

Sunday, January 23, 2005

## Women: Take time for you

For former advertising exec Mary Lou Quinlan, a five-week break five years ago grew into a career pause that changed her work, her motivation, her career and, ultimately, her life.

After that brief respite, Quinlan quit her job as chief executive at N.W. Ayer.

That's the Manhattan ad agency that employs hundreds, brought America the Folgers jingle about the best part of waking up and had \$300 million in annualized billings when Quinlan left.

During her break, Quinlan found that she had become a walking, talking stereotype:

She was a corporate run-away, but not just the garden-variety run-away - she was what she calls a Type-A Good Girl corporate run-away.

Quinlan soon decided to create a company and then write a book about why some women do too much, then worry about not doing more and fret about not being a Type-A Good-Girl.

Quinlan speaks in Cincinnati Thursday about her life changes and experiences that shaped 37 other women as detailed in her book "Time Off for Good Behavior: How Hardworking Women Can Take a Break and Change Their Lives" (Broadway Books/Random House).

Joseph-Beth Booksellers and The Advertising Club of Cincinnati are bringing her to Montgomery Inn Banquet Center, 601 E. Pete Rose Way, downtown Cincinnati. For more information, call the club at (513) 984-9990.

Now many, if not most, men don't have these problems, maybe because the average guy's conscience is not as subtle.

Or maybe it's because men find ways to escape: fishing trips, hunting trips, an unlimited number of pointless NFL games to watch, irrelevant college basketball games to nap through, plenty of time for five-hour rounds of golf. With all those diversions, who has time to worry about work?

Still, many have the illusion that their job is terribly important.

### AUTHOR SUGGESTS WORKPLACE BREAKS FOR WOMEN

**Who:** Mary Lou Quinlan, 51

**Books:** "Time Off for Good Behavior: How Hardworking Women Can Take a Break and Change Their Lives" (Broadway/Random House, 2005).

**What:** A talk open to the public, sponsored by Joseph-Beth Booksellers and The Advertising Club of Cincinnati.

**When:** Thursday, 11:30 a.m.

**Cost:** \$25 Ad Club members; \$35 nonmembers, including lunch. Books will be available for sale as well.

**Where:** Montgomery Inn Banquet Center, 601 E. Pete Rose Way. (513) 984-9990.

**CDs in her changer:** "Feels like Home" and "Come Away with Me," by Nora Jones; "One Thousand Kisses," by Patty Griffin; "Beautifully Human Words & Sounds 2," by Jill Scott; "Best of Carly Simon," by Carly Simon; "Between the Lines," by Janice Ian.

**Book on her nightstand:** "I Don't Know How She Does It: The Life of Kate Ready, Working Mother," by Allison Pearson.

**Web site:**  
[www.timeoff4goodbehavior.com](http://www.timeoff4goodbehavior.com)

"I have a statistic in the book that \$21 billion of untaken vacation time is given back to employers in the U.S. every year," Quinlan said.

"And even when people are on vacation, they don't go on vacation - they still take calls or arrange meetings."

For many, work is an oil spill, and the spill is taking over their lives.

"Unless you draw some boundaries, you really are working 24/7," she said. Her tips:

- Take time just for yourself: an hour, a day, a week or a month: "It depends on what you can afford."
- Eat, exercise and do what you can to eliminate stress. "Women don't play all that much."
- While women can try to do everything, they shouldn't try to be everything to everybody. For once, let somebody else find the mustard in the door of the refrigerator.
- Start a journal, then reread portions months later. What is truly important in your life will emerge from those passages.
- Create a time-off plan. "But don't call your time off a sabbatical. That's too fancy," she said.

"Just call it time off."

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