

# NETWORK

SIMMONS SCHOOL OF MANAGEMENT

VOLUME 27 NUMBER 1 SPRING 2003



## *Teen Girls on Business*

*Where will our next generation  
of women business leaders  
come from?*

*See page 4*

### **Inside:**

Leaders' Roundtable discusses what can be done to encourage girls to consider careers in business  
Simmons SOM's first five-class reunion proves popular with alumnae  
Dr. Stacy Blake-Beard joins SOM faculty

## Class of 1977 - 25<sup>th</sup> Reunion



*Bottom* *l-r*: Harriet Janel-Starrett, Annabel Dodd, Joan Sheehan; *Middle* *l-r*: Monica Halpern, Sharon Kuroki Beckman, Carolyn Crandall; *Top* *l-r*: Patricia O'Brien, Brenda Ferriero, Kathy Shea

## Class of 1987 - 15<sup>th</sup> Reunion



*Bottom* *l-r*: May Chin, Helen Siegel, Gretchen Fox, Andrea Pollinger; *Middle* *l-r*: Diana Haladay, Barbara Siletsky, Helene Meyers, Rachel Blum; *Top* *l-r*: Roberta Pittore, Faith Paul, Mary Murphy

## Class of 1997 - 5<sup>th</sup> Reunion



*Bottom* *l-r*: Mary Ann Williams, Nancy Masaschi, Lesley Nelson Tolman, Melissa Koester, Fiona Wilson; *Next* *l-r*: Elisabeth Tsolikonalous, Rebecca Foreman, Gail Birger, Melissa Kelly Dietrich, Leslie Roux; *Next* *l-r*: Elaine Wilmore, Lupe Martinez, Becky Trask, Cheryl Igou, Mary Carey; *Next* *l-r*: Rhonda Fishman, Jillane Rabazzi, Joan Kelly, Sherri Schwaninger; *Top* *l-r*: Linda Boardman Liu, JoAnn Grisham, Mary Ellen Marston, Ellen Kulik, Cheryl Hutt, Jean Thistle-Bond

## Class of 1982 - 20<sup>th</sup> Reunion



*Bottom* *l-r*: Carole Lynn Wong, Willow Pasley, Marie Fontaine, Joyce Amaral, DB Reiff; *Next* *l-r*: Marian Grogan, Shelley Shribmann, Sara Cohen, Kate Murray; *Next* *l-r*: Linda Fisher, Cyrille Cobe, Betsy Morris, Mary Juedes; *Next* *l-r*: Stephanie Stiles, Janine Dusossoit, Judith Hollowood, Gail King; *Top* *l-r*: Andrea Pokladowski, Ann Louise Hogan, Leslie Sanderson, Nancy Nichols, Mary Cole

## Class of 1992 - 10<sup>th</sup> Reunion



*Bottom* *l-r*: Amy Rossiter, Susan Wolfthal, Vera Alexander, Deanna Grayton; *Middle* *l-r*: Susan Kavanaugh, Susan Lippman, Jill Tyzack, Judy Wolfe, Darby Johnson; *Top* *l-r*: Kathleen Sheridan, Sally P.Z. Dwyer

*Simmons SOM  
Celebrates First Ever  
Five-Class Reunion Day  
Read more on page 10*

Volume 27 Number 1 Spring 2003

SIMMONS SCHOOL OF  
MANAGEMENT  
409 Commonwealth Avenue  
Boston, MA 02215

617.521.3800

[www.simmons.edu/som](http://www.simmons.edu/som)  
[somalum@simmons.edu](mailto:somalum@simmons.edu)

Editor: Christian Pope Campbell '91 UG

Associate Editor: Amy Bodow

Designer: Debbie Muzarol '02 LS

#### Contributors to this Issue:

Judy Bornstein '96

Wendy D'Ambrose

Sara McLean '03

Patricia O'Brien '77

Harriet Petrocelli

Fiona Wilson '97

#### Editorial Board:

Andrea Bruce

Denise Davis '99 LS

Cheryl DeCristofaro '02

Kim Fulton Marchand '95

Ellen Kulik '97

Mary Mattis

Sara McClean '03

Deborah Merrill-Sands

DB Reiff '82

Lisa Metropolis Toby

#### Photography:

John Gillooly, Professional Event Images:

Cover, inside cover, pages 2, 4-6, 26-27

*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.

- 2** Message from the Dean  
The power of business
- 3** Message from the GSMAA President
- 4** Teen Girls on Business  
Recent study raises concerns about weak pipeline; girls of color offer exciting potential
- 7** Faculty Profile  
Dr. Stacy Blake-Beard: A master on mentoring
- 8** Leaders' Roundtable: Alumnae Respond to Teen Girls on Business Study  
Kathleen Crandell '78, Jillian Hosford Darling '98, and Teresa Hanratty '86
- 10** Simmons SOM Celebrates First Ever Five-Class Reunion Day
- 12** *News & Notables*
- 14** Alumnae Profile  
Anastasia Vassos '99 and Mary Ann Williams '97
- 16** Alumnae-Owned Businesses
- 19** Class Notes
- 25** *NETWORK* Readership Survey
- 26** Fall 2002 Telethon a Resounding Success
- 28** Career Services on the Web

*Alumna Designations*      CM    Communications Management  
   EE    Executive Education  
   LS    Graduate School of Library and Information Science  
   UG    Undergraduate

# Message from the Dean



Dean Patricia O'Brien '77

Talking with (non-Simmons) undergraduates and assistant professors recently, I've been surprised to hear an anti-business bias slip into otherwise worldly discussions. These conversations remind me that Simmons SOM alumnae are part of a privileged segment of society that understands and appreciates the power of business in the world.

Two articles in this issue of *NETWORK* make that especially clear. The study, *Teen Girls on Business*:

*Are they being empowered?* (featured on pp. 4-6), is a pathbreaking piece of work. The result of a yearlong partnership between the Committee of 200 and the Simmons SOM, the study documents teen girls' perceptions of business and business careers. In a national survey of more than 4,000 middle and high school students, Professors Deborah Marlino and Fiona Wilson '97 found that although 97 percent of girls say they'll need to make money to support themselves and their families, only 9 percent see themselves working in business. The girls surveyed are ambitious; they want to change the world and make a difference. They just don't see business as the route to doing that.

In the Leaders' Roundtable (pp. 8-9), three SOM alumnae reflect on these findings and on the incomplete and inaccurate picture of business held by young women and the public in general. Kathleen Crandall '78, Jillian Hosford Darling '98, and Teresa Hanratty '86 draw from their business experience to describe the creative, people-oriented, and socially and eco-

nomically valuable work they do every day as managers. Their interviews make clear that as leaders of companies that employ people, create wealth, and improve quality of life, they do important work.

The challenge and responsibility for us all is to find a way to make the important work of managers visible to young people with leadership potential. How do we encourage girls who are captains of teams and leaders of clubs to aspire to be great managers or CEOs? Teen Girls on Business has provided a platform for hundreds of press articles nationwide on this subject. As we move forward, I hope that each of us remains conscious of the important role we have in making managerial work visible and encouraging young people to lead.

Patricia O'Brien '77  
SOM Dean

## Teen Girls on Business presentation to alumnae

On February 25, 2003, more than 60 alumnae and friends of the SOM gathered for a presentation by SOM Professors Deborah Marlino and Fiona Wilson '97 entitled: "Teen Girls on Business: Are They Being Empowered?" A lively question and answer session followed the presentation as the group suggested ways to pursue a "call to action" on this issue. Special guests included Anna Lloyd, Executive Director & President, The Committee of 200; Laura Watkins, Executive Director, Patriots' Trail Girl Scout Council; and Judith Pickens, Senior Vice President, Boys & Girls Clubs of America.



# Message from the GSMAA President

As I write this column we have just heard from President Cheever about the college's plans to relocate the SOM to the main campus. The move and its implications give us much to consider.

Already I have had the opportunity to speak with several members of the SOM community, and, unsurprisingly, reactions have been mixed. Some people really love the current SOM space; some are not wedded to it at all and really like the idea of modernized facilities. Some people are enthusiastic about having easy access to the main campus; others are concerned about the implications for the SOM's professional recruiting and Executive Education programs if the MBA program is located on the undergraduate campus.

In all of these conversations, I am struck by a consistent message I have heard from alumnae — those in favor of the move and those in opposition — as they have talked about the elements essential to making this move successful for the SOM. We need the new building on campus to be space used exclusively for the SOM (in other words, a building that houses solely the SOM, as opposed, for example, to a multi-use classroom building). Many alumnae have expressed deep concern that we do not yet have an assurance that the new building will be exclusively for the use of the SOM, and there is something important for me in this concern.

Each of us alumnae of the SOM has a vested interest in maintaining

and bolstering the identity of the school. Why is it important to have exclusive space? Because we want current and future students to have what we had — the benefit of being in a space dedicated to women in pursuit of an advanced degree in business. We have reaped the rewards of the closeness and collegiality fostered by the mission, and the environment, of the SOM. Exclusive space is commonplace among business schools, and it lies at the heart of single-sex education. So I am not surprised that so many have focused on this as a critical path item. In addition, space solely devoted to a business school culture is best suited to train people for work in industry, and is in keeping with the best practices of other prestigious business schools in the area and nationally.

I am also struck by the universal desire among those with whom I have spoken, those in favor of the move and those in opposition, to make the move work. Many of us are asking ourselves now what the next steps are and how we, as alumnae of the SOM, can assist the school in this transition.

To be sure, we can expect to hear more on this front as the school and the college cement plans. In the meantime though, strengthening the alumnae community and network will put us in the best possible position to mobilize our resources as they are needed. So, if you haven't been in touch with your study group lately, this could be a great opportunity to reconnect. And if you haven't visited the campus lately, or attended an



*GSMAA President  
Judy Bornstein '96  
CFO, McCown De Leeuw and Co.*

alumnae event in your area, why not take this opportunity to get involved? As part of this effort, and as part of my own goal to connect with alumnae at every possible opportunity, I hope to see each of you at our Annual Meeting and Champagne Reception, Friday, April 25 at the Seaport Hotel. This will be a wonderful opportunity for us to gather and network, to catch up on the goings-on of the alumnae board this year, and to toast both where we have come from and where we are headed — a path that I hope to forge alongside each of you.

A handwritten signature in cursive that reads "Judy Bornstein '96".

All the best,  
**Judy Bornstein '96**  
GSMAA President  
email: [jbornstein@mdcpartners.com](mailto:jbornstein@mdcpartners.com)

## *Register today for the Alumnae Association Champagne Reception*



*GSMAA alumnae enjoy a moment at last year's Alumnae Association event.*

April 25, 2003, 6:00 - 9:00 p.m.

Seaport Hotel in Boston

Cost: \$35 for alumnae and friends

\$30 for SOM students

RSVP to: Amy at 617.521.3838; [somalum@simmons.edu](mailto:somalum@simmons.edu)

Send check payable to Simmons GSMAA,

409 Commonwealth Avenue, Boston MA 02215

# Where will the next generation of women

## Recent study raises concerns about

by Fiona Wilson '97

### Our study — Teen Girls on Business: Are They Being Empowered?

Despite women's significant progress in business in recent decades, especially at the middle management levels, women still account for less than 10 percent of the top corporate leadership positions. Driven by our shared missions of empowering the future generation of women business leaders, the Simmons School of Management and The Committee of 200 partnered during the spring of 2002 to undertake the first major study on teen girls' perceptions of business and careers. We believe the paucity of women at the top is alarming, and we are committed to changing this picture.

Teenage girls represent the future for business leadership and our organizations believe that a strong "pipeline" of young women interested in business careers is a critical lever for change. In order to understand how best to fuel the pipeline, we decided to benchmark and explore the current attitudes of teen girls to business and careers. The study has created a strong base of empirical data that has already stimulated greater awareness of the issues and a national dialogue on the importance of empowering girls for business. Results of *Teen Girls on Business: Are They Being Empowered?* have been featured in more than 100 media outlets nationwide, including CNN, *Time*, *Business Week*, *Washington Post*, *Chicago Tribune*, *Boston Globe*, and CBS MarketWatch.

SOM Professors **Deborah Marlino** and **Fiona Wilson '97** led this major initiative, which included both quantitative and qualitative data from more than 4,000 middle and high school students in 29 schools around the country. In addition to understanding

the perceptions held by today's teens, the research also examined some of the key sources of influence through focus groups with the parents and teachers of teen girls, as well as an analysis of the images young women are receiving from the mass media about careers and business. This media content analysis was conducted by three recent SOM graduates, **Tiffany Flik Calcutt '02**, **Whitney Goodhue '02** and **Karen Worden '02**. A number of SOM alumnae, including **Judy Bornstein '96**, **Susan Burns '98**, **Beth Davis '99**, **Gail Deegan '78**, **Elaine Garneau '79**, and **Carol Walker '98** also proved invaluable by helping us with expert advice and introductions to schools.

### Highlights of our findings

Our findings indicate a serious shortage of talented young women aspiring to business leadership. Teen girls are ambitious and career-focused: 97 percent expect to support themselves and/or their families. Yet, business is not calling them. Only 9 percent of the girls sampled spontaneously listed a business career as their first choice. When prompted, entrepreneurship received the most favorable response from girls of all business-related choices, but is not top of mind. Overall, girls are significantly less likely than boys to be interested in any type of business career. Other professions, such as law and medicine, dominate their dreams, with almost half of the girls listing these types of careers as their first choice. Other key findings include:

- Few girls fully understand business and the opportunities it offers. Many hold stereotypical

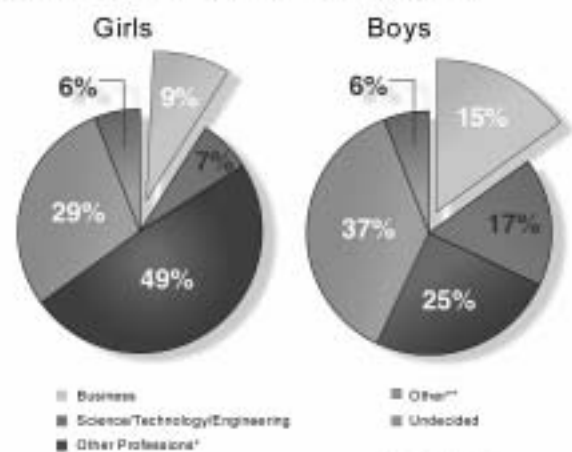
images of business — suits, skyscrapers, cubicles, and computers. Few see business as creative, exciting, or innovative.

- While girls and boys share the same basic aspirations of enjoyment, life-work balance, and respect, 75 percent of girls, compared to only 55 percent of boys, indicated that "helping others" is a key motivator for future careers. While girls see being a doctor or lawyer as a way to do this, they do not see business allowing them to meet this goal.

- Girls overwhelmingly associate business with finance and making money. Yet only half see making lots of money as a key motivator in their future careers. Moreover, girls are significantly less confident in their math and finance skills than are boys.

- Girls also lack boys' confidence in certain skill areas such as decision-making and problem solving — other areas they see as important for business success. Girls feel more confident than boys in being good listeners, organizing projects, and getting them done on time, yet don't see how these skills can be valued in business.

Adult Career Choice (1st Response, Unprompted)



# Where do business leaders come from?

*Out weak pipeline; girls of color offer exciting potential*



Professors Marlino and Wilson presented their findings to some of the study participants from Sharon High School



■ Asian American and African American girls express the highest levels of interest in business careers. Latina and African American girls were most enthusiastic about entrepreneurship.

■ Parents, especially mothers, are the primary source of career advice for girls. Yet most, even those who work in business, have difficulty explaining what it involves. Teachers and school resources are less frequently cited. Teens are huge consumers of media, yet receive very few messages or positive role models of women in business.

## **Girls of color and entrepreneurship: The girls that “get it”!**

Women are opening their own businesses at twice the rate of men. Moreover, women of color are opening businesses at more than twice the rate of women in general. Our study among teen girls suggested we are

likely to see similar patterns in coming decades. When asked directly, girls in our study were more interested in being entrepreneurs than any other business careers. The most interested were girls of color — African American and Hispanic. These girls said they wanted to be in charge — to be their own boss — more than did other girls. They also tended to be from urban, lower income areas, and were less likely to have two parents at home. These girls highly valued being respected in their jobs and being able to influence others, and they felt that having a job in business would help them achieve these goals. In focus group discussions, they told us of their respect for entrepreneurs such as “J-Lo” — Jennifer Lopez.

When we looked closer, a fascinating picture emerged. These future entrepreneurs value making money highly. However they also want to help others and to make the world a better place — at a rate equal to, or greater than, girls in general. Importantly, it was only for this

group of girls that these two goals — financial success and helping others — did not seem to be inconsistent. These are the girls who really “get it.” They understand that with business success, there is the power to drive positive social change. With strong values and drive, these young women are exactly who we want to attract to business. We need to make sure that business and entrepreneurship are at the top of their minds. We need to empower this exceptional group of young women by giving them the skills, confidence, and opportunities to help them feel they are prepared to succeed in entrepreneurial business.

## **A call to action**

Overall, these findings are a wake up call. The SOM and The C200 are urging businesswomen, parents, reporters, and educators to join us in

*continued on next page*



Teen Girls, continued from page 5

taking action to inspire and educate all girls about opportunities in business. We see three important areas for action:

**Raising Awareness** — We must redefine business for girls to give them a richer, more complete view. They need role models of successful and innovative businesswomen. We need to support parents and teachers in educating girls about the positive role of business in society.

**Aligning Values** — Girls need to see that as corporate leaders and entrepreneurs, they can run ethical and successful businesses that contribute to their communities and help others fulfill their career and life goals.

**Strengthening Preparation** — Girls need more support to feel that they have the requisite skills to succeed in business. Girls need to see more clearly how the leadership skills they have honed can be applied and valued in business.

### Continuing efforts

In addition to the event held in Boston in February, during 2003 we plan on hosting regional events for SOM alumnae as well as prominent members of the community. These events, taking place in San Francisco and New York, aim to further stimulate discussion and action by those who have the power to help change the picture. Bay Area alumnae, mark your calendars for a presentation in downtown San Francisco on May 29, 2003. A New York event is planned for early June. Stay tuned for more details. We hope you will be able to join us!

Several SOM and Simmons College alumnae served on the study's steering committee:

- Martha Crowninshield '79
- Gail Deegan '78
- Eileen Friars '72 UG
- Jacqueline Morby '78
- Linda Paresky '64 UG ■



For more information, log on to our Web site [www.simmons.edu/som](http://www.simmons.edu/som)

Associate Dean Deborah Merrill-Sands, Professor **Fiona Wilson '97**, Professor Deborah Marlino and Executive Director and President of C200 Anna Lloyd presented the study findings to a crowd of Boston alumnae in February. See page 2 for more pictures and details.

# National Media Highlights

The study has been featured in major media markets:

- Boston Globe
- CBS MarketWatch
- CNNfn
- CNN Daybreak
- Chicago Tribune
- Christian Science Monitor
- The Financial Times
- Ladies Home Journal
- New York Times
- Philadelphia Inquirer
- Time Magazine
- United Press International
- Washington Post



# SOM Faculty Profile

## Dr. Stacy Blake-Beard: A master on mentoring

by Christian Pope Campbell '91 UG

### A master on mentoring

Last fall, the Simmons School of Management (SOM) appointed Dr. Stacy Blake-Beard as associate professor of management and research faculty at the Center for Gender in Organizations (CGO). A former assistant professor at the Harvard University Graduate School of Education, Dr. Blake-Beard was a 2001–2002 post-doctorate fellow at the SOM's CGO. It was during that time she learned more about the School of Management and discovered it was the perfect place for her to be.

"During my post-doc, I had the opportunity to do a number of things at the school, like guest lecture, sit in on classes, participate in the Executive Education program, and speak at last year's Leadership Conference," noted Dr. Blake-Beard. "I was impressed by the intelligence of the people working at and attending the school. The women are bright and really want to be there to learn."

Dr. Blake-Beard added that the caliber of the school's alumnae was compelling, too. "The Simmons School of Management is graduating truly impressive women who attain power and position," she said. "As I socialize in the Boston community, I continually come across great women business leaders who are graduates of the school. It confirms for me the SOM's mission — educating women for power and leadership."

In addition to her teaching duties, which began this semester, Dr. Blake-Beard supports that mission through her research on the challenges and opportunities offered by mentoring relationships. "I firmly believe mentoring makes a difference in organizational lives," she stated. "I am particularly interested in the effect of increasing

workforce diversity on mentoring relationships, the issues women face as they develop mentoring relationships, and the dynamics of formal mentoring programs in both corporate and educational settings."

Dr. Blake-Beard's interest in this area is personal, as it is for most researchers and their research topic, she emphasized. "My own experiences have taught me that mentoring makes a difference, especially in organizational lives," she said. "I worked briefly for Proctor & Gamble earlier in my career and I learned a great deal about the importance of mentoring during my time at this major corporation."

In 1989, Blake-Beard knew she wanted to study mentoring formally after she read two compelling publications — *The Autobiography of Malcolm X*, a book about the fascinating and complicated relationship between Malcolm X and his mentor Elijah Muhammad, and "Mentoring and Irrationality: The Role of Racial Taboos," a research article by Harvard Business School's David Thomas that addressed the influence of race and sociohistorical perspective on work and mentoring. "I was intrigued by the material and knew I wanted to explore this more," explained Dr. Blake-Beard.

Her passion for this area swayed her to focus her Ph.D. work and dissertation on mentoring; she received her doctorate in organizational psychology from the University of Michigan, where she completed her thesis, "The Changing Face of Mentoring in Diverse Organizations." Dr. Blake-Beard's written work on mentoring has been published in the *Journal of Business Ethics*, the *Journal of Management Development*, and the *Journal of Career Development*; and this summer she will present papers based on results from a mentoring survey taken at last year's SOM Leadership

Conference at meetings of the American Psychological Association and at the Academy of Management. She has also consulted with a number of organizations on implementing formal mentoring programs.

"Mentoring is an important interaction that has garnered considerable attention as a process to assist employees in their career development and advancement," said Dr. Blake-Beard. "Research reports that while women have reached senior management positions in several areas, they cite lack of access to mentors as a serious barrier to their advancement. It's important to look at the changes happening with women and mentoring."

Though Dr. Blake-Beard looks forward to continuing her research on mentoring, she is most excited about teaching. "I never thought I would end up at an all-women's institution," she admitted. "But, I have come to love and appreciate the space that women create, and the energy they bring to the classroom. The School of Management is a very special place. I'm happy to be here." She also looks forward to honing her backgammon skills and extends a challenge to any takers out there for a match! ■



*Dr. Stacy Blake-Beard, associate professor of management and research faculty at Center for Gender in Organizations*

One year ago, the Simmons School of Management (SOM) 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. *NETWORK* Editor Christian Pope Campbell spoke with three alumnae about their thoughts on the study and its findings, and about what they think can and should be done to educate and encourage girls to consider careers in business.



**Kathleen Crandell '78**  
President  
Union Bank of CA  
Los Angeles, CA



**Jillian Hosford Darling '98**  
President  
Friends of Young Achievers  
Jamaica Plain, MA



**Teresa Hanratty '86**  
Senior Vice President  
American Express Financial Advisors  
Minneapolis, MN

**Teen girls** show a strong commitment to helping others through their careers, and do not see business as aligned with these values. In your opinion, and from your own experience, what messages should we be giving young girls about how “business” helps people and contributes to our economy and our society?

**KC:** We need to communicate to young girls that business empowers people, and that it allows them to take control of their lives and that it gives them financial and emotional independence. This is exactly what enables us to help people, and to support our economy. When we can take care of ourselves, we can take care of others. Additionally, business itself can work to help people. I work for Union Bank of California, which is a big supporter of the United Way. Young women should understand that they can work for an organization that believes in giving back. The main message should be that business is an integral part of every day life, and that organizations today are very much attuned to taking care of the communities in which they are located.

**JHD:** We learn by connecting ideas or examples with our own lives. This is especially true for children. The most effective way to show girls how business helps people and supports our economy and society is to give real examples — to demonstrate how nonprofit organizations, which are businesses, support people, the environment, global peace and in general, work to better our world. Also, many for-profit companies have the same goals to improve our world by making products and ser-

vices safer, more efficient and accessible to everyone. Many companies are directly involved in improving access to education, better means of communication, improved agriculture techniques and clean drinking water for everyone in the world. Businesses are also a major part of things that enrich our lives, like the arts, sports and travel. Businesses can be a channel or vehicle for self expression. For a girl with a new idea to share, beginning a business can help her promote her idea, gain support and implement it. The skills learned in business are life skills that can be applied to our personal lives and are often necessary in many professions. Business can be considered a tool that committed, responsible people use to make good things happen for our society.

**TH:** My global perspective is that business significantly impacts the economy. It creates jobs and it creates wealth for our citizens, which drives economic independence. With independence and economic literacy come improved quality of life. Part of what we have to help girls understand is the connection between quality of life and the values of business. Economic independence is closely tied to business success. When business is working, it enables people to be better decision makers and better citizens. It allows them to consider things like philanthropy and how to make our world a better place. We need to help young women see those connections. Before I went to Simmons, I worked in the nonprofit world. I assumed that I'd go back to nonprofit or work in social justice, but I ended up becoming a financial advisor and now I'm

a senior vice president with American Express Financial Advisors. Young people have a predisposition to think they have to choose between doing right by people or making money. I have been able to find that I can do both. I help people by advising them on how to make good financial decisions, and I make a good income doing it. It allows me to contribute to nonprofit organizations and my community with my money and my time.

**The study** found that girls rated themselves lower than boys in some key areas such as decision making, problem solving and working with numbers, and that girls are more ambivalent than boys about being in charge and running the show. At the same time they don't appreciate that the things they think they are best at — such as communication skills, working in teams and creativity — are valued in business. What strategies can be employed to build girls' confidence and knowledge, and to help them see how their unique skills will allow them to thrive in a business career?

**KC:** Business is creative. A lot of people don't see that. It isn't dry and simply number crunching. It is team work and consensus building. We need to have business professionals make presentations to young women in high school so they can better understand what business people do. Bankers can explain that they don't just crunch numbers. If young women can see that the skills they believe they possess are valued in business, they will begin to consider those careers for their future.

And, we need to work with organiza-

# Columnae respond to Teen Girls on Business study

tions to fund recreation centers. Business is very much people focused. We unfortunately still don't socialize our young women as we do our young men. We encourage boys to participate in team sports where they learn how to work together and get ahead by doing so. We don't do this enough for girls. Recreation centers that offer equal opportunity for boys AND girls to develop communication, creative and team-building skills through recreational activities will instill the confidence these young women need to consider careers in business.

**JHD:** Female stereotypes are still very prevalent in our society despite the fact women make up the majority of our workforce and remain primary caregivers to our children. These stereotypes have got to end at home and in our public school system. Parents and schools must be vigilant to ensure equal access for girls and boys to participation in the classroom, in sports, in after-school activities and in opportunities to showcase talents. Ability to work in teams must be rewarded just as our society rewards individual successes. Only by addressing our own biases — those that we grew up with and that have influenced our own actions — and working to ensure that they are not passed on to the next generation, will we be successful in supporting the girls in our community to embrace their own unique skills. Many women are still perpetuating, in subtle ways, biases we all grew up with . . . girls aren't good at math or science, that they like to play individually, and that boys are leaders. We do this by stating what we believe are our weaknesses — "I'm not good at math" — within earshot of a young girl. It is also perpetuated in the classroom by showcasing men from history and in current events without equal representation of successful female leaders. Families have the responsibility to make sure our homes and schools are working to tear down these stereotypes by giving girls real examples of successful women leaders from business, politics, the arts, medicine, law, etc.

**TH:** I think we have to engage girls and their parents. Part of our opportunity to

build girls' confidence and knowledge is by reaching parents and educators. We have to address the bias that does occur when a girl chooses not to participate in a math club or a Stock Market Challenge. We have to educate the adult population. I believe there are good programs out there — Junior Achievement, Stock Market Challenge — in junior and senior high schools, things that can be fun and appeal to individual strengths of young women. We in the business world know that creativity, teamwork and communication skills are applicable to business; in fact, they are critical. We need to leverage the programs that are already out there, like "Take Your Child to Work Day," and use those models for communicating the right messages to young women.

I also believe mentoring is really important here, particularly for high potential girls who may not have access to the business world due to socioeconomic situations. I'm president of WomenVentures, a nonprofit economic development agency headquartered here in St. Paul; we help women find jobs with livable wages, change or develop a career, or start or expand a business. Through this organization, we have launched GirlVenture, a program that takes young women and educates them in skill sets for managing money and economic literacy, as well as exposes them to small businesses. We target inner city youth. The girls that have gone through our program are not experiencing early teenage pregnancy, versus a peer group with a 25 percent rate of it. Programs like this have tremendous impact and don't cost a lot.

**Girls don't have a complete and accurate notion of what business is, what it does, or the roles they can play in this field. How do we redefine business for girls, and give them a richer view of the possibilities for exciting, varied and innovative careers?**

**KC:** I think the key is to reach out to these young women at an early age. We need to be making presentations to girls who are eight to ten years old, when they are still dreaming big dreams. We should be explaining to them that business is

exciting, that is not self-focused but rather consumer-focused, and that many businesses strive to work with organizations to improve communities and to provide worthwhile products and services to people. And, finally that business provides women with independence and with control.

**JHD:** Just as the field of medicine has many different professions and specialties, so too, does business. It is very important for girls to understand the details and specifics of what women are actually doing in their business professions and how their work impacts people locally, nationally and at the global level. The best means for them to understand the vibrant, diverse and rewarding work that a business career can provide is by having them experience the work first hand as an apprentice or intern. As a home or school research project, adults can help girls with identifying a problem or need in their community that they are interested in solving, and then apprenticing with an organization that is working to solve that problem, such as a contractor for affordable housing, the Audubon Society for preservation of wildlife and open space, etc. Also, adults can work with girls to develop a business plan for a new idea they might have to market music, a fashion accessory, or an item they have invented. Only by actually doing the work will girls and the adults that support them come to understand the vital role business plays in our economy and the wide scope of what is considered "business."

**TH:** I do think that one of the things overlooked today is that the finest companies in America have a client focus. We in business are thought of as profit-oriented, but what's not talked about is that most successful companies have a customer-centric attitude or a customer-centered approach. We need to help demonstrate that tie to young women. Providing value to the consumer as a means to profitability — not profitability as an end to itself,

*Leaders' Roundtable,  
continued on page 18*

# Simmons SOM Celebrates First Ever Five -

by Amy Bodow

On November 2, 2002, more than 100 alumnae returned to the School of Management to celebrate an important milestone — the reunion of attaining their MBAs — at the school's first five class reunion, with members of the classes of 1977, 1982, 1987, 1992, and 1997. The day was made possible through the leadership and planning of the twenty-five enthusiastic reunion chairs and committee members (see box on page 11).

**Dean O'Brien's ('77)** inspiring remarks gave alumnae an understanding of the significant enhancements to the MBA program, Executive Education, and the Center for Gender in Organizations during the past five 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 cause.

In the thirty years since Anne Jardim and Margaret Hennig founded the school, women now hold 45 percent of middle management and 5 percent of senior management positions, a stark contrast to the 5 percent representation of women in middle management in 1973 and to the virtual non-existence of women senior managers at that time. According to Dean O'Brien, "While the school still trains women for middle management, the new frontier is clearly getting women into leadership — and senior management positions."

Alumnae heard a captivating "state of the school" address from Dean O'Brien, and chose between two faculty-led sessions. SOM

Professor Sylvia Maxfield gave an interactive presentation on the impact of global economic trends in business, and faculty member Mary Shapiro led a session entitled "Managing Your Career in Turbulent Times." From all accounts, Reunion 2002 was a perfect balance between ongoing learning and reconnection with classmates and the school. Following class luncheons, current students and recent graduates led alumnae on tours of the school. At the day's close, alumnae gathered for a networking reception in the 419 building.

Based on the success of this event, plans are underway for Reunion 2003, which will be held on Saturday, October 25, 2003. Alumnae from the classes of 1978, 1983, 1988, 1993, and 1998 will convene at the SOM and continue this new tradition.

## Here's what some alumnae had to say about Reunion 2002:

"What I liked most about the day was that it was low-key and relaxed. Offering only two formal sessions left plenty of time for reconnecting with other classmates. Pat's presentation set a terrific tone and Sylvia's talk challenged me intellectually. Congratulations to the committee on a job well done!" — **Gretchen Fox '87**

"The reunion was wonderful — so good to see old friends dressed up as grown-ups." — **Barbara (Turin) Siletsky '87**

"I was delighted to hear from Dean O'Brien about the many changes in the school over that last fifteen years. But I was also reminded of the sophisticated discourse that a room full of accomplished women

can offer." — **Andi Pollinger '87**

"GREAT to see old classmates sitting in the SAME seats in Case Room 1. Some things never change!" — **Diana Haladay '87**

"It was a great experience to be back at the [school] and see classmates after fifteen years." — **Roberta Pittore '87**

"The school looks great, and I was extremely impressed with Dean O'Brien (of course) and with the sense of growth and achievement by the school, and all the women who came." — **Janine Dusossoit '82**

"I am extremely impressed with how you have taken the foundation that Anne and Margaret left and moved the school so strategically and successfully towards a leadership position" — **Cheryl Igou '97**

## Alumnae share memories of being a student at the Simmons School of Management:

"...Finding like-minded people! I was one of the few single mothers, and my reaction was 'At last, I am with people who can understand that I want to get ahead, that I want to make money, that I want to be respected.' The support that I got at Simmons made all the difference." — **Elizabeth Cook '77**

"...Being in classes made up entirely of women. It was tremendously empowering to experience firsthand the leadership and strength of classmates...the tremendous feeling of accomplishment to know for the first time that accounting and other quantitative skills were enjoyable and that I was able to do the work

# - *Class Reunion Day*

and even excel in some of these courses.”

— **Annabel Dodd '77**

“Diversity of the class yet singleness of purpose in common.” — **Cyrille Cobe '82**

“Fred Wiersema’s courses!” — **Linda Fisher '82**

“The year as a whole stays vivid for its intensity, its newness, and the wealth of brains and warmth in the room. I was petrified at its start and sad to see it end.” — **DB Reiff '82**

“I remember Jim Grant telling us that we had missed our chance to get in the market if we weren’t in it by 1992 — when the market hit 3000!” — **Susan Lippman '92**

“My absolutely fabulous study group, most of whom I still keep in touch with. While I do not miss the near constant state of panic, I do miss the camaraderie and the sense of accomplishment of working together to put out a product, paper, etc., of which we could be very proud.” — **Sally Dwyer '92**

“I remember my study mate, Dee Grayton, commenting that ours was a great study group because regardless of the time of day, somebody in our group would be awake. Don’t call Kathleen after 9 p.m., but if you need to talk to her at 5 a.m., she’s up. If I’m up at midnight and need to ask a question, I can call Stacey, ’cause she’s up until 3 a.m.” — **Kathleen Sheridan '92** ■



*See more reunion pictures on the front inside cover of NETWORK.*

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

## 1977

Reunion Chair: **Annabel Dodd**

Reunion Committee: **Vicki Marwell & Ellen O'Connor**

Gift Chair: **Anne Bowen**

Gift Committee: **Linda Chafets & Antoinette Russell**

## 1982

Reunion Chair: **Mary Juedes**

Reunion Committee: **Willow Pasley & Cyrille Cobe**

Gift Co-Chairs: **Leslie Sanderson & Andrea Pokladowski**

## 1987

Reunion Chair: **Helen Siegel**

Reunion Committee: **Rachel Blum, Barbara Siletsky & Joan Strauss**

Gift Chair: **Barbara Ducharme**

## 1992

Reunion Chair: **Kathleen Sheridan**

Reunion Committee: **May Arthur**

Gift Chair: **Mary Ann Tocio**

Gift Committee: **Judy Wolfe**

## 1997

Reunion Chair: **Linda Boardman Liu**

Reunion Committee: **Rebecca Foreman & Nancy Masaschi**

Gift Chair: **Elaine Wilmore**

Gift Committee: **Sherri Schwaninger**

We are grateful to the following volunteers for their efforts on reunion day:

**Sakina Berman '03**

**Amy Best '03**

**Amy Butcher '03**

**Manli Chen '03**

**Cheryl DeCristofaro '02**

**Karen Stelle '02**

**Diane Valle '02**

SOM staff and faculty

If you are an alumna from a 2003 reunion class, and you’d like to volunteer in planning and/or fundraising for Reunion 2003, please e-mail [somalum@simmons.edu](mailto:somalum@simmons.edu). It’s a wonderful way to reconnect with old friends and make new ones!

# News & Notables

## Recognition

**Gretchen Fox '87**, president and founder of Fox Relocation Management Corporation, was honored in March at the Women's Business Enterprise National Council's annual "Salute to Women's Business Enterprises: The Enterprising Economy."



**Teresa Hanratty '86**, senior vice president of American Express Financial Advisors, was appointed president of WomenVenture's board of directors in January. The St. Paul, MN-based, non-profit economic development agency helps women find jobs with livable wages, change or develop a career, and start or expand a business.

**Tai-Chin Tung '85** is profiled for a chapter in a new book *In the Face of Uncertainty: 25 Top Leaders Speak Out on Challenge, Change, and the Future of American Business* (by Martha I. Finney). The book presents 25 of the nation's best minds, visionaries who affirm that the challenges faced by businesses

today also present unprecedented opportunities to realign goals, redesign strategies, and bring business back stronger than ever.

## Media Highlights

*The Wall Street Journal*, "Companies Owned by Women Still Face Considerable Hurdles," February 4, 2003  
**Andrea Lyons '89**, chief executive of Goddess Granola in Holliston, MA, was quoted in the article. She commented from her personal experience that it is vital for women-owned businesses to learn how to find opportunities and take advantage of them. She ascribes much of her company's profitability to knowing where to look for business opportunities.

*Boston Sunday Globe*, "More Women Seeking Influence of Women," February 2, 2003

**Stacy Blake-Beard**, professor and CGO research faculty, was featured in this article about her research on the growing importance of women mentors. According to Blake-Beard's study, the number of women receiving mentoring assistance from other women is rising, and this likely signals "that more women are in positions where they may act as mentors." Blake-Beard also discussed her findings on the Market Wrap program on WBIX-AM, Boston, February 3, 2003.

*Cincinnati Enquirer*, "What Glass Ceiling? P&G Women on the Rise," January 26, 2003

Associate Dean and CGO Affiliate Faculty **Deborah Merrill-Sands** was quoted in the article about female Procter & Gamble executives. She commented that although women are still a small minority in P&G's Global Leadership Council, the situation should change in the next five to ten years, as women move up in companies that have good track records, such as P&G.

*Boston Globe*, January 15, 2003, and *Entrepreneur*, February 2003

The 24th annual Simmons School of Management Leadership Conference, to be held at the World Trade Center Boston on April 26, 2003, received coverage for its impressive list of celebrated women speakers, including journalist Barbara Walters and Enron whistle-blower Sherron Watkins.

*NBC Today Show*, "Volunteer Vacations," January 9, 2003

*Today* featured alternative vacation options, including 2002 alumna **Diane Riemer**'s. Riemer volunteered for two weeks last October teaching English to children in Ostuni, Italy. See Class Notes on page 24 for details.

*Diversity Factor*, Special Issue — Women in the Workplace: A Status Report, Winter 2003

The School of Management and the Center for Gender in Organizations were prominently featured in the inaugural electronic edition of the magazine. *Diversity Factor* is a leading trade journal for consultants and managers focused on strengthening diversity in their organizations. **Deborah Merrill-Sands**, associate dean and CGO affiliated faculty, guest edited the issue. **Mary Mattis**, associate director and CGO senior research faculty, and **Joyce Fletcher**, professor and CGO affiliated faculty, both had articles published in the issue. Evangelina Holvino, CGO director and senior research faculty serves on *The Diversity Factor* editorial board.

WGBH-TV's Greater Boston with Emily Rooney, December 23, 2002, and January 7, 2003

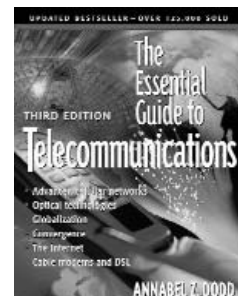
**Beth Bennett '91**, managing director of David L. Babson & Co. Inc., presented a year-end market review to host Rooney in December. Bennett reappeared on the show with Robert Reich and Jim Howell in January to discuss the recent stimulus package proposed by President Bush.

WBZ-TV, news program, November 26, 2002

**Ina Steiner '93** was interviewed by consumer reporter Paula Lyons about the problem of hoax e-mails and identity thefts. Ina and her husband, David Steiner, cofounded and operate the [AuctionBytes.com](http://AuctionBytes.com) Web site, an e-commerce and online-auction resource site. Ina edits the company's two newsletters.

*CBS Evening News*, Eye on America, October 23, 2002

The segment on telecommunications services featured **Annabel Dodd '77**. According to Dodd, author of *The Essential Guide to Telecommunications (3rd Edition)*, telecommunications services are deteriorating



because price wars have cut margins and less money is being spent on customer service, training, and documentation.

*Working Mother*, “Raising a ruckus,” October 2002

**Toni Riccardi '87** was quoted in this article about diversity leaders promoting change in organizations by thinking outside the box. Riccardi was also appointed to the 12-member U.S. management team of PricewaterhouseCoopers in August.

*Sunday Newsday*, Business Section, “Changing Leadership: Shared sacrifice, character and a sense of trust are the qualities people crave in those in charge,” September 29, 2002

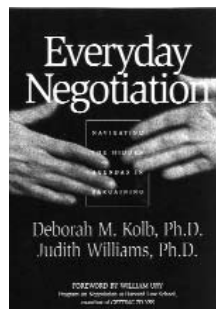
In the article, Professor and CGO Affiliate Faculty **Joyce Fletcher** states companies will seek leaders with relational skills such as empathy, active listening, and the ability to pull teams together — skills traditionally seen as prevalent in women. Fletcher adds that she’s concerned about companies returning to a “command-and-control” micromanaging style, as executives are being called to sign off on reports.

*Sunday New York Times*, “Why the rush to find fault in women?” September 15, 2002

In the article exploring the media’s criticism of Martha Stewart, Professor and CGO Affiliate Faculty **Deborah Kolb** notes that the targeting of strong women is systemic. Kolb states, “When people keep saying something about you even though it’s not true, it can start to take on a reality” that affects the way one runs a business.

*Boston Business Journal*, “Toying Around,” August 9-15, 2002

Professor **Maurice Gervais** commented on Zoinks, a Faneuil Hall toy store, mentioned in the article. Gervais said that the store’s business partners are taking the right path by differentiating themselves and providing an atmosphere that makes customers want to return, without spending time and money on marketing and ads. Gervais also pointed out that their self-funding forces the partners to be realistic about the business.



*Boston Business Journal*, “Organization is key to working productively from your home,” August 9, 2002

**Maureen Scully**, CGO affiliated faculty, commented on working out of one’s home in this *BBJ* article. She acknowledges that lines between work and home can blur if workspace becomes part of a bedroom or kitchen, but drawing the line is a question of personal balance. “Some people like to be firm about it and for others, it’s the fluidity that enhances their productivity,” Scully says.

*Mass High Tech*, “Creating the meeting place,” July 23-29, 2002, and *Boston Business Journal*, Networking: Investing time, not money, to net new clients,” July 19-25, 2002 [GroupsAndMeetings.com](http://GroupsAndMeetings.com), a Web site that organizes and lists networking events hosted by more than 400 organizations in the Boston area and offers a speaker database, was featured along with its president and founder, **Sally Willard '81**.

## Research

Teen Girls on Business: Are They Being Empowered?

See page 4 for a full report on the research partnership between the School of Management and The Committee of 200 to study girls’ perceptions of business.

Professor and CGO affiliate faculty **Deborah Kolb** and **Judith William '80**’s latest book, *Everyday Negotiation: Navigating the Hidden Agendas in Bargaining*, was published in paperback by Jossey-Bass in January 2003.

On February 20, 2003, Simmons SOM and its Center for Gender in Organizations, the Simmons Institute for Leadership and Change, Simmons College Women’s Studies Department, and Simmons Graduate Program in Gender and Cultural Studies, and the Center for New Words co-sponsored a book presentation by **Dr. Aida Hurtado**, author of *Voicing Chicana Feminisms*. The book focuses on



l-r: Dr. Aida Hurtado, Director of CGO Evangelina Holvino, and Lisa Harrison '05, UG '99

young women between the ages of twenty and thirty, exploring the relationship between Chicana feminisms and the lived experience of Chicanas. Aida Hurtado is professor of psychology at the University of California, Santa Cruz, and is the author of the pathbreaking book, *The Color of Privilege: Three Blasphemies on Race and Feminism*.

## Advancing Women

**Susan Hodgkinson '86** was featured at Boston Chamber’s Women’s Networking Roundtable on December 11, 2002. Hodgkinson, principal of the Personal Brand Company, Duxbury, MA, and a personal branding expert, spoke about how one’s personal brand represents a person in many venues and has extraordinary power in career success. Hodgkinson explained how the “personal brand” is a managed outcome, and how it can be put to work to help achieve business and career goals.

CGO associate director **Mary Mattis** delivered the keynote address, “Deliberate Acts of Everyday Leadership,” at the College of St. Catherine’s annual business conference for women in St. Paul, MN, last September. Mattis was recently appointed to the National Academy of Engineering’s Committee on Diversity in Engineering. This standing committee is dedicated to examining and guiding the academy’s efforts to increase diversity in engineering.

*News & Notables, continued on page 25*

# Alumnae Profile

## Anastasia Vassos '99 and Mary Ann Williams '97

### *Hard hats and MBAs — a winning combination*

by Sara McLean '03

What would make two SOM alumnae think of working in a non-traditional field for women, the construction industry?



For **Mary Ann Williams '97**, it was when she was riding on the train in 1980 and saw an advertisement that read, "Women build your future." Williams had been studying to be a sculptor at a local art school, but realized she wanted a career that

would provide her with more than the usual "starving artist" pay. She knew she enjoyed working with her hands and being in the outdoors.



For **Anastasia Vassos '99**, it was an advertisement in the "MBA Update" for an administrative director at a local construction company. She was job searching after graduation, liked the position's title and decided to apply for it before leaving

for a vacation. She knew the move from a nonprofit organization, the Boston Ballet, to a for-profit construction company would be quite a change, but she was up for the challenge.

#### **Working with the right tools**

"Twenty-three years ago, I started my career in construction as a carpenter apprentice in the United Brotherhood of Carpenters and Joiners," said Williams. "I gained experience as a carpenter and as a

foreman, and after twelve years in the field, and a change in the economy, I started a small contracting business with my brother."

Her knowledge of the field and of management gave her the necessary tools to manage a small contracting business for a few years. After earning her MBA at Simmons School of Management, Williams joined a local construction company, A.J. Martini, Inc., where she worked as a project manager and executive before being recently promoted to vice president of business development.

Vassos' journey to the construction industry was much less direct. She started her career in the nonprofit sector working with a theater company in Boston. "After serving as company manager of the Boston Ballet and working in the arts for nearly twenty years, I knew I wanted a career change," explained Vassos. She decided that a graduate degree would help her with her desired career change. With her Simmons MBA in hand, Vassos made the transition from nonprofit to the for-profit sector by accepting a position as director of administration and business development at Marc Truant & Associates, Inc., a construction company in Cambridge.

Vassos acknowledged that her transition into the construction business — formally known as the Architecture, Engineering, and Construction (AEC) industry — has been long, but worth it.

#### **Mentoring makes a difference**

Both Vassos and Williams had dynamic mentors who helped them along in their professional careers. Spring Sirkin was Vassos' first and most significant mentor. The two women met when Vassos joined

Chamber Theatre Productions in Boston. "She is an incredible woman who taught me a great deal," said Vassos.

She credited her good mentoring experience to two factors. First was timing; Vassos and Sirkin were working together at the right time in each other's lives, for Sirkin to teach and for Vassos to learn. Second was Sirkin's generosity; sharing her knowledge and experience, Sirkin helped Vassos with development in business, especially negotiations.

Mentoring came later in Williams' career, but was worth the wait since she connected with a good mentor — Bill Aalerud, president of A.J. Martini, Inc. "Bill is a great mentor, who has a large vision and is inclusive of women in business; he has been a guiding and inspiring force in my career over the last five years," said Williams.

Since there were few women in the construction industry in the early 1980s, Williams did not have a woman mentor. To counteract this trend, she was one of the co-founders of the Women in Buildings Trade Program, a program that tries to remove the barriers, obstacles and challenges that women face in the construction industry. "The organization offers development programs, which help women gain equal access to apprentice programs," explained Williams.

Over the past twenty years, more and more women have entered the ACE industry. While men still have a dominate presence in the industry, neither Vassos nor Williams have encountered significant gender issues. Vassos admitted, however, that it "took a while to win [men's] confidence."

Williams agreed that while there

were few women in the industry early on, gender bias was not an issue for her. Women had to demonstrate a high level of competence in order to successfully navigate their way, she noted.

However, meeting other industry women has been a challenge. New England Women in Real Estate, a women's organization, attempts to bring women together to do business. Vassos described the organization as a support network for women in the AEC industry and as a philan-

thropic group. Both Williams and Vassos are members of the organization.

#### **Passionate about construction**

When asked about a significant life experience, Vassos mentioned her time at the SOM. "I had so much fun learning and meeting new people," she remarked. "Simmons really helped to sharpen the skills I had and prepared me for a career in a new industry once I graduated. The Simmons MBA gave me the credibili-

ty in the business world to make such a radical career change."

Williams said the best part of working in the construction industry is being able to "see what you build every day."

While the AEC industry may still be a non-traditional industry for women, both Anastasia Vassos and Mary Ann Williams have found a career they love and are passionate about in construction. ■



### *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 the 2003 Commencement in August.

Please submit nominations in writing by May 30, 2003, to the ODAR, Simmons SOM, 409 Commonwealth Avenue, Boston, MA, 02215; or e-mail a nomination with supporting documentation attached to [somalum@simmons.edu](mailto:somalum@simmons.edu).

Pictured from top: 2001 recipient Kate Murray '82; 2000 recipient Mary Ann Tocio '92; 2002 recipient Susan Paresky '81

# ALUMNAE-OWNED BUSINESSES

## Consultants



### CLICK IT CONSULTANTS, LLC

Emel Bilginer '02  
781.648.1199  
emel@clickitconsultants.com  
[www.clickitconsultants.com](http://www.clickitconsultants.com)

Click IT Consultants provides Internet and marketing solutions for small businesses such as Web site design, hosting, e-mail, e-commerce, maintenance, corporate identity development, logo and brochure design.



### DECKER BUSINESS CONSULTING

Diadra Decker '84  
651.451.6600  
diadra@worldnet.att.net

Now is the time for women to step forward and bring feminine skills into male structures.

**The Velvet Sword™ Initiation** is a unique immersion experience specifically developed to leverage women's innate skills in corporate environments. A scientific model of emotional intelligence allows you to identify and value your unique talents. Offered in a weeklong retreat setting, this is guaranteed to be a powerful and passionate life-changing experience.

### EFFECTIVE NETWORKING, INC.

Diane Darling '00 EE  
617.867.7104  
Diane@EffectiveNetworking.com  
[www.EffectiveNetworking.com](http://www.EffectiveNetworking.com)

Whether you are trying to find the right hire, to raise money for your business (or favorite school), or to find work in a tight economy, networking is the key to your success. Wish you knew how to do it more effectively? Diane Darling demystifies the networking process through interactive seminars where attendees learn techniques that can be immediately implemented. In addition, she was commissioned by McGraw-Hill to write the definitive guidebook on how to network, *The Networking Survival Guide*, available on [amazon.com](http://amazon.com).

### MIKRO COMPUTER CONSULTING

Nina S. Pedersen '86  
617.924.5649  
617.306.6529  
nina@mikrocc.com  
[www.mikrocc.com](http://www.mikrocc.com)

!Mikro Computer Consulting, established in 1988, functions as the IT department for small businesses. We provide complete, comprehensive hardware and software support for your business. This includes troubleshooting, network installations, and design of customized databases. Free initial consultation available.



### NEXT STAGE SOLUTIONS, INC.

Rudi Scheiber-Kurtz '98, president  
(vm) 781.929.9125  
(f) 781.989.9391  
scheiberkurtz@nextstagesolutions.com  
[www.nextstagesolutions.com](http://www.nextstagesolutions.com)

Next Stage Solutions, Inc., formulates effective and strategic business solutions for emerging companies. We work closely with executive teams and consult in next-stage and exit strategies. **Our efficient and cost-effective services include:**

- developing business strategies;
- building financial and funding models;
- evaluating business plans;
- establishing pipeline projection strategies;
- conducting competitive market analyses.

We can add value and take away pain points from your business or from your client's. We offer a finder's fee for SOM alumnae.

## P

### PENN RESEARCH & SOLUTIONS, LLC

#### PENN RESEARCH & SOLUTIONS, LLC

*Specializing in industry intelligence and creative solutions for today's business leaders.*

Dana E. Kaufman '02  
Nicole L. Newman '02  
16 Harcourt Street, Suite 3C  
Boston, MA 02116  
1.888.670.8311  
info@PennResearch.com  
[www.PennResearch.com](http://www.PennResearch.com)

Our firm specializes in industry intelligence and creative solutions for today's business leaders. Penn Research and Solutions offers a variety of services to clients, including:

- competitive intelligence
- industry intelligence
- market research
- regulatory research

Allow us to find the solutions that are right for your company.

#### SHERIDAN STRATEGIC FINANCE

Lynn Tibbets '96  
617.983.0596  
lynn\_tibbets@attbi.com  
[www.sheridan-finance.com](http://www.sheridan-finance.com)

We work with business owners to frame their future by providing financial insight that supports the right decisions. Our consulting practice helps businesses achieve and maintain profitability, and successfully navigate business transitions such as moving, expansion, and new product introduction.

- Is your financial information accurate?
- Do your systems provide timely financial information?
- Will your systems grow with your business?
- Is your strategy effective and up to date?

Now is the time to be certain. Call or visit our Web site so we can help.

To advertise your business in the **Summer 2003 NETWORK Alumnae-Owned Businesses** section, send your copy to [somalum@simmons.edu](mailto:somalum@simmons.edu) by **May 30, 2003**.

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 QUANTUM LENS<sup>SM</sup>

Artemis March '83

617.868.0907

march@thequantumlens.com

TQL enhances organizational effectiveness by working collaboratively with the client at the confluence of diagnosis, learning, and change. We add value by:

- expanding and reframing corporate dialogue.
- identifying systemic, structural, and perceptual issues that are:
  - producing visible problems,
  - blocking improvement/change efforts, or
  - enabling success.
- reframing and solving problems created by the mechanistic paradigm, which silently informs almost everything we think, say, and do.
- giving shape and credibility to innovative, fluid, living, organizational forms.

Finder's fee for SOM alumnae.

## Financial Services

### ACCOUNTING

Jill Tyzack '92, CPA

617.739.0226

jtyzack@hotmail.com

I provide accounting services to individuals and businesses. I work with new and established businesses to implement accounting procedures to improve the tracking and reporting of financial data. I am also available to fill the position of comptroller on a part-time or interim basis for companies that do not require a full-time comptroller, or that are between comptrollers.

### AMERICAN EXPRESS FINANCIAL



#### ADVISORS/CAMBRIDGE

Johanna Schulman '96

ChFC, CFP

617.354.0904

Johanna.X.Schulman@aexp.com

Looking for financial direction? Don't trust anyone but a Simmons graduate! Whether it's life insurance, retirement planning, college savings, or investment management, I can help. Plus, through April 30th, I'm offering a "Free-for-Life" IRA — for rollovers of \$5,000 or more (some restrictions apply). Please call for a complimentary consultation.

### BACK BAY FINANCIAL GROUP, INC.

Dana Levit '99

Fee-Only Financial Planning

437 Boylston St, 5th Floor

Boston, MA 02116

dana@backbayfinancial.com

[www.backbayfinancial.com](http://www.backbayfinancial.com)

Back Bay Financial Group is one of New England's leading fee-only financial planning, investment advisory, and wealth management firms. We provide high quality, comprehensive financial planning for individuals in the areas of retirement planning, estate and income tax planning, investments, asset allocation, risk protection, cash flow planning, and college savings strategies.

### MERRILL LYNCH

Mary L. Cole '82

1050 Hingham Street, 2nd Floor

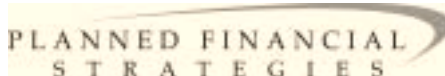
Rockland, MA 02370

781.261.5731

mcole@pclient.ml.com

[http://fa.ml.com/Mary\\_Cole](http://fa.ml.com/Mary_Cole)

Are you comfortable with your financial future? Is your plan performing as expected? My clients receive comprehensive wealth management services, including a risk profile assessment, review of current assets and liabilities, and counseling on investment alternatives to meet needs and timeframes. Ongoing supervision and regular reviews help us monitor progress toward financial goals.



### PLANNED FINANCIAL STRATEGIES

Ellen M. Kelliher '88

1208 VFW Parkway, Suite 300

Boston, MA 02132

617.327.9600

ellenkelliher@pfsfirm.com

Effective planning for individuals or businesses begins by listening — and understanding — your goals for the future. We'll work together to leverage your financial potential and maximize your resources. If you are self-employed or a business owner, designing a business/income-protection strategy is critical. Consultations are always complimentary.

## Home Design & Decoration



### HAMMER & BRUSH CONSTRUCTION

Joanne Giannini '96

781.986.2221

hammer-n-brush@msn.com

Hammer & Brush provides top-quality interior/exterior painting and carpentry services for residential and commercial clients. My professional crew is especially well known throughout the Boston area, having completed dozens of rehabilitation projects for high-profile South End houses, as well as painting the historic Tremont Temple Baptist Church. Estimates are free. References and proof of insurance can be provided.

## Marketing and Public Relations

### COLYER & HARBOUR

Anne Harbour '89

612.825.7393

anne\_harbour@hotmail.com

The foreign-rights agency Colyer & Harbour expands opportunities for English-language textbooks and scholarly nonfiction to reach new markets. Carefully matching the book to the right publisher, in the right country, results in new readers in many languages, as well as royalties to the author and originating publisher.



Mosaic Marketing  
on the bay

### MOSAIC MARKETING ON THE BAY

Audrey Ellison '85

813.250.0278

813.253.0137

ae@mosaicmktgbay.com

[www.mosaicmktgbay.com](http://www.mosaicmktgbay.com)

**Mosaic** = pulling together all the pieces to ensure desired results

**Marketing** = strategy, promotions, campaigns, literature, launches, trade shows, branding/logos, direct mail

We can work with you on special projects, fill a gap in your resources, or try new approaches. Our proven strategies and ideas work to achieve your goals.

*continued on page 18*

## Professional Organizers

### CHAOS CONSULTING®

Robin Blank '93  
617.247.6227  
robin@chaosconsulting.com  
[www.chaosconsulting.com](http://www.chaosconsulting.com)  
New England Professional Organizers  
National Association of Professional Organizers

Have you reached the point of CRITICAL MESS where your disorganized lifestyle is affecting your work, productivity, or relationships? As a professional organizer, I provide ideas, structure, and personalized hands-on solutions for organizing your home or office.

## Retail

### BADGEDEPOT

Betty Jean (BJ) Martindale '77 EE  
(p) 888.258.8055  
(f) 707-276-4913  
bjmartindale@juno.com

Visit **BadgeDepot.com** for meeting and event name-badge or security-ID badge components. See nametag holders (pin-on, clip-on, combo, or neck cord), paper stock for nametags (white or color, all micro perforated), ribbons for speakers, etc., imprinted lanyards, chrome bead neck chains and badge totes. High quality products, personal service, and excellent prices.

## Real Estate



### NEXT LEVEL REALTY

Maria LC Salomão '95  
4 Symphony Road, Suite 3  
Boston, MA 02115-4052  
(c) 617.797.8577  
(w) 617.524.NEXT  
(f) 617.507.6570  
maria@NextLevelRealty.com

Imagine a real estate company that gives YOU access to THE best listings AND cash back. Whether looking for a home or investment property, try Next Level Realty at [www.nextlevelrealty.com](http://www.nextlevelrealty.com). All buyers receive up to \$5,000 cash back simply for working with us!

### NEW DOMINION REALTY, INC.

Margo Wiegenstein '86  
703.560.5415  
margo.wiegenstein@verizon.net  
[www.newdominionrealty.com](http://www.newdominionrealty.com)  
[www.homesdatabase.com/margo](http://www.homesdatabase.com/margo)

Specializing in residential real estate in Northern Virginia; Montgomery County, MD; and Washington, D.C., I promise knowledge, integrity and service excellence to my client sellers and buyers. VIP treatment is standard regardless of price range. Your real estate goals are my real priority, and your satisfaction my greatest reward.

## Vacation Rental

### BREEZE HAVEN

Christie Boulding '81  
508.655.0117  
info@breezehaven.com

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!

---

## *Leaders' Roundtable, continued from page 9*

is an important thing to convey. We need to help young women understand the value businesses can provide. The companies that don't survive are the ones that are not adding value. There has been an enormous change in the business world over the last twenty years; value is what matters. I also think that women in business are particularly drawn to more progressive companies. We have tremendous opportunities for growth in senior level management and in boardrooms. But the fact is that in middle and middle-to-senior-level positions we are dominant.

American Express Financial is an example of that. More than 50 percent of vice presidents in all areas of the company are women. Senior management is tougher; the pipeline is tight. But significant breakthroughs are happening.

And that leads to opportunities with outside boards, and to community presence in nonprofits, arts, and education. It allows people to make an impact. Women are able to develop personal wealth on their own and use that wealth to better our world. A friend of mine was president of American Express Travelers

Checks. She left the business and is spending all of her time in the community. She's able to bring to these nonprofits a skill set from the business world — strategic planning, funding, etc., because of her business experience. She can bring these organizations further than their own employees can. That kind of ability to make change, which comes from good business experience, is what we need to convey to young women. ■

# NETWORK *Readership Survey*

## Results are in and we need your contributions!

Almost 200 alumnae responded to the recent online survey rating the effectiveness of this alumnae magazine. Thank you for your feedback, which helps us ensure that *NETWORK* fulfills its mission of representing the voice of alumnae, reporting on the Alumnae Association and the school, and strengthening the alumnae network through continued learning and connections. We heard loud and clear that you want more articles by and about alumnae. Help us meet this demand! E-mail [somalum@simmons.edu](mailto:somalum@simmons.edu) or call Amy Bodow, assistant director of alumnae relations, at 617.521.3838 if you'd like to volunteer to write a story, or if you think you'd make an interesting story.

### Top 5 Sections of Interest:

- 1) Class Notes
- 2) News & Notables
- 3) SOM Announcements
- 4) Letter from the Dean
- 5) Articles written by alumnae

### What would you like to see more of?

- Class Notes
- Articles about alumnae in diverse fields and geographic areas
- More personal stories about alumnae
- More articles written by alumnae
- Faculty research

Eighty percent of respondents think *NETWORK* effectively communicates the school's positioning as *the* center for women, leadership, and management.

Fifty-five percent of respondents read *NETWORK* thoroughly; 38 percent of respondents scan most issues.

You can help us meet the strong demand for more Class Notes — send in your update today, and reach out to your study group to do the same! ■



## *News & Notables, cont.*

*News & Notables, continued from page 10*

Simmons School of Management hosted the fall board meeting of **Forté Foundation**, a national nonprofit consortium of educational institutions, businesses, and nonprofit groups whose mission is to increase the number of women business owners and business leaders by increasing the flow of women into key educational gateways and networks. SOM is a founding member of the organization, and is joined by other leading business schools and prestigious corporations such as JP Morgan Chase, Procter & Gamble, and Deloitte Consulting. For more information on Forté, visit [www.fortefoundation.org](http://www.fortefoundation.org). ■

# Fall 2002 Telethon a Resounding Success

## *Every gift counts.*

Simmons SOM alumnae and students who volunteered at the SOM's fall telethon and phone from home program were instrumental in conveying that message to alumnae, who responded in kind by contributing a total of \$54,400 in pledges and gifts. These funds will count toward our Annual Fund goal of \$385,000, and will help underwrite Dean O'Brien's current priorities for strengthening the School of Management:

- Scholarships for Success
- Diversity Initiative
- Leadership Initiative
- Classroom Renovation and Technology Upgrades

A special thank you to Annual Fund Cochairs **Andrea Pokladowski '82** and **Diane Wortis '94**, whose energy and leadership are critical to our success. The SOM is also grateful to all alumnae who have contributed to the Annual Fund this past year. Your continuing support reflects a gratifying spirit of generosity and commitment to the SOM community.

## **Thank you to the following volunteer callers who contributed to the telethon's success:**

Nancy Betz '93  
Rocio Corona '04  
Debbi Darling '84, GSMAA marketing/communications chair

Ayoka Drake '04  
Barbara Ducharme '87  
Jeanne Fuller '95, GSMAA COO  
Kathy Harvey-Ellis '02  
Mary Juedes '82  
Susan Kavanaugh '92  
Ellen Kulik '97, SOM director of development and alumnae relations  
Natalie Matus '86, SOM development officer  
Michaela Miller '03  
Sherri Schwaninger '97  
Andrea Pokladowski '82, annual fund cochair  
Leslie Sanderson '82, GSMAA fundraising/development chair  
Dianne Savastano '99  
Marilyn Shapleigh '86  
Erica Steckler '00  
Elaine Wilmore '97, GSMAA career services/networking chair

The ODAR's successful *Phone from Home* program allows volunteers to make calls from home at times that fit their schedules. **Thanks to the following Phone from Home callers:**

Anne Bowen '77  
Lisa Cherbuliez '93  
Lori Stewart Coletti '04  
Judy Sunblade '01, GSMAA professional development chair  
Fleur Weigert '00, GSMAA associate board member

*It's never too late to support the Annual Fund. If you have not yet made a gift to the 2002-2003 Annual Fund, please call us at 617.521.3825 or send your gift to Simmons SOM, ODAR, 409 Commonwealth Avenue, Boston, MA 02215 ■*

## *Simmons Executive Education draws women*

Participants from Amsterdam, China, Mexico, Nigeria, Russia and Taiwan attended the Strategic Leadership for Women program last October. Providing an array of perspectives is invaluable to participants as they lead across today's diverse and often global organizations.





**Kathy Harvey-Ellis '02**, GSMAA Marketing/  
Communications Chair **Debbi Darling '84**



**Susan Kavanaugh '92**,  
Annual Fund Cochair **Andrea Pokladowski '82**



**Sherri Schwaninger '97**, **Rocio Corona '04**

Special thanks to **Danielle Ferrier '03** for soliciting services and in-kind donations from the organizations listed below. The SOM is extremely grateful to these donors for providing incentive gifts to our volunteers in recognition of their hard work.

**SOM Fall Telethon Sponsors**

- Boston Ballet
- Boston Seaport Hotel
- Boston Symphony Orchestra
- The Elephant Walk
- Eliot Suites Hotel
- Hotel Commonwealth
- Huntington Theatre Company
- Le Pli Salon
- Museum of Science
- Peabody Essex Museum
- Salon 350
- Showcase Cinemas
- Zathmary's

*from all over the world*



**2003 Executive Education programs include:**

Strategic Leadership for Women in Human Resources  
April 27 - May 2

Strategic Leadership for Women  
May 4 - 9  
September 28 - October 3

The Negotiation Edge  
October 27 - 29

For more information, please contact 617.521.3835.

# Career Services at any hour

by Wendy D'Ambrose, CSO director  
*Special thanks to the invaluable efforts of Ellie Jeffers '03, assistant director, and Diana Cook, staff assistant.*

## The new Web site is live!

"Today there is no such thing as job security anywhere . . . Staying with the same organization for five or six years is now considered a long-term job." So says Chris Edgelow of Sundance Consulting Inc., in his article, "Career Management in a Job-Insecure World" ([www.sundance.ca/resources/index.html](http://www.sundance.ca/resources/index.html)). Additionally, Chris shares with readers "Seven New Rules of Career Management for a New Century," which SOM Professors Cynthia Ingols and Mary Shapiro referred to in their Career Strategies course this January. It provides an excellent assessment of the changing world of work in today's volatile labor market. I urge you to read it.

Given this economy, now more than ever, people are looking for career resources to help them get to their next professional step. The Career Services Office is keenly aware of this and has made many changes in the past few years to respond to the needs of students and alumnae. We now work in

close association with Elaine Wilmore '97, GSMAA career services and networking board chair, and Fleur Weigert '00, associate board member, to address additional ways the school can meet the job-seeking needs of its alumnae.

Our new Web site has just been launched and we encourage all of you to access it as we built it with you in mind: [www.simmons.edu/som/career\\_services/alumnae.html](http://www.simmons.edu/som/career_services/alumnae.html). Particularly noteworthy is the Career Services Guide (in printable pdf), which addresses the key self-marketing tools of any career search — Resume Template, Resume Summary Statements, Verbs and Bullets, as well as Business Cards, Cover Letter and Interview guidelines.

I'm sure you've all been hearing that one of the best ways to find a job is to know someone or to find someone in the organization who will shepherd your resume and/or advocate for your candidacy. Hence, networking is all the more critical in today's tight job market. Sometimes, too, it may be the person who knows you the least who helps you the most. That is, provided you approach her with grace and style, with a vision of where you want to get to, and with specific requests for assistance. Always remember, though, that



those who are working, more often than not, are busy doing more work with fewer resources so when they don't answer your e-mail or return your call right away, be cognizant of what it might be like to be them.

I recommend Susan RoAne's books, *How To Work A Room: In Person and Online* and *The Secrets of Savvy Networking*. I especially like her Web site — [www.susanroane.com](http://www.susanroane.com) — because she generously allows one to print her networking articles. A couple of other terrific career resource sites that Denise Davis '99 LS, SOM librarian and member of the CSO Team, recommends are [www.wetfeet.com](http://www.wetfeet.com) and [www.vaultreports.com](http://www.vaultreports.com); both are accessible from the SOM Library Web site at [www.simmons.edu/libraries/som](http://www.simmons.edu/libraries/som). And last, but not least, be sure to regularly check SHARKLINK, the SOM's online job posting database.

I do hope this is helpful. Good luck and stay positive! ■

## Stay in Touch with Alumnae without Leaving Your Desk!

Wish you could stay in touch with other alumnae from the convenience of your own desk? Then join the lively e-mail discussion group of SOM alumnae. It's moderated, in a low-key minimal way, by Peg Kelley '88. The group now has over 90 members, and all SOM alumnae are invited! 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 at 617.926.4845 or via e-mail at [kelly@facplus.com](mailto:kelly@facplus.com). ■



l-r: Tami Mirabella '95, Michelle Rosmarin '90 and Dean Pat O'Brien '77



l-r: 2002 alumnae Jennifer Fernandes-Gold, Tammy Resor, and Nicole Collette

## SOM Holiday Party

*More than 100 alumnae and friends gathered together at the Simmons SOM's holiday party on December 12, 2002, at 419 Commonwealth Avenue. The event honored **Michelle Rosmarin '90** for her generosity in supporting the renovations of the living room, and the Simmons SOM Class of 2001, whose class gift supported renovations of the first floor lobby and study space. The renovation project was overseen by **Tami Mirabella '95**, executive vice president of Spaceworks.*



l-r: Joyce Kolligian '89, Mary Juedes '82, and GSMAA Treasurer/Clerk Nancy Masaschi '97



l-r: Debby Wiesen-Kelly '00 and Ellen Kulik '97, SOM director of development & alumnae relations



l-r: Mary Ann Williams '97 and Associate Dean Deborah Merrill-Sands



l-r: Barbara Lund '88 (with son Nikolai) and Mary Nagel '84

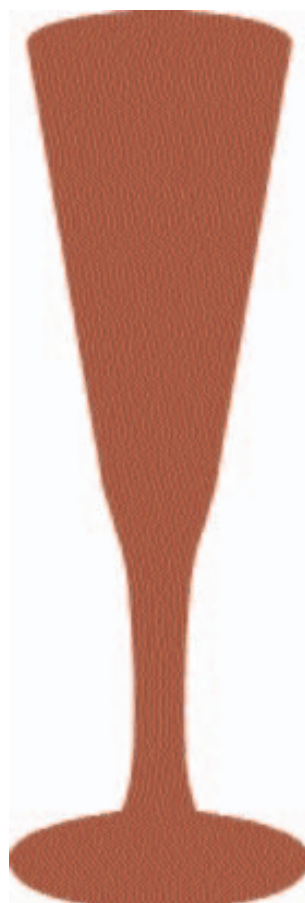
# *Alumnae Association Champagne Reception*

Don't miss out on a wonderful opportunity to network with alumnae, friends and current students, and to meet old and new faculty on April 25, 2003, at the Seaport Hotel in Boston. Record setting attendance is expected at this lovely, upscale event.

RSVP online today at  
<http://www.simmons.edu/oarevents2.html>;  
by phone at 617.521.3838;  
or by e-mail at **somalum@simmons.edu**.

Alumnae and friends: \$35  
SOM students: \$30

Please send check, payable to GSMAA, to  
409 Commonwealth Avenue  
Boston, MA 02215



“The networking reception is a great way to make connections. And given the current job market, it will be a great opportunity for alumnae to meet and discuss what’s happening or not happening on the career front. One of the things I value most about Simmons is that we have a strong network of talented women, and in today’s economy, that’s really important.”

Simmons GSMAA Career Services  
and Networking Board Chair  
Elaine Wilmore '97