

make it better

MARCH 2012

north shore—family, community and you



CEOs



2012 camp guide

is aging over?

wisconsin vs. michigan

ethnic restaurants



BARBARA TURF



SALLY POFCHER



CAROLYN GABLE



JOYCE ROMANOFF



LINDSAY GASKINS



DESIRÉE ROGERS



IRENE ROSENFELD

7 CEOs you should know

By Laura Hine, Liz Logan and Susan B. Noyes

We all know that our community is full of exceptional women. But how many of those women rise to lead companies? And how do those few CEOs manage to rise through the ranks? According to *Fortune's* 2011 rankings, there are only 12 women CEOs of *Fortune* 500 companies—a measly 2.4 percent. While many women have broken the glass ceiling in recent years, the progress can seem slow.

So, we sat down with local CEOs to learn their secrets, tips and ideas. Much of their advice was variations on a theme: Find work that you love. And we also got a glimpse of their daily lives—from how they juggle parenting and work to how they spend their money, and what they do when they just need to get away from it all.



Joyce Romanoff

MAYA ROMANOFF
CORPORATION
Northbrook

HER SUCCESS STORY ...

Years ago, when Joyce met her husband, **Maya Romanoff**, an internationally recognized artist and textile innovator, a new world opened up to her. "A world of entrepreneurship, as well as art and beauty," she recalls. "I was interested in art and design, but never thought I would make it my career." In her roles as Vice President of Sales & Marketing and President, a position she took over in 2004, Joyce has used her business background to take Maya's creative spirit and make it increasingly profitable. During her tenure, the company became an industry leader for luxury surfacing materials. Her accomplishments include relocating the company to a state-of-the-art facility in Skokie, increasing productivity and sales, expanding distribution globally and generating sales revenue approaching \$20 million.

ON TAKING RISKS ...

"My husband was not a big risk-taker," she says. "He ran the business without any debt. I maintain that, but want us to grow."

BOLD MOVE ...

Joyce opened two showrooms, one in Chicago and one in New York, within a single year. "Whether I consider it an accomplishment is too soon to tell. I made the decision from my gut."

BIGGEST MISTAKE ...

Rushing ahead. "Sometimes, in the product development stage, I get excited and want to introduce a new product to designers as soon as possible, before it's ready. My exuberance has cost us money and caused heartache."

KEEPING IT IN THE FAMILY ...

Joyce and Maya's family are deeply woven into their business. Four members of their family are in key positions in the company. "I feel blessed that I am able to enjoy my family at work as well as home."

WORKS OUT ...

With a personal trainer.

ALWAYS WILLING TO SPEND MONEY ON ...

"My five fabulous grandchildren. End of story."

HATES OVERPAYING FOR ...

A flight or hotel. Joyce not only travels globally to generate sales, but also to find new mills and create new products.

GIVING BACK ...

Joyce's husband, Maya, has been battling Parkinson's for more than 20 years, so the core of Joyce's philanthropy is the **Rehabilitation Institute of Chicago**, where Maya has received care and treatment that has improved his quality of life. The company will be sponsoring RIC's annual art auction fundraiser this year, "ArtFutura: Art in Motion," in May.

BEST PART OF HER JOB ...

"Working together to create a legacy."

—**LL** (Additional reporting contributed by Tate Gunnerson)



Barbara Turf

CRATE AND BARREL
Winnetka

HER SUCCESS STORY...

For four decades, Barbara Turf has shaped Crate & Barrel's distinctive look and style, but this April, she will retire and Chief Operating Officer **Sascha Bopp** will succeed her. Starting as a part-time sales clerk at the Northbrook-based company, Turf rose through the merchandising ranks and became CEO in 2008. During her tenure as CEO, Barbara personally spearheaded the launch of the company's **CB2** brand and **The Land of Nod**.

A HAPPY CHILDHOOD ...

She grew up in a Chicago neighborhood, in what was referred to as Little Italy. "It was a close-knit community, where everyone knew their neighbor and family connections. I enjoyed the secure surroundings of this neighborhood sanctuary; I remember my childhood as fun and worry-free, and I am still in touch with my some of those friends."

BIGGEST RECENT ACCOMPLISHMENT ...

"Professionally, steering the company through the worst economic period in our history. Personally, my three children, who have grown to become wonderful, successful people in their own unique ways."

FINDING BALANCE ...

"It's always an ongoing challenge; I had a better work-life balance in the earlier years of my career, but as the company grew and my role became much larger, particularly in the last several years, it has become more uneven. Just recognizing that helps give me the opportunity to look at ways to improve."

FAVORITE PASTIME ...

Shopping. The experience of searching, finding, connecting and buying never gets old for Barbara.

BIGGEST INDULGENCE ...

"I love fashion and beautiful accessories. I am completely taken by great design and wonderful materials."

HER CAUSES ...

Barbara is an avid supporter of breast cancer research and other humanitarian causes. Her intention is to become more involved in education.

BEST PART OF HER JOB ...

"Without question, the ability to travel and develop wonderful relationships with amazing people around the world."

LIFE LESSON ...

"Inaction is far worse than the wrong action or decision."

—**SBN**



Sally Pofcher

PAPER SOURCE
Wilmette

HER SUCCESS STORY ...

Sally Pofcher's history can be traced back through several spots on the North Shore: She attended **St. Athanasius School** and **Evanston Township High School**, earned an M.B.A. from **Northwestern's Kellogg School of Management**, and is now raising a family in Wilmette. After stints at **McKinsey & Company** and **Gap Inc.**, the executive took over Paper Source in 2007 to oversee the Chicago-based brand's national expansion, after a private equity firm purchased a majority stake in the small, then-disorganized company. Since then, she's led Paper Source to open more than 30 new stores, create more than 400 new jobs and approach \$75 million of revenue annually. Yet, her refrain in our conversation was "there's always more you can do."

BEING REAL AT WORK ...

"One of my mentors was extremely candid and authentic. People at the highest levels of management can become pretentious about their seniority. I feel totally myself in this role and at this company, and that's one of the most satisfying things."

POINTS OF PRIDE ...

"Building this team of talented people. Taking the nugget of a retail concept and turning it into something profitable, healthy and growing. And it still feels special." Founder and longtime Wilmette resident **Sue Lindstrom**'s slogan for the company, "Do something creative every day," is a mantra for Sally.

A NEW BABY AT AGE 44 ...

Feeling triumphant at work, Sally began to think about what she wanted to accomplish personally last year. A third child—due this spring—was at the top of the list. "I have many doctors to thank."

FAMILY TIME ...

Sally never misses her kids' school events, has family dinner every night, sees her kids in the morning and goes to all their sporting events.

WORKOUT ...

"I'm no **Christy Coughlin** [*referring to Make It Better's fitness columnist*]. But usually, I make it to **The Dailey Method** three times a week."

DETESTS ...

Produce left to go bad in the fridge.

GUILTY PLEASURE ...

Young adult fiction. "I love 'The Hunger Games.' "

GIVING BACK ...

While Sally has been involved in many causes, including the **Boys & Girls Clubs** and her children's schools, her major effort recently is "creating a healthy work environment for hundreds of people."

CAREER ADVICE ...

"Do work you like, and consider your first job your launch pad."

BIGGEST ACCOMPLISHMENT ...

"My children. They're the most important thing."

—**LL**

PHOTOS COURTESY BARBARA TURF AND SALLY POFCHER



Carolyn Gable

NEW AGE TRANSPORTATION, DISTRIBUTION & WAREHOUSING
Kildeer

HER SUCCESS STORY...

Carolyn started her working life with only a high school degree. Her family was unimpressed at her prospects, but she learned business skills waiting tables and as a customer service representative for a freight company. When the trucking industry was deregulated, the single mother of seven made a very big leap and opened her own Lake Zurich-based transportation company out of her townhouse. That was in 1989. Today the company has revenues in excess of \$30 million, and Carolyn is dedicated to championing opportunities for other single moms.

RECENT BEST ...

Asked to be on the Fetzer Institute's Advisory Council on Business Professions. The Institute's goal is to promote love and forgiveness in the world through generous grants to organizations. Their goal neatly aligns with Carolyn's personal philosophy.

ROLE MODEL ...

Carolyn's aunt, **Josephine Lawton**, started at **Carson Pirie Scott** as a sales girl and worked her way up to a become a senior vice president. Not only did she break the glass ceiling for many women, "Aunt Jo nurtured all of us. She believed in me even when I was just a waitress and not in college."

FAILURE ...

"Being divorced. It's difficult to have success in one part of your life, and have another part that you just can't get right," says Gable.

WORK/LIFE BALANCE ...

She still has three kids at home: one in 7th grade and twins in 9th grade. "I'm good at juggling. If you give me 20 plates to spin, I'll ask for 21."

FAVORITE WAY TO SPEND HER DOWNTIME ...

At her weekend home in Lake Geneva, where she loves to gather friends and family.

GIVING BACK ...

Carolyn is passionate about helping single moms succeed. Her foundation is hosting a retreat in April, "It's All About Women," to help women face life's challenges. For more information, including details on scholarships, go to carolyngableretreats.com.

LIFE LESSON ...

"Life is not about you. It's about serving everybody else. Enjoy your life, but remember we're here to help and serve, and when you're in that mindset, more comes back to you—more business, more love—life becomes incredibly richer."

—**LH**

PHOTOS COURTESY OF CAROLYN GABLE AND JOYCE ROMANOFF



Joyce Romanoff

MAYA ROMANOFF CORPORATION
Northbrook

HER SUCCESS STORY ...

Years ago, when Joyce met her husband, **Maya Romanoff**, an internationally recognized artist and textile innovator, a new world opened up to her. "A world of entrepreneurship, as well as art and beauty," she recalls. "I was interested in art and design, but never thought I would make it my career." In her roles as Vice President of Sales & Marketing and President, a position she took over in 2004, Joyce has used her business background to take Maya's creative spirit and make it increasingly profitable. During her tenure, the company became an industry leader for luxury surfacing materials. Her accomplishments include relocating the company to a state-of-the-art facility in Skokie, increasing productivity and sales, expanding distribution globally and generating sales revenue approaching \$20 million.

ON TAKING RISKS ...

"My husband was not a big risk-taker," she says. "He ran the business without any debt. I maintain that, but want us to grow."

BOLD MOVE ...

Joyce opened two showrooms, one in Chicago and one in New York, within a single year. "Whether I consider it an accomplishment is too soon to tell. I made the decision from my gut."

BIGGEST MISTAKE ...

Rushing ahead. "Sometimes, in the product development stage, I get excited and want to introduce a new product to designers as soon as possible, before it's ready. My exuberance has cost us money and caused heartache."

KEEPING IT IN THE FAMILY ...

Joyce and Maya's family are deeply woven into their business. Four members of their family are in key positions in the company. "I feel blessed that I am able to enjoy my family at work as well as home."

WORKS OUT ...

With a personal trainer.

ALWAYS WILLING TO SPEND MONEY ON ...

"My five fabulous grandchildren. End of story."

HATES OVERPAYING FOR ...

A flight or hotel. Joyce not only travels globally to generate sales, but also to find new mills and create new products.

GIVING BACK ...

Joyce's husband, Maya, has been battling Parkinson's for more than 20 years, so the core of Joyce's philanthropy is the **Rehabilitation Institute of Chicago**, where Maya has received care and treatment that has improved his quality of life. The company will be sponsoring RIC's annual art auction fundraiser this year, "ArtFutura: Art in Motion," in May.

BEST PART OF HER JOB ...

"Working together to create a legacy."

—**LL** (Additional reporting contributed by Tate Gunnerson)



Lindsay Gaskins

MARBLES: THE BRAIN
STORE
Chicago

HER SUCCESS STORY ...

Lindsay Gaskins knows a thing or two about failure. When she started her Brain Store, it was a kiosk in Schaumburg's **Woodfield Mall**, and days went by with no merchandise sold. "It was a career low," she recalls. But Lindsay also

knows about comebacks, from playing basketball at **Wesleyan University**, where her team lost for an entire season. She restarted the Chicago-based company with a brick-and-mortar store later the same year, and every year since Marbles' revenue has more than tripled—from \$250,000 in 2008 to approaching \$9 million in 2011. The company, which offers healthy, expert-tested brain games for people of all ages, now boasts 18 stores and a website, and Gaskins is rapidly expanding, targeting 100 major malls across the country. Her ultimate goal is to take the company worldwide.

RECENT BEST ...

Her daughter, **Louise "Lulu" Gaskins Barnard**, now almost 2 years old, with her wife, **Laura Barnard**.

ROLE MODELS ...

"My parents had a huge impact. My dad, who was President of the **Burlington Northern Railroad** at one point, inspired me to be a business leader. My mom raised me with careful attention to morals and being a good person."

ROAD NOT TAKEN ...

Lindsay has a teaching degree and completed her student teaching, but then decided to go in a different direction. Her business career has included working at the **Boston Consulting Group**, and on the corporate strategy team and as a buyer at **Sears**.

INDULGENCE ...

"Shopping—I love clothes! My dream is hands-free shopping, with no bags or purses, just trying on tons of things."

BEST JOB PERK ...

"I get to play with games! One of my favorites is Hive, a two-player strategy game that's kind of chess-like. A new one is Telegruve, a memory game that combines a game of telephone with dancing." Marbles has started to invent their own games—they'll be coming out with 25 new ones this year.

THE ENTREPRENEUR'S LIFE ...

"I don't think any entrepreneur has a good work-life balance, because you feel responsible for your business, so you're always thinking about it. It's hard to put it down. I really love working, but I also value family time. Luckily, I have a great support system at home."

HER "ME" TIME ...

Going to the movies.

GIVING BACK ...

Lindsay is an occasional speaker on the subject of entrepreneurship, most recently with the Network for Teaching Entrepreneurship (NFTE), which brings specialized training to high-school students, particularly in low-income communities.

HER BEST ADVICE ...

"Surround yourself with a good team—with people who match your weakness and can help you be a better businessperson and leader. Listen. It's easier to be with people you just get along with, but you'll benefit from alternate points of view and a challenging environment. We wouldn't have been successful without a lot of opinions, and different personality types working together."

—LL



Desirée Rogers

JOHNSON
PUBLISHING
COMPANY
Chicago

HER SUCCESS STORY:

Desirée served as the White House Social Secretary for President Obama and the First Lady, where she spearheaded the establishment of the White House as "the People's House." Throughout her sometimes controversial tenure, she maintained her composure and added her own panache to events large and small. In August 2010, Desirée was named CEO of **Johnson Publishing**, where she oversees *Jet* and *Ebony* magazines.

COVER GIRL ...

Desirée's fashion-forward style landed her on the cover of *WSJ*, the Wall Street Journal's style magazine and in the pages of *Vogue* and *Women's Wear Daily*.

CONTROVERSY ...

When a reality TV star couple crashed an exclusive state dinner, Desirée took the brunt of the criticism. She didn't help her cause when it became known that she was not only running the dinner, but also a seated guest.

COMEBACK ...

According to a recent article in *Women's Wear Daily*, when Desirée took over Johnson Publishing, *Ebony* was in a free fall, with ad pages down 39 percent the previous year. She hired an outside firm to take over circulation; ordered a redesign of the magazine, which by all accounts had gotten stale; and took some risks, such as the recent February cover that features the cast of "Red Tails," instead of the typical loving couple. So far, her changes are working and the magazine reports finishing 2011 with a solid increase in ad pages of 8.6 percent.

—LH

PHOTOS COURTESY OF LINDSAY GASKINS AND DESIRÉE ROGERS



Irene Rosenfeld

KRAFT FOODS,
CHAIRMAN
AND CEO
Kenilworth

HER SUCCESS STORY:

Irene has been with Kraft for nearly 30 years.

EDUCATION:

She holds a Ph.D. in Marketing and Statistics, a Master of Science in Business, and a Bachelor of Arts in Psychology all from **Cornell University**.

Irene recently decided to split Kraft foods into two companies. It's a daring move by the woman named as the most influential woman in business by *Financial Times*. Although Irene declined our request for an interview (as she has declined almost all media requests) we were still able to get some personal insight on the Kenilworth neighbor thanks to the Kraft Foods website.

CHILDHOOD CAREER AMBITION:

President of the United States ... "really!"

FAVORITE KRAFT FOODS PRODUCT:

"I love so many of our products, but if I had to pick my favorite it would be Kraft macaroni and cheese, although Oreo cookies are high up on the list too."

WHY I AM PASSIONATE ABOUT MY JOB ...

"It's great to go to cocktail parties where everyone has an opinion about what you do. But I really enjoy figuring out why people behave the way they do, and then using those insights to develop new products or build stronger relationships with our consumers."

HOBBIES ...

Irene plays the piano and enjoys rollerblading—preferably on paved paths.

SOMETHING THAT FEW PEOPLE KNOW ...

Growing up, Irene was extremely athletic and competitive. She played four varsity sports in high school and went to Cornell because they had a fabulous women's athletic program (and the academics weren't bad either).

—LH

PHOTO COURTESY OF IRENE ROSENFELD



MORE THAN CREDENTIALS. A PROFESSIONAL NETWORK FOR LIFE.

GRADUATE PROGRAMS IN:

- > BUSINESS
- > COUNSELING/PSYCHOLOGY
- > EDUCATION

Advance your career with a graduate degree from National Louis University.

For more than 125 years, National Louis University has been providing professionally focused, people-centered education to adults in Chicago and beyond. NLU is for busy students seeking a supportive peer learning environment, flexible programs and accomplished instructors determined to help them achieve their goals. At NLU, you'll get more than a degree—you'll gain a network of lifelong colleagues and connections.

LEARN ABOUT YOUR DEGREE OPTIONS TODAY!

REQUEST MORE INFO www.nl.edu/info



NATIONAL
LOUIS
UNIVERSITY

1886

CHICAGO ELGIN LISLE SKOKIE WHEELING ONLINE