

Diversity at the GSB

I was amazed and disappointed to see your apparent obligation to print a recent letter from **Evelyn H. Lazare, '70**, in the Winter 2003 edition of *Chicago GSB*. Given that the year is now 2003, I remain amazed at the sexist attitudes of some individuals.

I am surprised Ms. Lazare isn't also counting the number of Scandinavians, South Pacific Islanders, and Nepalese that are missing from the photo in question. What about the missing blonds, those with large noses, Catholics, or Muslims? Where are the Jews, the Irish, and the Italians? How about those with receding hairlines and jet black hair? Where are the handicapped, the overweight, and the vertically challenged?

How many women should be in the picture or the next GSB class? Thirty percent? Fifty? Seventy-five? What is the "right" percentage? Why should the school actively recruit one group or another? Shouldn't the school attract the "best and the brightest," no matter what that group looks like?

Will there ever come a day when we can look at a group of people and not count how many of which types, colors, or shapes are there or not there? I hope, someday, that we can move beyond the sexist and racist attitudes that exist with individuals such as Ms. Lazare. Maybe it will take another hundred years.

Richard Mueller, '87
Colorado Springs, Colorado

Please send your letters and story suggestions to editor@gsb.uchicago.edu or Editor, Chicago GSB, 6030 South Ellis Avenue, Room 236, Chicago, Illinois 60637.



Kevin Weinstien



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Alumni have debated the proportion of women and minorities depicted in photo coverage of the groundbreaking for Chicago GSB's new Hyde Park campus. The cover of *Chicago GSB's* Spring 2002 issue (top) showed some of the more than 500 alumni, faculty, staff, and friends of the GSB who attended the May 2002 event. The inside front cover (above) illustrated the first people to break ground, including (from left) chairman of the university's board of trustees **Edgar D. Jannotta**, university president **Don Michael Randel**, campaign co-chair **Andy Alper, A.B. '80, M.B.A. '81**, campaign co-chair **Dennis Keller, '68**, dean **Edward A. Snyder**, former dean **Robert S. Hamada**, deputy dean **John Huizinga** (who is supervising the new building project), and architect **Rafael Viñoly**.

Corrections

In "Resurgence of the Roundtable" (Winter 2003), we failed to identify Marketing Roundtable panelist **Randall B. Kobat, '97**, as an alumnus.

In the same issue, a photo caption in Letters to the Editor incorrectly spelled the name of **Edgar D. Jannotta**, chairman of the university's board of trustees.

In the winter Class Notes entry for

Kurt Scott, '91, we misidentified his former Naval Academy roommate, Commander **Dave Ratté**, and reported that Scott was stationed on the USS *Minneapolis/St. Paul*. In fact, Scott is stationed at USNAVNORTH in Norfolk, Virginia, where he has been extended for a second year. He expects to return in January 2004.

Chicago GSB regrets the errors.—M.M.B.



Mark Joseph

After my many discussions with faculty, alumni, students, and GSB Council members, I can safely conclude that our future agenda is significant and that our aspirations are high. Indeed, we have several important goals and objectives:

1. With more attention centered on the school, we must communicate what makes the GSB distinctive with even greater discipline. Getting a high share of top rankings will help our efforts, and we can do it without compromising our values.
2. We seek a deep and high-quality applicant pool. We again want to increase our yield rate (the percentage of admitted students who choose to attend the GSB).
3. We are working toward ambitious fundraising targets, including raising \$30 million this year, sticking to our goal of fully funding the new Hyde Park campus, and increasing our

Chicago GSB Fund.

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But one priority stands out among all others: We need to fully support our students and our alumni in their efforts to explore career options, identify professional opportunities, get jobs, and navigate fulfilling careers over the decades to come.

Over the last year, we've performed well on this critical dimension. The results have been positive: We have more than 80 new recruiting relationships,

and 98 percent of our second-year students (Class of 2003) were able to find internships last summer.

And, in a complete absence of whining about the tough economy, our students have adapted to focus more on their individual job searches, have adjusted their career plans, and have learned to "zig and zag."

Nevertheless, large numbers of our students and alumni are looking for jobs. As this market adjusts, we need to be more systematic about developing recruiting relationships with both new companies and other organizations that used to recruit M.B.A.'s, but lost out to consulting, investment banking, and technology companies in recent years.

To be more effective, we need to (a) organize our schoolwide efforts around developing vibrant corporate relationships; (b) strengthen our alumni outreach; (c) harness the energies of our student and alumni clubs; (d) continue to invest in programs that support our students and alumni; and (e) take every opportunity to speak on behalf of our students and alumni.

As those of us inside the school focus on this work, I again ask for your help. If you know of a potential recruiting opportunity or summer internship, or if you have a suggestion on how to strengthen a corporate relationship, please send me an e-mail (tsnyder@uchicago.edu). Also, if you want to get involved in mentoring or have an idea for better organizing our alumni network, please contact associate dean **Caroline Karr** (caroline.karr@gsb.uchicago.edu) or visit gsb.uchicago.edu/alumni.

Best regards,

Edward A. Snyder
Dean and George Pratt Shultz Professor of Economics

The Value of Financial Backing

“Scholarships are important whenever there’s an underrepresented group. For instance, they help women make the connection that there is a place for them in the business world. This scholarship let me know that Chicago GSB was looking out for people like me. It filled the financial gap and made me feel committed to the school.”

Susan Wohlfort, '98
 Recipient of the George V. Meyers Scholarship
 Vice President, Investment Banking
 Lehman Brothers in New York City

For more information, contact Karen Smith Beil, associate dean for development, at karen.beil@gsb.uchicago.edu or 773.834.0319, or visit gsbwww.uchicago.edu/campaign.



FROM THE CHAIRS

Corporations Come Through for the GSB



Matthew Gilson

Capital campaign co-chairs Dennis Keller, '68, (left) and Andrew Alper, A.B. '80, M.B.A. '81



To learn more about the campaign, take a look at the related stories in this issue:

- page 8 GSB Honors Polsky's Entrepreneurial Effort
- page 12 Five GSB Students Named Siebel Scholars
- page 22 GSB Celebrates Davidson Professorship

Since the GSB launched its campaign in January 2000, some of the strongest support has come from corporations—not only through alumni who work there, but also through recruiters and other executives who understand the campaign's importance.

Among the generous donors have been **Siebel Systems**, which offers scholarships (see page 12); **Fidelity Investments** and **LaSalle Bank**, which made a gift to the new building; **CitiGroup**, which backs leadership programs on campus; and **RJR Nabisco**, which joined with **James M. Kilts, '74**, to establish the Kilts Center for Marketing.

Other firms lending their backing include **Merrill Lynch**, **Sprint**, and **Eli Lilly**, which have supported scholarships for minority students; and **A.T. Kearney**, which helped fund a professorship. **Diageo**, **Goldman Sachs**, **Pfizer**, and **JPMorgan Chase** also have come forward with financial support through continual annual giving during the campaign.

As dean **Ted Snyder** has pointed out, corporate involvement takes many forms. Some firms send executives to participate in sessions like the Industry Immersion Panel Presentation Series. Others host student visitors during Bank Week in New York, WestQuest on the West Coast, and similar gatherings. Still other companies provide judges or sponsorship for the LEAD All-Star Challenge, an annual

competition in which students handle mock situations that executives face, such as contract negotiations.

Each of those efforts—combined with fiscal backing and hiring student interns or graduates—strengthens the GSB's ties significantly during challenging economic times and contributes to the campaign's overall success.

Bobins Gathers Support

Norman Bobins, '67, hosted two events that showed support for the campaign reaches throughout the GSB community and beyond. At a June 2002 lunch, those joining **Linda H. Heagy, '86**, managing partner at Heidrick & Struggles, and **Arthur Velasquez, '67**, chairman, president, and CEO of Azteca Foods, were **LeRoy T. Carlson Jr.**, president and CEO of Telephone and Data Systems; **Gery J. Chico**, managing partner at Altheimer & Gray; **Alan G. McNally**, chairman and CEO of Harris Bankcorp; and **James Tyree**, chairman and CEO of Mesirow Financial Holdings.

In October 2002, Bobins organized a lunch for more friends of the GSB. Guests included **Scott P. George, '80**, managing director at Ernst & Young Corporate Finance, as well as **John L. Bucksbaum**, CEO of General Growth Properties; **Ronald Gidwitz**, partner at GCG Partners; and **Stuart L. Scott**, chairman at Jones Lang LaSalle.

\$150,286,278 and counting

Gifts as of April 1, 2003

