

# PRELUDE IN N

BY PAM & ED MENAKER

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## Sweet taste of cookie success

Carol Goldman is a Highland Park housewife who has parlayed a childhood cooking recipe into what is fast becoming one of the top cookie businesses in the country—Carol's Cookies.

A People magazine survey rated her chocolate chips among the best in Chicago, just behind Famous Amos and Mrs. Fields.

"I love my business," says Goldman. "I love everything about it. I love going in every day. The hard part is being a mother."

Goldman says she has baked cookies ever since she was a kid working alongside her mother in the kitchen of their Saginaw, Mich., home. She went on to the University of Michigan and became a social worker.

"I thought I was going to save all the people from poverty," says Goldman. "It just didn't work out."

About four years ago, she began making oatmeal-raisin and chocolate chip cookies for a fitness-center snack bar in Highland Park. Friends who sampled them said they were so good that she should try marketing them more widely.

Goldman approached Sunset Foods in Highland Park. One morning, she handed out free samples—and wound up selling more than 25 dozen.

Now Goldman bakes seven different kinds of cookies, selling them wholesale to Sunset Foods and specialty stores, to the catering section of the Ambassador East's Pump Room and to the seven Neiman-Marcus stores. About a year ago, she moved the operation out of her kitchen into a factory and warehouse in Highland Park.

"I've been very lucky," says Goldman. "I've never been the kind of person who could sit around and go to lunches or things like that. From the time I was growing up in Saginaw, we were brought up to work, to make our own money. I just never dreamed of something like this ever happening."

## The media is his message

In a sense, he has returned to his roots. Less than a year ago, Gary Cummings was general manager at WBBM-TV and boss of big-shot television personalities such as Bill Kurtis and Walter Jacobson. He had a plush office with a big desk and secretaries coordinating his schedule. Now he is tucked into a



quiet corner of the old Medill School of Journalism at Northwestern University in Evanston. Cummings is associate professor and head of broadcast news studies at Medill. Instead of worrying about million-dollar anchormen and television ratings, he is now starting to give back some of

the things he learned during 20 years as a working journalist—things not necessarily defined by high salaries or how attractive a person's face may be.

"It's so hard to appreciate the radical change in my position," says Cummings. "Before, the work was pressurized. You were always under the gun to produce."

"The one thing I'll always remember about being in management at Channel 2 was how every Sunday, around two in the afternoon, your stomach knots up—thinking about the problems, about gearing up for another week."

Now it is another world for Cummings. He talks about how it's been for the first time in a long time to see his son play in the Wilmette baseball league, to discover Wilmette beach or to consider taking sailing lessons.

"It's wonderful," he says. "Suddenly, I have the freedom again to think and to write. And I'm noticing that some people actually do go home at 5 o'clock."

Cummings started out as a reporter, running a U.P.I. bureau in a small town in New Hampshire. He worked for eight years at the old Chicago's American, in the heyday of Chicago-style nuts-and-bolts journalism, when a nightside rewrite man could still wear an old T-shirt and a green eyeshade. Cummings almost seemed miscast when he became a television executive.

"But I wouldn't have traded a minute of it," says Cummings. "Except maybe for some of those late-night phone calls from Walter Jacobson."

