

Individuality, hard work lead to success—UNL master

By Alice Hrnicek

According to a woman executive who once held a job formerly occupied by Hugh Hefner, in order for a woman to advance in the business world she has to "know herself and work like hell."

Phyllis Crawley, vice president of corporate communications for Esquire, Inc., which publishes Esquire Magazine, doled out her views on what it takes for anyone to work upward in management.

Crawley participated in UNL's Masters' Week last week as a returning alumna who completed graduate studies in the Teacher's College and theatre department in 1966. The annual masters week, sponsored by Innocents and Mortar Board senior honorary societies in cooperation with the chancellor's office and the student

alumni board, offers students and faculty a chance to share in the experiences of distinguished alumni.

Anxious to share

Although she presented no formal speeches, Crawley said she spent the week "telling people who I am, where I've been and where I want to go." She added that she was anxious to share her experiences with anyone who is interested in how she has advanced and who doesn't expect her to provide a magic formula for getting ahead in general.

"It's important to look closely at the skills or talents of an individual regardless of whether they are a man or a woman," she said.

Crawley went from a small high school to UNL to a position in New York. After obtaining a degree from the Teachers

College, she taught high school for two years. Returning to the university, she pursued graduate studies in the theater department.

No New York teaching

After completing her thesis at UNL, she married an actor and they moved to New York where she was unable to find a teaching assignment.

Looking elsewhere for employment, Crawley found a job as a secretary for Western, a publication company. She worked in the textbook division and advanced to take over an editorial position for political science text books.

Deciding that she didn't like editing, she suggested to the company that they needed an advertising department. Crawley became the manager.

When Western was sold to Pegasus in 1970, Crawley switched companies and took over as the first woman director of publicity for Esquire Magazine and Gentleman's Quarterly.

Public relations proposal

In 1974, Crawley felt she needed to do something more so she looked to the parent, company, Esquire Inc., and proposed that it would be more efficient to house a public relations committee rather than relying on an outside firm. She was appointed to a supervisory position and elected as the first woman vice president in the company.

Crawley noted that there are 10 other vice-presidential positions and four higher offices, all occupied by men. However, several women have been promoted recently to vice presidential posts in companies owned by Esquire, Inc.

"I hope that my presence and influence has somewhat affected the program in the three cases," she said. "I think I have made more men aware of the contribution a woman can make. That's something I have wanted to accomplish."

A year ago, the parent company sold Esquire Magazine, so Crawley pointed that she is working exclusively for Esquire, Inc.

Hints offered

The executive offered a number of hints which have helped her on her road to high management. She said that first a wo-

man needs to set specific and concrete goals and pursue them.

"They should not duck the fact that they're women," she said. "They should pay serious attention to the skills they have and the skills they need to fill objectives."

"Then they should look at the place objectives might be met and match those skills with what company has."

After getting the attention of the management, a woman should perform up to or above par, she said.

"This is what counts," she said, adding, "if you define the problem and see how to solve it, your chances are better."

Crawley reported that the university has vastly changed in the 12 years she has been away.

"The facilities and structures are much more sophisticated than I remember," she said. "There is an important concern for the students and their welfare beyond the classroom experience that I didn't feel then."



Photo by Bob Pearson

UNL Master Phyllis Crawley

Regents . . .

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Marienu agreed with Wagner's suggestion. "I think it would be a good idea to have the university counsel rule on that," Marienu said.

Wagner said he was concerned with the credibility of the credit union.

"I'm not so sure they've complied with everything," he said. Checking with an attorney would "assure a safety factor," he said.

In other action, the regents:

—approved increasing the budget for sports center improvements from \$805,000 to \$852,000 because of changes needed in the structure's foundation;

—approved increasing the 1980-81 capital construction budget request from \$97,200 to \$215,000 because of misinterpretations of how outside areas at the Curtis Animal Holding Facility are to be constructed;

—approved a new specialization within

UNO's college of business administration in business information systems;

—approved Dr. O Garland Bare, UNL Health Center's chief of staff, as director of the center;

—approved the appointments of Richard Dean, financial aids director at the University of Tulsa, Okla. as UNL director of scholarships and financial aids;

—passed a resolution commended the UNO Mavericks and their coaches for a successful football season.

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