

# CHICAGO Finance Exchange

Chicago's Premier Network for Senior Women in Finance

Chicago Finance Exchange  
Bi-Monthly Newsletter

Edition 1 ~ January 2012

*A Message from the President...*

## CFE: Stepping up in 2011



Congratulations, fellow Chicago Finance Exchange members! 2011 truly deserves to be described as our "Stepping Up" year. So much was conceptualized, discussed, strategized, tackled and accomplished by our Members, our Committees, our Officers and our Board that it is appropriate—as my year as your President comes to an end—to recognize and thank those who have been involved with the great "Stepping Up" accomplishments.

First, happy first anniversary and thanks to our **new Administration** company run so well by Chris Glatz and her team. She not only joined the CFE team, she tackled an organization and project in transition. All of her work was done with grace and good humor. A real help to a "Stepping Up" organization.

The Stature and Visibility Committee watched over the successful launch and implementation of our **New Website!** In July, we were keeping our fingers crossed and eyes glued to the screen to make sure the transition was seamless, and the new site gave us expected functionality. Our Committees continue to help to refine and improve the website, by forwarding to Chris Glatz suggestions for improvement. The new website represents a wonderful advancement.

Our **Membership Committee** did a fabulous job in setting goals and achieving them this year. They revamped the nominations process and application forms. They made themselves available to help people navigate the process. The result? Our membership increased this year and we have a wonderful group of new CFE Members. We highlighted each new member in our Newsletter and provided you with a bit of their background information. Hopefully you will use that information to get to know our new members well.

**The Board** worked to ease the transition for new members by inviting them to meet and network with Board members before our Board meetings. The goal was to connect new members with our Board, get a sense of who we are and discuss ways to get involved with Committee activities. Thanks to all our new members who participated.

The **Board Access Committee** moved into high gear this year with several important workshops for board candidates, discussions with recruitment firms, providing names and resumes of candidates for placement opportunities and landing our **first successful placement on a board!** Kudos to Committee members for all your hard work on behalf of our members—especially for trying to help boards who want to focus on women candidates.

## Upcoming Events

### Thursday, January 12 BAC Event

"Women on Boards:  
Review and Outlook"  
Speaker: Julie Norris  
The Standard Club  
320 S. Plymouth Court  
4:00 – 5:30 p.m. (prior to the  
Annual Meeting)

### Thursday, January 12 CFE Annual Meeting & Networking Event

"Build Better Networking Skills &  
Relationships"  
Speaker: Tom Goldblatt  
5:30 – Networking  
6:00 – Program Begins  
7:00 – Dinner

### Friday, January 20 Networking Luncheon

"Networking for the 21<sup>st</sup> Century"  
Speaker: David Fisher  
First Analysis Corporation  
One S. Wacker Drive, Ste 3900  
12:00 Noon – 1:30 pm

### Thursday, March 8 CFE Dinner Program

Speaker: Barbara Gaines,  
Chicago Shakespeare Theater  
Details to be announced

(President's Message continued)

The **Program Committee**, and its subcommittees, did a fabulous job this year with great speakers, great events, more Lunch 'N Learns and **networking, networking and more networking**. And since our members have continued to ask for these networking opportunities, we begin each of our evening programs with exercises to get to know one another better. We intend to continue to do just that! Our 2012 Programs are already organized with a great line up for next year.

It has been a great honor and I have had lots of fun serving as your President in 2011. Thank you for all your terrific ideas and your hard work. We have much to look forward to in 2012.

Sincerely,

Chris Edwards  
CFE President

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## Membership Committee News

### CFE Renewal Period Now Open

**RENEW**

Now's the time to renew your CFE membership, and you can do it online too! Simply visit the CFE website ([www.chicagofinanceexchange.org](http://www.chicagofinanceexchange.org)), log in, and click the red "Renew" button in your personal portal page to pay by credit card (CFE accepts MasterCard and Visa). If you prefer to be invoiced, don't hesitate to let the CFE Office know. **Renewal payment is due by 1/31/2012.**

### Sponsor a New Member Today!

The Membership Committee encourages everyone to consider sponsoring an executive-level colleague in a finance-related position for CFE membership. New members are an important part of any organization's lifeblood, and we welcome qualified candidates to contribute to CFE's vibrancy. Visit the CFE website to see the membership guidelines and access the Prequalification-Nomination Form.

If you have any questions on the process, please feel free to contact Kathy Tinker in the [CFE Administrative Office](#) or one of the Committee's Co-Chairs, [Lynn McHugh](#) and [Donna Moore](#).

### Know a Former Member Who Wants to Rejoin CFE?

If you know of a former member who would like to rejoin CFE, it is a very easy process. A simple-one-page Reinstatement Form should be completed and submitted to the CFE Administrative office. This form is accessible to everyone by clicking on the Membership Tab at the top of the [CFE website](#).

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## Welcome New Chicago Finance Exchange Members

The CFE Board of Directors is pleased to welcome the following new members to the organization.

### Kim Adriano

Kim currently serves as a Board Director for PURE Spirits, a start-up marketer of YES vodka, where she is the only female on the board of six directors. She recently launched QuadFinance LLC, to offer financial and business advice to small, consumer-oriented businesses. Through QuadFinance, she serves as Chief Financial Officer for Vosges Haut-Chocolat. Founded ten years ago by Katrina Markoff here in Chicago, Vosges offers innovative products under

the concept of "travel the world through chocolate". The company has experienced 25% growth during the past year with plans to double in the next five years. Kim's role as CFO is to build the finance infrastructure to achieve the

explosive growth in sales. Kim has a B.S. in Business Management from the University of Wisconsin-Parkside and is a licensed CPA.

## Allison Boersma

Allison is currently Senior Vice President and CFO of Riddell, Inc., a leading manufacturer of football helmets and reconditioning services. Riddell, Inc. is part of Easton-Bell Sports, a private equity-owned company. In her role, Allison is responsible for all aspects of finance, accounting and customer service, as well as strategic business leadership, maintenance of financial infrastructure and controls to comply with GAAP and Sarbanes Oxley requirements. She is a graduate from the University of Illinois-Champaign and holds a Master's of Management from the Kellogg School of Management, Northwestern University.

## Jessica Coleman

Jessica Coleman is currently Vice President, Investment Management Division, Private Wealth Advisor, at Goldman, Sachs & Co. She leads a four-person team serving 20 clients and oversees approximately \$300 million of assets. She is responsible for client acquisition, relationship management, asset allocation, investment across all asset classes, and estate and tax planning. Jessica is also a member of the Steering Committee of the Goldman Sachs' Chicago Women's Network. She is a graduate of Lake Forest College (B.A. Economics) and has an MBA from the Kellogg School of Management, Northwestern University.

## Becky Sheehan

Becky is currently Executive Vice President and CFO at FTD Group, Inc., a \$600 million annual revenue leading provider of floral and specialty gift products. In her role, Becky is a member of the executive team, manages restructuring and cost reduction initiatives, develops financial discipline policies and procedures, heads up investor relations, and works closely with the Board of Directors on key financial and operational matters. Becky is a graduate of Illinois State University with a B.S. in Accounting, and is a CPA.

## Beth Reissenweber

Beth is currently the Vice President for Finance and Treasurer of Aurora University, a private, four-year independent university with 4,400 students across four campuses, with a \$50 million operating budget. In her role, Beth directs all financial matters of the university including financial reporting and analysis, audit, investment, tax, risk management, human resources, student accounts and legal issues. Beth is a graduate of Elmhurst College with a BS in Business Administration and holds an MBA in Marketing from Indiana University. She is also a CPA and Certified Management Accountant. She is currently a Doctoral candidate at the University of Nebraska-Lincoln.

## Regina Ward

Regina is an accomplished banking executive with over 20 years of experience. She is currently a Senior Vice President for Institutional Marketing at BMO Harris Bank. Her responsibilities include developing the institutional marketing nonprofit sector marketing plan and growth strategy, marketing and generating new business opportunities for the non-profit division, coordinating the efforts of diverse areas of the Bank, and managing a portfolio of over 25 client relationships with credit commitments exceeding \$300 million to nonprofits, just to name a few. Regina is a graduate of Loyola University with a B.A. in Economics and Minor in Philosophy and Italian.

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## Member News

Are you up to date with your colleagues? Check out what they've been up to and be sure to congratulate them!

**Michelle Moreno** shares that First Analysis acted as co-manager on an underwritten public offering for Mela Sciences (NASDAQ: MELA). The common stock offering was for 5,000,000 shares at \$3.25. In October of this year, First Analysis' MedTech analyst, Greg Chodaczek, initiated coverage on Mela, a medical device company focused on the design, development and commercialization of non-invasive tools to provide additional information to dermatologists during melanoma skin examinations.

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Congratulations to **Christine Edwards** who was awarded the *Mary Ann Hynes Pioneer Award* by InsideCounsel magazine, the leading monthly business publication for general counsel and in-house legal executives. The awards, presented at a gala dinner and reception in conjunction with InsideCounsel's 12th Annual SuperConference, will honor in-house counsel and law firm partners who have demonstrated a commitment to advancing the empowerment of women in corporate law. Winners will be honored April 24, 2012. [Read the full press release.](#)

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In December, **Anna Rappaport** moderated a panel on research into women's retirement issues at the Women's Institute for a Secure Retirement annual symposium.

**Anna** wrote an article "Linked: Disability Risk and Retirement Security" published by the International Foundation of Employee Benefit Plans, in its November 2011 *Benefits Magazine*. There are big gaps in overall disability coverage when primary retirement coverage is through a Defined Contribution plan. This article lays out the problem.

Anna presented "Deeper Dive into Post-Retirement Risk: Important Research about Retirement" a discussion of key findings from more than ten years of Society of Actuaries post-retirement risk research. This was presented at the Actuarial Society of New York, November 2011.

**Anna** presented "A Glance into Personal Retirement Security", a keynote presentation at annual meeting of Actuarial Society of New York, November 2011.

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**Dorri McWhorter** appeared in the December 2011 issue of *Today's Chicago Woman* discussing the philosophy behind her community involvement efforts. [Read the full article.](#) Dorri also appeared in *Corporate Board Member* - Online - for co-authoring an article entitled, "What Boards Should Know About Social Media." [Read the full article.](#)

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**Chris Edwards** was recently quoted in the Chicago Tribune (Dec. 1) and the Chicago Daily Law Bulletin (Dec. 2), sharing her thoughts on the release of The Chicago Network's 14th Annual Census Report conducted by Deloitte. The 2011 Census analyzes the progress made by women in achieving high level positions, board placements, and earnings. She commented that while the statistics didn't surprise her, "that doesn't mean that they still don't disappoint me." Chris added that while progress has been made in the Chicago area, there remain areas that continue to need improvement. [Read the Census Highlights.](#)

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Congratulations to **Lori Brown** who has accepted the position of Vice President with Accretive Health. Accretive Health is a leading provider of services to healthcare providers. Its business purpose is to help U.S. hospitals, physicians and other healthcare providers more efficiently manage their revenue cycle operations and population-based health management initiatives.

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**Kapila Anand**, partner in charge of KPMG LLP's Public Policy Business Initiatives, moderated a panel discussion around "Career Paths to the Boardroom" featuring Marla Gottschalk, CEO of The Pampered Chef, Christie Hefner, Executive Chairman Canyon Ranch, and CFE member Michelle Collins, President of Cambium LLC. The panel was part of the "Executive Women in Leadership" series coached by Leader's Edge with more than 40 women participating from companies such as Abbott, Hyatt, OfficeMax, Solo Cup, Walgreens, Baxter, Sears, Old Republic, Advocate Health Systems, Blue Shield Blue Cross, Exelon, Corn Products, Comcast, Komatsu, Morningstar, Whirlpool, Sidley, Case New Holland, Caterpillar, Guggenheim and KPMG.

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**Melissa Kibler Knoll**, senior managing director at Mesirow Financial Consulting, was named a winner in the Experienced Leaders category of the 2011 "Women to Watch" Award sponsored by the Illinois CPA Society's Women's Executive Committee and the American Institute of CPAs Work/Life and Women's Initiatives Executive Committee. [Read the full Press Release...](#)

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**Michelle Moreno** shares that First Analysis has co-led a \$20.5 million investment in CSA Medical Inc., based in Baltimore. CSA Medical™ has developed and sells an innovative energy-based medical device that delivers a therapeutic spray of liquid nitrogen to freeze and destroy unwanted tissue in the body. The proprietary platform is FDA cleared, and the therapy is being utilized by leading healthcare institutions throughout the U.S. with over 8,000 procedures completed to date. The additional capital is aimed at enabling CSA to complete post-market clinical studies for certain indications and to expand the therapy for use in new areas of significant unmet medical need. In addition to investment banking and institutional brokerage businesses, First Analysis is a leading private growth-equity investor. It has one of the longest

records (26 years) in private capital investing and has invested about \$700 million. First Analysis invests mainly in the U.S. with a focus on their three sectors of expertise: health care productivity, broadband enabled businesses (IT applications and outsourced services), and clean-tech / infrastructure.

**Member news is posted onto the website as it is received.  
Visit the Member News page anytime for the most current news.**

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## Board Access Committee News

Julie Norris, Partner at CTPartners To Present January 12



The Chicago Finance Exchange presents **Julie Norris**, Partner at CTPartners, and Author of **“Women on Boards: Review & Outlook.”**

Julie will be speaking at 4:00 at the Standard Club on Thursday, January 12, before the general meeting.

Her presentation will focus on:

- Tips for Women Interested in Serving on Boards
- Excel at What You Can Do
- Develop a Game Plan
- What Boards are Looking for in a Director

This is a must-attend event if you currently service or wish to serve on a board. Immediately following the workshop will be the CFE Annual Meeting and Networking Dinner. *CPE credit available for this program.*

[Learn more and register...](#)

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## Gender Communications & Challenges

CFE Member Andrea Kramer recently authored *“Professional advancement and Gender Stereotypes: The “Rules” for Better Gender Communications.”* Recently published in the Women’s Bar Association of Illinois, the article discusses male and female communication stereotypes, how to recognize them, and offers suggestions on how to adjust to situations that result in effective communication and professional success. [Read the article.](#) *(Article is provided with express written permission.)*

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## Board Access Committee Congratulates CFE Member Julie Goonewardene for being Named Public Trustee of the American Medical Association

For immediate release:

Nov. 12, 2011 New Orleans – Julie Goonewardene, associate vice chancellor for innovation and entrepreneurship for the University of Kansas, was elected today to the American Medical Association (AMA) Board of Trustees at the organization’s semi-annual policy-making meeting. Ms. Goonewardene is the third person to ever to hold this position. “Ms. Goonewardene is a motivated, innovative and creative professional who brings together groups across the health care spectrum to develop new solutions to existing medical issues,” said AMA Chair Robert Wah, M.D. “Her experience and enthusiasm will play an important role in fulfilling the AMA’s mission to help physicians help patients.”

The Board Access Committee was pleased to be able to assist Julie in preparing for the interview process prior to being named. [Read full press release...](#)

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## Upcoming CFE Events

Save the Dates: 2012 Dinner Programs

Mark your calendars and electronic devices with the 2012 dinner programs:

March 8, May 10\*, July 12, September 13, November 8.

(\*Does not conflict with upcoming 2012 NATO-G8 Summit being held in Chicago)

Dinner programs are free for members; guests are \$75 per person.

**Help us control costs--if your schedule changes after you register** and you cannot attend, please let the office know. A 48-hour notice is very helpful.

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## Earn CPE Credit

Illinois requires 120 hours of Continuing Professional Education (C.P.E.) for the renewal of Public Accountant licenses. The Chicago Finance Exchange is registered with the Illinois Department of Financial and Professional Regulation, Division of Professional Regulation. If you are interested in receiving CPE credit for a program, please contact the CFE Office and/or let us know the night of the program

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## Need a New Profile Photo?



Is your profile photo in need of an update? We have the perfect solution. The photographer who joined us at the September dinner program will be returning in January. The cost is \$40 and can be paid the night of the event. This is a fabulous price and those who took advantage in September were very happy with the results. Don't miss this great opportunity--and be sure to upload your photo to your CFE profile afterward. Contact the CFE Administrative Office to schedule your sitting.

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## CFE Website News and Tips



### Recent Web Enhancements

- The member profile form has been expanded to include additional fields about board experience. If you serve on a board or are seeking board service, be sure to fill out the new fields.
- CFE has begun to build a Speaker's Bureau; the enhanced member profile includes new fields for members to fill in if they serve as public speakers in their area of expertise.
- A new field has been added titled "Badge First Name." This field will be used for creating event badges in the future. If you have a name preference for your badge other than your full name, this is where you can make that change.

## This Month's Tip: How To Check If You're Registered For An Event

Can't remember if you're registered for an event? Follow these steps:

- 1 Login to the website
- 2 Click on the Upcoming Events button.
- 3 Click on the title of the event you need to check.
- 4 Look to the right hand side of the screen at the box.
  - a) You will see "**Register**" if you are not registered.
  - b) You will see "**You Are Registered**" if you are.

**We hope you find the new site easy to navigate and use. Have a suggestion for improving navigation or placement of information? Please feel free to contact the Office anytime at 312-833-8782 or [email](#).**

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## Next CFE Newsletter

The next CFE Newsletter will be published March 1, 2012. New submissions are due by February 22, 2012.