

BusinessWeek

OCTOBER 11, 1999

THE MCGRAW-HILL COMPANIES



A monthly supplement for entrepreneurs
Appears opposite page 90

Telecom

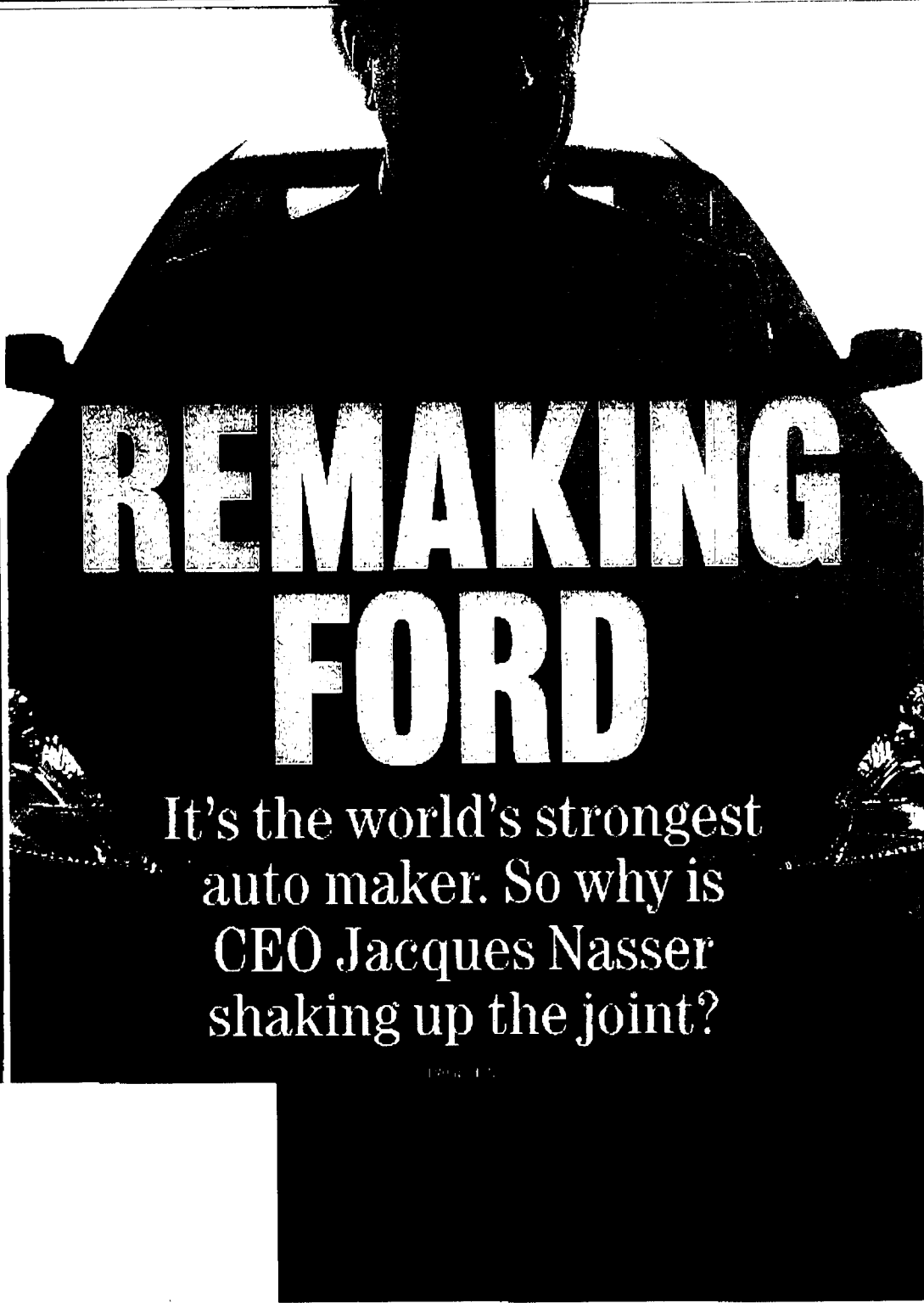
Rate wars go global

Mutual Funds

3Q: Winners and losers

Careers

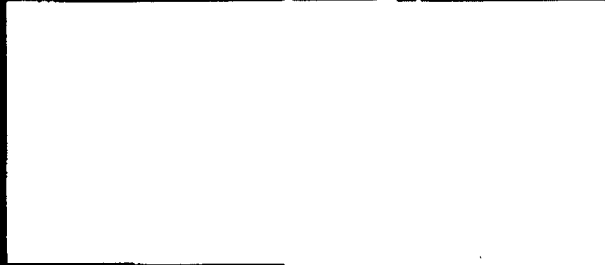
How to switch to a dot.com job



REMAKING FORD

It's the world's strongest auto maker. So why is CEO Jacques Nasser shaking up the joint?

By [unreadable]



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tion covers five topics: fathers, mothers, time management, work options, and transitions to and from work. Each section links to tip and fact sheets, book recommendations, and relevant organizations. The work-options section, for example, offers tips on making part-time employment work for you, running a home business, telecommuting, and revising company policies to encourage fathers to be involved parents.

Many of the issues the parenting sites address are gender-neutral. Family.com offers suggestions on how to start a parents' support group at work, how to ask for flextime, and how to hire a babysitter. To ask for flextime, for example, it recommends approaching management with a group of people to show broad-based interest. It also suggests offering your manager a time line of when certain projects will be completed to alleviate productivity concerns.

Message boards are extremely helpful in keep-

ing working parents connected to each other and thus they're a popular feature of parenting sites. Parentsplace has a comprehensive message-board section on some 35 subjects, each broken down into many subcategories. Under "kids' health" are allergies and vaccines, while "child development" includes sibling rivalry and shy children. Two that are especially helpful to working parents are "working" and "at-home parent." In a discussion on "the balancing act," a working mom in Orlando invited others like her in central Florida to join an e-mail community she created.

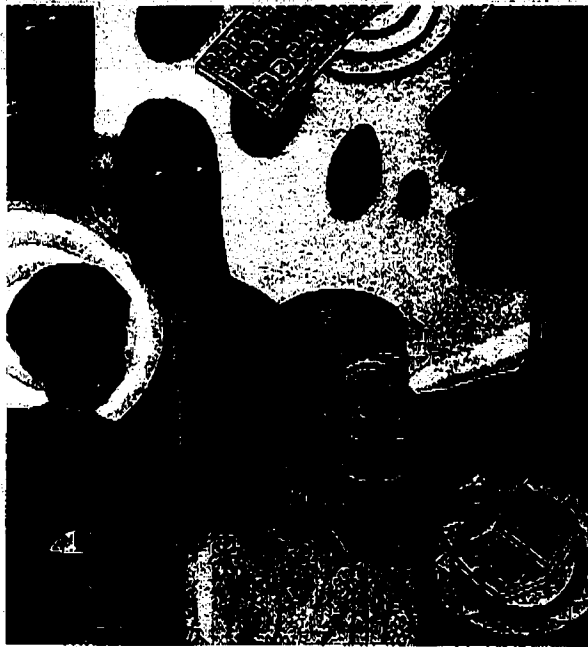
For the most part, these Web sites cover similar topics, but in a slightly different style or tone. Some have an academic flair while others are bit a more whimsical. Yet they all aim to give time-crunched working parents a place to easily tap resources and connect with others who are living the same kind of whirlwind life. □

WHERE WORKING MOMS CHAT—OFFLINE

As a full-time journalist and mother of two, I've found it nearly impossible to connect in a meaningful way with other mothers who have careers. It seems as though everyone is in the midst of a never-ending balancing act. So when my good friend and neighbor, Anne Angowitz, founder of the Preferred Placement legal and executive recruiting firm in Manhattan, suggested I attend a dinner of the newly formed Working Mothers of Chappaqua in our New York suburb last February, I gladly agreed.

The group, now renamed Second Shift, is the brainchild of Mara Saperstein Weissmann, an attorney at an international law firm in New York, and another mother of two. She wanted to bring together all the professional women she had met on the train platform commuting into the city but never had time to talk to. On a whim, she called a local restaurant to book a table for 15, printed out invitations for a dinner, and asked Angowitz and another friend to hand them out to professional women they knew in town.

At the first dinner last November, 88 women showed up. "It was confirmation that there was a tremendous



need for such a group," says Weissmann. From a questionnaire and general discussion, it was clear that the women wanted a low-key, social networking group for business development, with periodic speakers and quarterly meetings. Word spread. I attended the next dinner, as did television producers, entrepreneurs, psychologists, bankers, and clothing designers.

Weissmann incurred the initial incidental expense of invitations,

nametags, and party favors of notepads and pencils.

There is now a \$25 membership fee that will pay for future expenses, such as the cost to compile a business networking guide. The handbook, being created by a member, will briefly describe the professions of all the participants. "I got the group off the ground but it is essentially running itself now," says Weissmann, who has more than enough volunteers to help. Although the group is barely a year old, members have seen concrete results. Weissmann, for one, landed a legal client. "So far, we're in the feel-good stage, letting these women know they aren't alone," she says.

On a personal level, I find it gratifying to be in the company of other women who can identify with my need for professional fulfillment and yet understand the ever-present feelings of guilt that I'm not home with my sons, ages 11 months and 2½. For our November dinner, Weissmann has invited our newest neighbor, Hillary Rodham Clinton. We're still waiting for a reply, but whether the First Lady comes or not, I'm eagerly awaiting the next meeting.

Toddi Gutner