



Annual Symposium 2019

Keynote Morning Address

Carol Lavin Bernick
Lessons Learned in Philanthropy & Life

Carol Lavin Bernick

CEO – Polished Nickel Capital Management



Retired Executive Chairman of the Board –
Alberto Culver



Immediate Past Chairman of the Board –
Northwestern Memorial Healthcare



Chair Elect – Tulane University



Founder – Friends of Prentice



Founder – Enchanted Backpack



Author – *Gather As You Go*



♥ Mom of 3 + 3, Grandma of 8! ♥

“Effective philanthropy requires a lot of time and creativity – the same kind of focus and skills that building a business requires.”

– Bill Gates



Northwestern
Medicine

Lavin Family Pavilion



Giving a Gift with Impact

It's easy to give money to charity, but it's sometimes harder to make an impact. When you give a gift, can you "see or feel" the impact? That is what we try to do. One of my favorite examples:

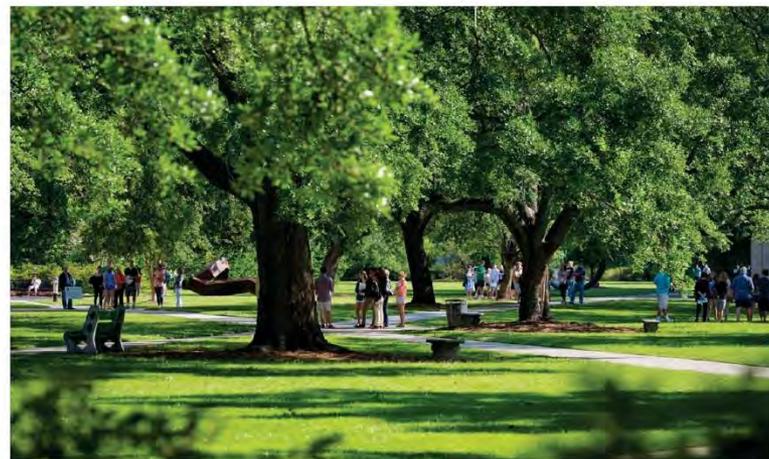
Hurricane Katrina hits the city of New Orleans (NOLA). The city is devastated and so is my alma mater, Tulane University. A huge percentage of the university's buildings are flooded, and there's no power anywhere for months so all the dorms have mold. Housing for the faculty is nonexistent. I could go on for paragraphs. I am on the board of Tulane, and of course, all the efforts of the university leadership are focused on how to get the school back open. Scott Cowen is the president of Tulane during this horrendous time, and we are so incredibly lucky to have him as our leader. He is wicked smart, works as hard as anyone I have ever met, and frankly, he is an all-around good guy. He needs money—and a lot of it—to rebuild Tulane. Major donation requests are under way. I fly to NOLA for our first board meeting after Katrina. I cry, as does anyone who sees the incredible mess of this city I love. I go to the campus, and there is no green grass. The quads and fields are all a dead-looking gray. This once lush campus is just plain ugly. The live oaks are pretty much there, but the shrubs, flowers, and many trees are simply gone. I am supposed to send my daughter back here in January, and the entire campus looks pretty darn awful.

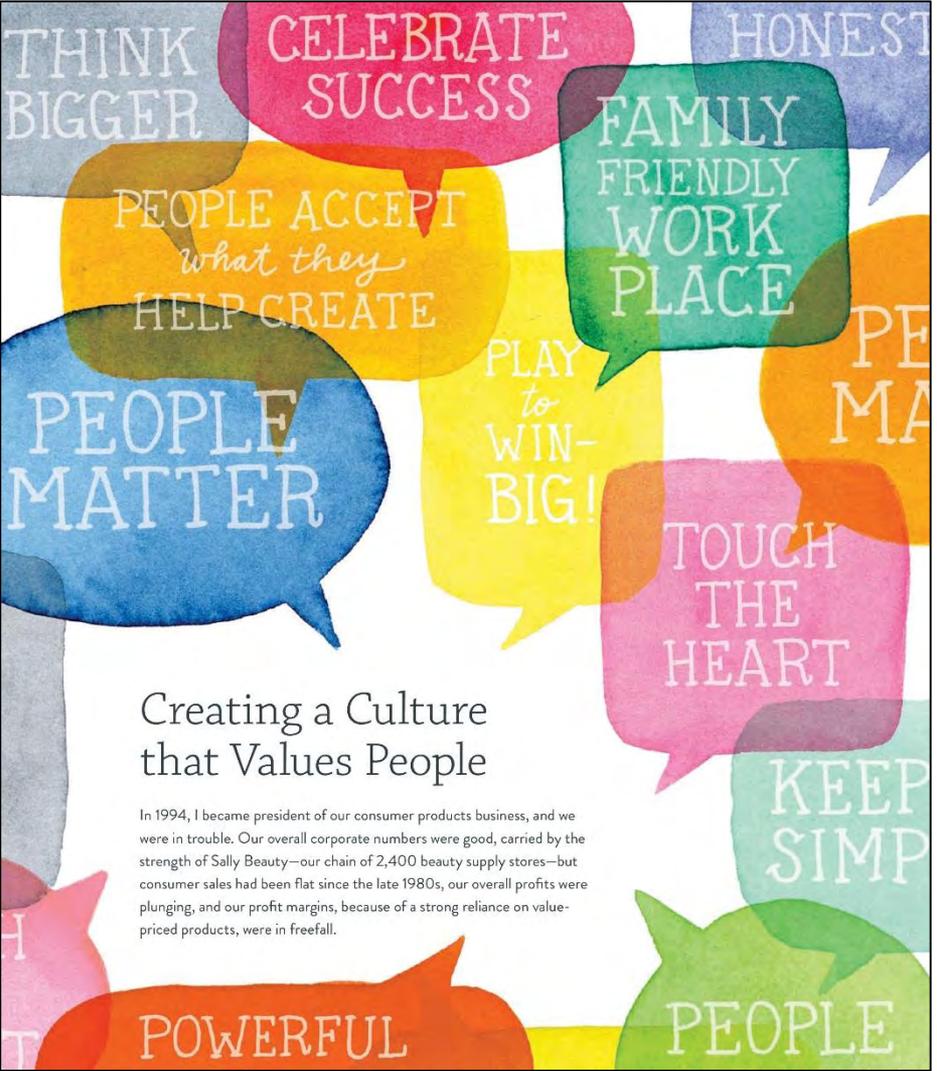


Giving a gift that I knew would have impact.

As I am driving to the board meeting, I see one house on St. Charles Avenue that has been decorated for fall. All the houses around it look desolate, but someone has put out fall décor, and the house looks like a godsend in the middle of blue tarps and ugliness.

I decided right then and there to make a second donation to Tulane. I was sure Scott Cowen would not understand my gift, so I went to the number two in the university, who was a woman, and gave a large, anonymous gift to bring "green" back to the campus. This was money for landscaping: grass, bushes, flowers, and trees. If we couldn't get the materials from Louisiana, we could bring them in from other states. But the gift had to be spent in the next three months, and 100 percent of it had to go to re-green the campus. I knew how important that would be to the parents of returning kids, and to the kids themselves. I knew the campus would be a place where people would come to spend time and knew that the city would be rebuilt. Tulane was one of the largest employers in NOLA. We later coined a saying: "As goes Tulane, so goes the city of New Orleans." So many news conferences took place on Tulane's GREEN quad. This was all about giving a gift that I knew would have impact.





Creating a Culture that Values People

In 1994, I became president of our consumer products business, and we were in trouble. Our overall corporate numbers were good, carried by the strength of Sally Beauty—our chain of 2,400 beauty supply stores—but consumer sales had been flat since the late 1980s, our overall profits were plunging, and our profit margins, because of a strong reliance on value-priced products, were in freefall.

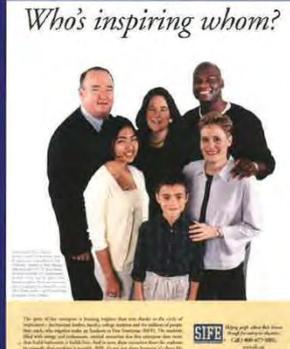
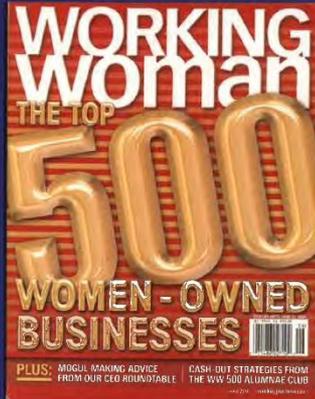
“The key is about integrity, trust, understanding the needs and desires of your people, and being there to help them succeed.”

.....

“The best philanthropy is not just about giving money but giving leadership. The best philanthropists bring the gifts that made them successful – the drive, the determination, the refusal to accept that something can’t be done.”

– Tony Blair

Working Woman Recognizes Alberto-Culver as one of the Top Ten Women-Owned Firms in the Country



In 1973, the YWCA of Metropolitan Chicago honored Bernick for her Business Achievements. In 1992, Carol was honored with the same award. She used the occasion to present a major gift in honor of her mother to the YWCA day-care education programs.



Carol and the company have been long-time supporters of Students in Free Enterprise. Carol has both judged competitions and spoken at various events. This salutes a keynote address she gave to a SIFE national convention.





**Big Shoulders Fund:
58 Lavin Scholars**

**Underwrote:
CC's Little Village
Of
Boys & Girls Club**

CC's Wishlist:

**Big Shoulders Fund
Boys & Girls Club of Chicago
Breakthrough
CAEEL
Children's Home & Aid
College of Lake County
Columbia College
Cradles to Crayons
Friends of Prentice
Glass Slipper Project
Jewish United Fund
Holiday Home Camp
Lakeview Pantry
Lazarus House
Little Brothers – Friends of the Elderly
Night Ministry
Northwestern University
Sarah's Inn
Sunrise
Thresholds
WINGS
Year Up**

The Friends of Prentice

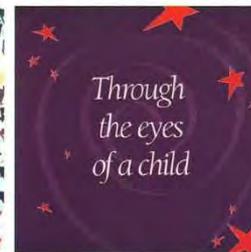
A decade ago Carol Bernick founded Friends of Prentice, a support group of young business people and professionals, to support Prentice Women's Hospital. The group has raised millions of dollars to fund Prentice programs and its research into women's health issues.



Technically superior yet warmly compassionate care that is the trademark of Prentice. It is a rare combination in an Academic Medical Center, a combination which continues to attract more and more patients each year and brings them back. Many women will not go anywhere else for their unique health needs. They come to Prentice because they know it attracts outstanding physicians, nurses and other health professionals who are, very simply, the best in their fields. Perhaps that is why, in just a few short years, Prentice has earned a reputation as the premier women's health care institution in the region.



Celebrate
 JOIN FRIENDS OF PRENTICE
 AS WE TAKE IN THE SUMMER STARS
 AND FUND THE CRITICAL RESEARCH
 NEEDED TO ENSURE THE FUTURE OF
 WOMEN'S HEALTH. SET YOUR GAZE
 Under the
 Summer Sky



“Philanthropy can be integrated into business. I believe strongly that companies can be incredible agents of good in the world.”

– Marc Benioff

Harvard Club of Chicago Honors Carol Lavin Bernick and the Lavin Bernick Families



The Harvard Club of Chicago requests the pleasure of your company at the Annual Award Dinner honoring Carol Lavin Bernick and the Lavin/Bernick Families Saturday, the eighth of March Two Thousand Three The Drake Hotel, Chicago Dinner 6:30pm MIMA \$2 Chairman and Chief Executive Officer Bank One Corporation* Speaker Executive Secretary Allick Dinner seven-fifty cashed Black Tie Optional

Carol is a champ

The Harvard Club of Chicago, 2002 annual dinner of honor, honored Carol Lavin Bernick, CEO of Bank One, for her leadership of the bank's successful merger with First Chicago Bank and her vision of service and integrity to its customers.



Honoree Carol Lavin Bernick with her husband and daughter



Carol Lavin Bernick with her husband and daughter



Carol Lavin Bernick with her husband and daughter



Carol Lavin Bernick with her husband and daughter



Carol Lavin Bernick with her husband and daughter

PARTIES



(From left) Suzanne McCullough of Waukegan, Marshall Field of Lake Forest, honoree Carol Lavin Bernick and Harvard Club of Chicago president Joan Challenger of Winnetka.

The Harvard Club of Chicago honors Lavin/Bernick families

The Harvard Club of Chicago will hold its annual Award Dinner March 8th at the Drake Hotel. Honored will be Carol Lavin Bernick and members of the Lavin/Bernick families, one of the most civic-minded families in the Chicago area.

Together they built the Alton-Chalver Company into one of the area's largest corporations and their philanthropic activities have been just as impressive. Most notable has been their support of Prentiss Women's Hospital of Northwestern Memorial Hospital and the Rehabilitation Institute of Chicago.

About 30 members of the Harvard Club of Chicago board of directors and guests met the honorees during a reception at the Mid-America Club on Jan. 5.

During the reception it was announced that Janice Dunton, who holds an MBA from Harvard and is chair and CEO of Bank One, will be guest speaker March 8. The title of his talk will be "The Challenge of Management," a reflection on the lessons he has learned during his first three years at Bank One and his views



Janice Dunton of Evanston.

on how corporations will need to manage themselves going forward in today's world. Tickets to the dinner are \$99 per person or \$55 for those who have been out of college for less than 10 years. For information, call (847) 256-1211.



Honoree Leonard Lavin of Glenview with Kenneth Bernick of Lake Forest.

The Harvard Club of Chicago

Award Winners

- 1967 Herman Dunlap Smith '21*
- 1968 Mrs. John V. Spangher**
- 1969 William Raymond Hartmann*
- 1970 Charles Duggitt Harvey*
- 1971 Elsie Walker
- 1972 Mrs. Mary Ward Woloski**
- 1973 William McConeck Blair*
- 1974 Louis M. Godler*
- 1975 Harold F. Graustaine*
- 1976 Robert E. Bracker
- 1977 Mr. William Wood Pryor**
- 1978 Mrs. William Wood Pryor**
- 1979 Mrs. Joseph Egan**
- 1980 Edward F. Elkman*
- 1981 Maxwell Field V.
- 1982 George E. Johnson
- 1983 Marian Douglas
- 1984 William C. Spangher, Jr.**
- 1985 Martin M. Lloyd
- 1986 David J. Terra*
- 1987 Jerome H. Sussan
- 1988 Arthur Rubell*
- 1989 Stanley M. Pressberg
- 1990 Harlan E. Chaffin*
- 1991 James J. O'Connor
- 1992 Irving B. Horan
- 1993 James W. Conyatar
- 1994 Newton M. Moore
- 1995 Sherwin Weinstein
- 1996 Lester Crowe
- 1997 Elyse Lasker**
- 1998 Howard Perker
- 1999 Martin J. Kofsky
- 2000 Robert W. Collins
- 2001 Robert A. Pritsker
- 2002 Sandra A. Jinsky
- 2003 John H. Bryan
- 2004 Raymond J. Frenkel
- 2005 Sherry Walsh Ryan
- 2006 The Edward Byron Smith Family
- 2007 De Stefano Lardin

*Deceased
**Program Illustration
John A. Holstad, Jr. '42, MAR '48

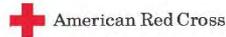
The Harvard Club of Chicago

Founded 1857

- 1994-1995 PRESIDENT: John A. Challenger '73
- VICE PRESIDENTS: Stephen W. Hunt '73; Adria M. Cypriotti '96; Alan D. Hartmann '95
- SECRETARY: Joel H. Schreiber MCBP '82
- ASSISTANT SECRETARY: Amy S. Beckman, Drexel
- TREASURER: Thomas Barham, LLB '78
- DIRECTORS: Thomas M. 2002; Stephen W. Hunt '73; Brock C. Miller-Sinkov MIA '75; Nancy Forster; Richard W. Sussan '90, MBA '93; Tony H. Wrasidlo '78, MBA '79; Peter G.R. Brown '72, JD/MBA '79; James J. Clarke, II '71; Daniel J. Ford '78; Michael J. Cronin '81; Paul J. Pomeroy '73, MBA '82; Elaine Fulmer Gray PhD '57, LLB '58; Martin J. Hill '89; Alan H. Hartmann, TG; Robert A. Hurlbut '81, MBA '83; William L. Foster '87; Nancy Kohn, MPH '88; J. Andrew Longenecker '88; William E. Lear, MBA '83; Stephen F. McCullough, BA '71, PhD '81; Peter H. Rubin, MBA '74, LL.M. '74; Kenneth V. Bernick, MBA '74, LL.M. '74; David M. O'Brien '79, JB '86; Amy P. Finkle; Nancy Poterak '81; John A. Brady PhD '81; John A. Keener MIA '80; Michael S. Sussan, JD '80; Olga Spole '92
- James M. Stone '66, MBA '82; Anne Day '82; Alexander Study, Winnetka '78; William Ab. Mr. PhD '74
- Glenn and 2004; Mary S. Allen '73; William Bernard, LLB '78; Richard C. Bernick '90, MBA '91; Peter Chan '84; Adria M. Cypriotti '96; John L. Choi '96, JD '96; Benjamin J. Anderson, Esq. MCBP '53; Marshall Field, V '82; Alan C. Gledhill, '88; Margaret H. Greenblatt '96, MBA '99; Krista Gray, III '88; Kenneth V. Hurlbut '71, MBA '79; J. Andrew Hartney '87; Stephen F. Leland '94; Daniel P. Mann '93; El. George Mann '98; Margaret J. McCullough '92; Stephen H. Pomeroy '86, JD '71; Robert H. Rubin '82; Joel H. Schreiber, MCBP '82; Alan Sussan '78
- PRESIDENT'S COUNCIL: Richard C. Bernick '90, ME '81; Helen McNeil, Esq. Cleveland '91; Craig J. Cull '75; Anne "Becky" Dunn '88; Susan Soble, Pooling HRP '92; Mike M. Davis '81; Anne Black, Graduate HRP '96; David Goffe '78; Kenneth V. Bernick '74, MBA '74; William F. Hill '81, MBA '85; Alan W. Hartmann '85; Kenneth G. Rowley '85, ME '88; Robert H. Hartney '82; Lawrence Howe '82; Thomas J. Lavin '82, MIA '75; Christopher G. Davis '92

“Ultimately, leadership is not about glorious crowning acts. It’s about keeping your team focused on a goal and motivated to do their best to achieve it, especially when the stakes are high and the consequences really matter. It is about laying the groundwork for others’ success, and then standing back and letting them shine.”

– Chris Hadfield



Giving Back

From Generation to Generation

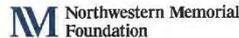
THE LAVIN FAMILY FOUNDATION



THE LAVIN FAMILY SUPPORTING FOUNDATION
of the Chicago Community Trust

THE HOWARD AND CAROL BERNICK FAMILY FOUNDATION

THE BERNICK FAMILY FOUNDATION OF THE JEWISH FEDERATION



These are groups to which multiple or important gifts have been made!...

WTTW-Chicago



Unicef
Lincoln Academy of Illinois
Maryville Academy
Junior Achievement of Chicago
Farm Aid
Alzheimer's Association
Chicago Botanic Garden
Upper Canada College
American Cancer Society
United Cerebral Palsy/Infinitach
Catholic Charities
Greater Chicago Food Depository
The Chicago Network
Literacy Chicago
Children's Christian Fund
Little City Foundation
Economic Club of Chicago
Commercial Club
Intl Committee of Artists for Peace
American Committee for the Weizmann Institute of SC
Marine Corps Scholarship Foundation
Juvenile Diabetes
San Diego State University
Midtown Education Foundation
Lamb's Farm
Toys for Tots
Make-A-Wish Foundation
Hales Franciscan High School
American Heart Association
Fenwick High School
Partners Home Care
Mercy Home for Boys & Girls
John Hopkins
Chicago Horticultural Society
Shriner's Hospital for Children
Students in Free Enterprise
Girls, Inc.
CIVITAS Initiative
Art Institute of Chicago
Founder Millenium Park



Rehabilitation Institute of Chicago
American Jewish Committee
Barnes Jewish Hospital
St. Jude Childre's Research Hospital
Urban League
The Lincoln Academy of IL
Gottlieb Memorial Hospital
Children's Memorial Hospital
Tulane University
Children's Miracle Network
Holocaust Museum
University of Toronto
Committee of 200
University of Chicago
Museum of Science and Industry
University of Chicago Cancer Research Foundation
University of Washington
Oak Park Temple
Lincoln Park Zoo
Children's Place
Young Presidents Organization
American Red Cross
United Way
Girl Scouts of America
Lewis University
Am Shalom Synagogue
Parkinson Society Canada
Noble Street Charter High School
Off the Street Club
Jewish United Fund
Washington University in St. Louis School of Medicine
Vanderbilt University
Northwestern University
DePaul University
Avon Walk for Breast Cancer
World Presidents Organization
United Way Alexis DeTocqueville Society
The Weizman Institute
Prentice Women's Hospital
Boy Scouts of America



CREATING A CHARITY: FRIENDS OF PRENTICE

I was asked more than thirty years ago to create a new board for Prentice Women's Hospital. I had just given birth to my second son (high-risk pregnancy) and the hospital wanted a vibrant board to help raise funds and to support the hospital, the doctors, and their research. I was a grateful patient and the hospital administration convinced me to work with them to create a new charity.

It was an interesting time. I was already pretty senior in my role at Alberto Culver, and I was on a couple of other charity boards. I did not want to be part of a "junior board" so I asked people of all ages, from their thirties to their sixties, to join the inaugural board. And I wasn't interested in it being a women's board despite the fact that we would be supporting a women's hospital, so I recruited men as well as women; the initial board had just over 60 percent men. The board was geographically diverse. These were not best friends coming together, and that meant people bonded over the issues and the willingness to do good work for a great cause.

The other key was I didn't have much time, and I was sure my fellow board members were also overcommitted; so I promised two meetings and one event a year. Our first "event" turned out to be customized "Monopoly" board games for which we sold each of the squares to corporations in Chicago. We oversold the first board game, so we created a second. The first one was called "Movers, Shakers and Makers—Chicago Style," which was basically a board game that featured corporations on each square. The second was "Chic Chicago," for which the squares were underwritten by retailers and restaurants. We made great money selling the squares and were oversold on that game as well. At the time, Marshall Field's, the great Chicago retailer, held our opening event.

After our first year, we decided on an "over-the-top themed party" at which people spent big bucks for a table and were entertained with actors and musicians; more than ten thousand (donated) favors were given out (see the "Celebrations" chapter for specifics). We brought in more than seven hundred guests at most events. Over the last thirty years, we are proud to have raised tens of millions of dollars to advance the quality of care provided to women by investing in emerging technologies and medical advancements including groundbreaking



Creative Philanthropy

800 people strong



Raising millions of dollars for
**Prentice Women's
Hospital**



Friends of Prentice Pledge \$1 Million to Campaign

Take a group of Chicago's leading executives and professionals who share a common goal — in this case, providing exceptional women's health programs — and challenge them to break the boundaries in creating fun, exciting, unusual events and what do you get? Concepts that sizzle such as this year's *Le Carnaval du Cirque* sponsored by Friends of Prentice and the announcement of a \$1 million pledge toward The Campaign for Northwestern Memorial Hospital.

"Friends of Prentice events work because our board is a working board in the best sense of the term," said Carol L. Bernick, president of Friends of Prentice and executive vice president of worldwide marketing for the Alberto-Culver Company. "These are leaders who every day add creative spark and drive to their companies and community. When together they focus that collective firepower on a Prentice event — just one of the contributions they make to the Hospital each year — the results are always memorable."

This dynamic group of people came together in 1986 as a philan-



Carol Bernick, president of the Friends of Prentice, with her father, Northwestern Memorial Corporation Life Trustee Leonard Lavin, at *Le Carnaval du Cirque*.

Le Carnaval du Cirque, this year's fund raiser, was held in May as the official opening of the Sheraton Chicago Hotel and Towers. With over 1,100 guests in attendance, the

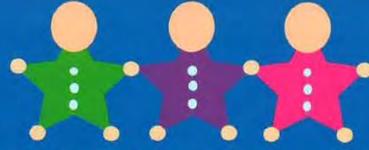
Beach Party", these novelties ranged from beach balls to thongs — all donated or bought at below-cost prices by the board. Each event is also highlighted

one of highly motivated self starters who have been successful in their own businesses," said Mr. McCarthy. "Each member of the board has the drive and ability to get the job done."



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

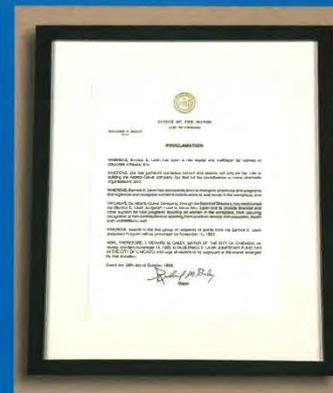
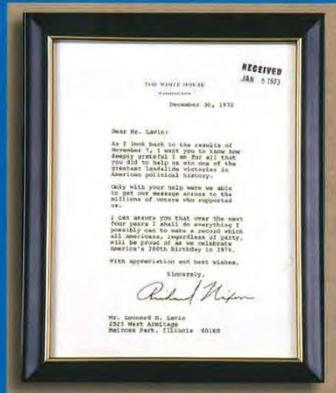
Margaret Mead

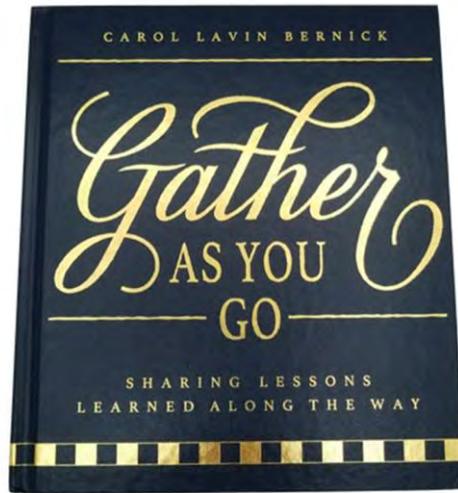


THE LAVIN BERNICK FAMILIES FOUNDERS OF MILLENNIUM PARK



SWEET LAND OF LIBERTY





**100% of the net proceeds from
Gather As You Go will support
Enchanted Backpack**



To date, 2,880 full-time classroom teachers and 45,000 students have been impacted by Enchanted Backpack!



Our magical, mystical VANS are ENCHANTED BACKPACKS – packed full with the tools and treasures of learning.

Macy's
\$99



Enchanted Backpack
\$9

Teachers say kids need shoes...



So Enchanted Backpack gives them shoes.



Did you know the #1 cause of death in children under 4 is drowning?

It's time to try to help influence the American Academy of Pediatrics to start talking about it.



Introducing CAST Water Safety Foundation

Teaching survival swimming skills to children
6 months to 6 years.



**Scholarships for children.
Sponsoring ISR trained instructors.
Coming to Forest Park in 2020.**

Proud Supporter Of





Annual Symposium 2019

Keynote Morning Address

Carol Lavin Bernick
Lessons Learned in Philanthropy & Life