

Pullout Books section
Memories of author Robertson Davies. H1

The Philadelphia Inquirer

LifeStyle

Sunday, January 7, 1996

Some people are seeking a change of pace, cutting down on work responsibilities or leaving the corporate world altogether. Call it personal downsizing. **By Lini S. Kadaba**



Dina Fink of Lafayette Hill with daughter Amy and son Robert. Fink left a law career to run a home-based firm and spend time with family.

Shifting gears

Dina Fink loved the corporate game, and the corporate game loved Dina Fink. She was what you might call a player. She was an ambitious young lawyer with the prestigious Center City firm of Dechert Price & Rhoads. She was working on high-profile, high-powered cases, sometimes 24 hours straight. "It was very exciting," said Fink, a tall, thin-as-a-pencil 31-year-old graduate of the Wharton School and George Washington University Law School. Surely, she was headed for the top. Then, after 2½ years of a whirlwind career, Fink had a baby. She decided — surprising even herself — to downshift, leaving the fast lane of law for the gentler rhythms of motherhood and a business based in her Lafayette Hill home. Her company, Delivered With Love, makes personalized baby gifts. "I really thought I could do both," Fink said of lawyering and mothering. She was wrong. "I needed something I could control."

Control — it is a word heard often these days from men and women, but especially women, or at least women of a certain means, who are in search of a simpler, less stressful lifestyle. These women want a life under control. These women, usually well-educated, highly paid professionals, are cutting back their hours, turning down assignments with travel or increased responsibilities, or leaving boardrooms for family and family rooms.

Cases in point:

- In one of the most highly visible examples, Anna Quindlen quit her high-profile New York Times columnist job in late 1994 to pursue fiction writing, but also to enjoy time with her children, she said.
- Rachel Ezekiel-Fishbein left her job at a large Center City communications agency after the birth of her child and opened her own PR business. She considers this new world order the latest status symbol, replacing the fast-track power position of 80s executivedom.
- Jackie Needleman was an investment banker for Salomon Brothers Inc.'s San Francisco office, and David Cohen was a Ph.D. candidate in ancient Judaism and Russian literature pursuing academics. Both quit their fields for parenthood and started an on-line See **SHIFTING GEARS** on G2



Rachel Ezekiel-Fishbein of Elkins Park quit a full-time job when son Daniel was born. She started her own public relations firm to get "more control of my own destiny."