, presents Dean Patricia O’Brien ’77 with a check for $125,000.

**Asterisks indicate alumnae whose companies made matching gifts received during the 2001-2002 fiscal year. Please take advantage of your company’s matching gifts program.**

**2001-2002 Report of Gifts, continued on next page**

Judith Meeter ’88
Karen S. Melican ’91
Darleen Melis ’80
Mary Horan Melnick ’98
Kathleen Miller ’77
Janice Miller ’91
Lorraine Mitchell ’89
Nancy Murphy ’89
Doreen Murray ’96
Patricia Nagles ’85
Kathryn Neville ’91
Eve Nightingale ’01
Pamela Nourse ’97
Davita Berkley Nowland ’86
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Marilyn Ogburn ’86 EE
Victoria Osborne ’99 EE
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Anne Sanford ’92
Kathleen Schuller ’94
Andrea Schulman ’84
Judith Schwerdt ’88
Linda Sechovicz ’95
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Tali Sever ’92
Joanne Seymour ’86 EE
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Jill Sharon ’89
Jean Shea ’97
Wendy Sheehan ’97
Wanda Shelton ’89
Dilnavaz H. Shroff ’88
Bailey Siletnichik ’88
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Lark Smith ’88
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Juanita Soler Lluesma ’01
Claire W. Sonnenberg Cawley* ’92
Margaret Stanzler Spence ’86
Cynthia Stableford ’85
Elizabeth Steadman ’96
April Dawne Steele ’00
Elizabeth M. Stewart ’86
Elizabeth Stoddard ’81
Catherine S. Stoll ’85
Laura Strassman ’92
Anne M. Sullivan ’90
Barbara Sunner ’89 EE
Roberta Swanson-Hook ’91
Edith Sweetney ’81
Alison Swift ’91
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Catherine Taub ’79
Mary Taylor ’85
Susan Thompkins ’85
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Jana Tolisano ’83
Joan Tomaceski ’91
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Miriam Truslow ’82
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Kristin Van Dine ’87
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Judith Walls ’91
Kwoying Isabella Wang ’98
Ruth Weber ’87
Pamela Weldon ’81
Lisa Wesley ’93
Susan White-Shaffer ’86
Mary Ellen Williams ’93
Judith Wolf ’81
Candace Wood ’91
Sharon Woods ’92
Lisa Yane ’97
Betsy York ’76
Mary Young ’98
Ann Yurek ’89
Yun Zhang ’01

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James Crain
Connie Greasham ’03
Linda K. Paresky ’64UG
Ginny Perkins
Wayne Rose

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Andrea Bruce
April Clarke
Diana Cook
Wendy D’Ambrose
Denise Davis ’99 LS
Beth DeAnna-Roper ’01 CM
Isabel DeLeon
Jodi DeLibertis
Jill Dennard
Tamara Dilworth
Paula Donaldson
Sheila Estes
Megan Gately
Indra Collins Guertler
Kristin Heath ’02 LS
Cynthia Ingols
Ellie Jeffers ’03
Annie Koenig
Debbie Kolb
Mary Mattis
Kate McGoldrick
Beth McNeff
Deborah Merrill-Sands
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To advertise your business in the Spring 2003 NETWORK Alumnae-Owned Businesses section, send your copy to somalum@simmons.edu. 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. There is a reduced rate if you purchase ad space for a full year. Call 617.521.3838 for details. Limit copy to fifty words plus contact information. The Spring 2003 NETWORK deadline for submission and payment is January 15, 2003.
ALUMNAE-OWNED BUSINESSES, continued from page 19

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Ilga Paddock ’78
Ilga Paddock’s obituary ran in the Belmont Citizen-Herald on Thursday, June 13, 2002. (condensed and reprinted with permission)

Ilga Baumanis Paddock, director of the Summer School and the Ph.D. Student Services at the Fletcher School of Law and Diplomacy at Tufts University, died Sunday, June 9, 2002.

She graduated from Wellesley College and obtained a master’s degree in social work in 1972 from Boston College. She started with the Fletcher School in 1993 and soon created, organized, and obtained funding for the weekly Ph.D. Research Colloquium for the doctoral students. In honor of her achievements, the colloquium was named for her in May of this year. For those who wish, contributions in Ms. Paddock’s memory may be made to the Ilga Baumanis Paddock Fund at the Wellesley College Student Aid Society, 106 Central St., Wellesley, MA, 02481, or to the Dana Farber Cancer Institute, 10 Brookline Place West, 6th Floor, Brookline, MA, 02445-7226, Attn: Contribution Service.

To our dear 1978 MBA classmates:
As you may now know, Ilga Paddock ’78 died Sunday, June 9. Ilga put up a determined struggle with cancer, which was diagnosed in September 1999. We thought she was winning, but she began to succumb in April when no further treatment was possible. Ilga had many dear friends who supported her during this time and who are deeply saddened by her death. Classmates Myra Musicant, Gail Deegan, Maureen Griffen, Lynn Barth, and Sue Williamson, all class of 1978, were privileged to spend time with her in the last weeks of her life. Ilga’s goal was to see her two sons graduate from Tufts University and Buckingham Brown and Nichols, respectively. Although Ilga could not attend their commencements, Kriss graduated in May, and Gus on June 8, one day before Ilga died. Ilga was immensely proud of them; they were the joy of her life. Condolences to Kriss and Gus may be sent to 57 Moraine, Belmont, MA, 02478. We gathered recently for dinner and to toast Ilga. We will miss her.

Love,
Sue, Myra, Lynn, Gail, and Maureen

Justine Liff ’85
The following tribute to Justine Liff ’85, by Robert L. Turner, ran in The Boston Globe on September 12, 2002. (condensed and reprinted with permission)

Justine M. Liff, who brought Boston’s parks to national prominence during her six years as the city’s parks commissioner, died September 11 in Jamaica Plain after a four-year battle with ovarian cancer. She was 55. Mayor Thomas M. Menino praised Mrs. Liff’s courage. “Even as she fought cancer,” he said, “she carried on in an effort to make Boston more beautiful for all of us.” Mrs. Liff “had the big picture, but she took care of the little things that make a difference,” Menino said.

When Menino appointed her commissioner in 1996, she became the first woman to hold the job and the first person in decades to come up through the ranks, having served as the department’s planning director for nine years. Her tenure will be remembered for the highly popular renovation of the Frog Pond and skating rink on Boston Common, her devotion to restoring Frederick Law Olmsted’s Emerald Necklace, the opening of the 100-acre Millennium Park in West Roxbury last year, the commitment to the dredging and restoration of the Muddy River on the Boston-Brookline border, and many other visible improvements.

Born Justine Mee in New York City and raised in New Jersey, she graduated from Barnard College in 1969, and did graduate work at the Columbia University School of Architecture. She was director of real estate and planning for the South Street Seaport Museum in New York before coming to Boston, where she earned an MBA from Simmons College in 1985. She was also a Loeb fellow at the Harvard Graduate School of Design in 1989-90. A resident of Jamaica Plain, she was an accomplished golfer, a student and occasional player of Shakespeare, an enthusiastic hostess, and a devoted wife and mother to three daughters.
Susan S. Paresky ’81 was recognized for her outstanding accomplishments in fundraising and for bringing honor and credit to the SOM on August 1, 2002, when she received the 2002 Phyllis Rappaport ’75 Achievement Award at Dean O’Brien’s (’77) reception for graduating students at the World Trade Center in Boston.

Acknowledged as a "leader and innovator in the development field of not-for-profits" by award presenter Phyllis Rappaport ’75, Paresky is the senior vice president of development at the Dana-Farber Cancer Institute in Boston. In just five years, she and her staff more than doubled funds raised from $32.4 million in 1997 to $76.1 million in 2001.

"Susan has changed the [development] field for everyone in this industry by leading with a savvy business approach," said Rappaport. "She sets outrageous goals for her department and then exceeds them!"

Alumna and Dana-Farber colleague Deb Taft ’00 added, "Sue Paresky is a legend in fundraising, having adapted business disciplines to her non-profit work long before it was de rigueur. Exhibiting vibrant leadership and professionalism in a field that is increasingly valuable to our society, she embodies the best values of the SOM and this Rappaport Award."

Prior to her position at Dana-Farber Cancer Institute, Paresky held advancement positions at the Harvard School of Public Health, Brandeis University and Wheaton College. She is a trustee at Wheaton and serves on the planning committee of the SOM’s Capital Campaign and co-chairs the Grants Committee of the Boston Jewish Women’s Fund. The subject of a Harvard Business School case study, Paresky is former president of Women in Development and a recent winner of its achievement award.

Upon receiving the Rappaport Award, Paresky acknowledged her husband, Joe, and her assistant, Liz Buckley, for their support and encouragement over the years. She expressed her delight in having been chosen to receive the award, and shared her thoughts on the SOM. "Simmons taught me that real preparation and hard work are the keys to success, and it taught me how to maneuver politically within an organization. The SOM gives you the competitive edge in these regards and are unique features of its education."

What’s in a Name?

You may have noticed a new acronym in our School of Management materials — ODAR, which stands for the Office of Development and Alumnae Relations. Formerly referred to as the OAR, or Office of Alumnae Relations, the department’s slightly altered name reflects a new emphasis on growing the school’s contributed income. Last July, Ellen Kulik ’97 was hired as director of development and alumnae relations to help expand the SOM’s fund-raising programs. Bringing an extensive background in development and constituent relations, Ellen is enthusiastic about the possibilities that exist for supporting the school as we strengthen its position as the center for women, leadership, and management. By investing in the school financially, alumnae can have a measurable impact on the SOM’s programs and initiatives, shaping the future of women in leadership. The ODAR staff will continue to serve alumnae through communications and events, and can help you find a satisfying way to stay involved with the school.
Teen Girls on Business: Are They Being Empowered?

Simmons School of Management and The Committee of 200 (C200) collaborated on a major research study on girls’ perceptions of business. The Teen Girls on Business study provides a rich understanding of how middle and high school girls view business as a career and life opportunity. We examined the key factors affecting girls’ attitudes to their careers and their perceptions of business, and how these attitudes and perceptions differ from those of boys as well as across girls of diverse racial/ethnic groups. We also identified key sources of influence — media, family, and education — affecting teen girls in their career aspirations. Go to www.simmons.edu/som for more information and for a pdf of the findings. A full research report will be published in early 2003, and we will feature findings in the next NETWORK.

News & Notables, cont.

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last July, serving on the board of the Women of Color Initiative. SOM Associate Dean Deborah Merrill-Sands, SOM and CGO Associate Professor Stacy Blake-Beard, as well as Charlotte Streat ’00, director of strategic projects for FleetBoston Financial, were invited participants at the summit. The event was hosted by Working Mother Media Company, publisher of Working Mother, for the purpose of convening executives to launch a new initiative aimed at defining and clarifying appropriate standards and practices to support the recruitment, advancement, and retention of women of color in corporate America.

Stacy Blake-Beard, SOM/CGO associate professor, has accepted an invitation to be a member of the Essence Magazine Advisory Committee for the Outstanding Companies for Black Women Survey.

Associate Dean Deborah Merrill-Sands was a keynote speaker on women and leadership at Goldman Sachs, addressing the Vice Presidents Women’s Reunion in New York City in June. She also gave the annual address in the Strategies for Success series sponsored by the Joint Committee on the Status of Women at the Harvard Medical School and School of Dental Medicine on September 19, 2002, entitled “Advancing Women into Leadership: The Paradox of Success.”

Message from the Dean, cont.

Deborah Kolb’s remarks, continued from page 2

and enhance the programs it delivers to students. I have probably left many accomplishments out — the Leadership Conference that now supports scholarships for our students; the Executive-in-Residence Program that exposes our students to exemplary role models; and the partnership with the Committee of 200 in cutting edge research on girls’ perceptions of business, among others.

It has been a breathless and exciting five years. I speak for all of us — faculty and staff — in congratulating and thanking Pat. It has been her leadership that has made this all happen.

Send us your e-mail address and we’ll send you opportunities.

eNews, an occasional e-mail featuring information on upcoming events and other activities sponsored by the Simmons School of Management and the GSM Alumnae Association, is a fast and fun way to stay connected. To be added to the eNews distribution list, send your e-mail address, full name, and class year to somalum@simmons.edu.
Navigating your career through a turbulent economy:  
Spring Career Expo offers tips and skills

By Wendy D’Ambrose

This year’s annual spring Career Services day was action-packed, beginning with an “Effective Business Writing” workshop designed for career changers, and facilitated by Rita Stulin ’67 UG.

The Industry Luncheon was designed for students to engage in informal exchange by senior executives and human resource professionals from the healthcare, biotechnology, consumer goods, finance, and consulting industries. Leslie Roux ’97, of Harvard Pilgrim Health Care, represented the healthcare industry.

The afternoon program included the session "Interview with Confidence," which offered new perspectives for managing key aspects of job interviews.

The Career Paths Panel featured alumnae offering tips on what has worked and what hasn’t in a job search. The panel included Deborah Bowles ’99, program manager, new technologies and environmental affairs, the Gillette Company; J.C. Cox ’00, risk management consultant, PricewaterhouseCoopers; Sarah Anne Pompeo ’01, assistant vice president, institutional advancement, Crittenton Hastings House; and Beth Richards ’95, marketing manager, Delta Dental Plan.

The day closed with a dynamic keynote address by Richard C. Whiteley, author of Love the Work You’re With: Find the Job You Always Wanted Without Leaving the One You Have (Henry Holt & Company, 2001 — available from the SOM library). Whiteley challenged the audience to consider the “six ways of being” as outlined in his book:

1. Follow your passion — find your passion, discover your purpose, reengineer your job.
2. Be home — find your center, be present, detach from outcomes.
3. Create your own reality — be an optimist, transform adversity to advantage, create a positive life story.
4. Get out of your own way — discover where you stop yourself, embrace your mistakes.
5. Claim your genius — get connected at work, identify your personal board of directors, assemble your board.
6. Be yourself — speak your truth, lighten up, be your own best friend.

Here’s what a few attendees had to say:

“I thought the event was very well put together and the chosen speakers were excellent. It gave me a lift as I head towards the present job market! Thank you.” Rozanne Fredkin ’03

“I was lucky to take the day off from work to attend and I’m glad I did. Each event had something new and relevant for me and I will definitely be using some of what I learned throughout my career. Thanks.” Garcia Passley ’05

“Thank you for the wonderful day.” Thekla Diehl ’03

Thomas Cook travel USA. Grace Richardson, a 1960 Simmons College graduate, Simmons corporator, and vice president of Global Consumer Affairs at Colgate-Palmolive Co.

Intended to promote a greater understanding of opportunities for trade and commerce, the summit more than met its objectives. In addition to sharing best-practices and successful strategies across regions, we all made business connections and enriched our experience with new and truly fresh perspectives. I was incredibly impressed by the Baltic Rim women’s commitment to and clarity around creating economic prosperity as a foundation for political stability.
THE DATE

for the 24th annual Leadership Conference at the World Trade Center in Boston. The keynote speakers are some of the most interesting women in the world. Enron whistleblower Sherron Watkins, high-tech giant Brenda Laurel, cookie maven Debbi Fields, political strategist Donna Brazile, and financial guru Suze Orman are just a few of the many business experts, best-selling authors, and industry visionaries on hand to inspire and motivate you throughout the day.

All proceeds from the conference go to the Simmons School of Management Alumnae Scholarship Fund. It’s a great time to bring a friend or visit other alumnae at your own hospitality room at the World Trade Center.

Visit our web site at www.simmons.edu/leadership or call 617.521.3858 to register.
The alumnae ticket is discounted to $375.00, and it’s tax deductible.
See you in April!
Alumnae tee it up for the second annual golf tournament
by Patricia Bleheen ’95

"If at first you don’t succeed, try, try again" was the motto of this year’s second annual SOM Alumnae Association golf tournament, which included undergraduate and SOM alumnae. Held at the Sandy Burr Country Club in Wayland, Mass., the tournament was originally scheduled for June 7 but was cancelled due to torrential rains that forced the golf course to close! We had no choice but to hope that on June 14 - the rain date, the "weather gods" would be in our favor. Although there were some light showers that day, it was not enough to prevent us from playing.

The tournament format was a "Florida Scramble," which allows all golfers to hit the ball with team scoring based on play of a team members' selected "best ball." This type of format allows for a golfer of any skill level (beginners and novices especially) to play golf painlessly!

According to all, the day spent golfing and networking with friends, former classmates, clients and co-workers was truly enjoyable. Cocktails and a Texas pit barbecue buffet followed in the clubhouse overlooking the 18th green.

Staci Dorr ’86 UG, Stacie Stewart and Gigi Szekely-Hugo ’95 were the first-place finishers with the lowest team score. Pat Mullaly had the longest drive and GSMAA Professional Development Chair Judy Sunblade ’01 was the closest-to-the-pin winner.

The tremendous success of the tournament was due to the alumnae volunteers who helped coordinate the event, the alumnae who played, and the generous support of the SOM and undergraduate alumnae communities that provided sponsorship and donations.

Alumnae volunteers
Many thanks to Luanne Paisley ’95, SOM golf committee chair, and Violet Markowski ’95 UG, undergraduate golf committee chair, and the volunteer committee: Pat Bleheen ’95, Amy Bodow, Greta Cuyler ’01 and Joan Kennedy ’91.

Special thanks to our event sponsors
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Beverage Cart: Leslie Sanderson ’82