

Taking stock of women's options.

LANDS' END
DIRECT MERCHANTS
**BUSINESS
OUTFITTERS**

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THE DOCTOR



THE ENTREPRENEUR



THE BANKER



THE INVENTOR

Our May catalog is dedicated to women in business. Or perhaps we should say businesses, since women are making their marks in so many fields. Like these inspiring Business Outfitter customers, who are profiled in our [catalog](#):

THE DOCTOR. "I wasn't one of those children who dream of growing up to be a doctor," says Dr. Cynthia Chou, M.D., Lake Forest Pediatrics Associates. "But I realized that by caring for children, I can help them to become the best that they can be. And children have so much to teach us, in their honest, wide-eyed view of the world." Dr. Chou believes in treating the person, not the ailment. "I have 25 patient encounters every day, and each one is unique. I hope my profession shows these special little girls and boys that they can grow up to become anything they want!"

THE INVENTOR. Kids could become inventors of some pretty awesome robots, for instance. Helen Greiner is co-founder and chairman of the board at iRobot®, a Burlington, Massachusetts-based company that makes some of the world's most advanced, and user-friendly, robotic devices, including the popular Roomba® vacuum cleaner. "I've been obsessed by robots since I saw *Star Wars* at age 11," says Greiner. Today, she holds two engineering degrees from MIT, and after a stint at NASA's Jet Propulsion Laboratory, she co-founded iRobot at the ripe old age of 23.

THE ENTREPRENEUR. Lois LeMenager, chairman of the board and CEO of Marketing Innovators®, also started her company with a partner, her husband. "People in the industry didn't believe the company would survive under a woman's leadership after my husband's death in 1982. Thankfully, my staff and I ignored the comments." says LeMenager. She took her four-year old, \$3 million company, and grew it to a 27-year old, \$110 million company that designs and manages incentive, recognition, marketing and loyalty programs for Fortune 1000 companies.

THE BANKER. Other women—like Yasmin Bates, executive vice president, Chicagoland-South, Harris Bank—become leaders by rising through the ranks of an established company. To a young Bates, Harris's general management program sounded intriguing. "I planned on learning the industry, maybe staying three years," says Bates. Twenty-eight years later, she's one of the Bank's most valuable assets. Like the other inspiring women we talked to, Bates is quick to share the credit for her accomplishments. "Our employees are some of the most upbeat, proactive people I've ever met. My energy comes from having positive people around me."



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