



# REMEMBERING SUSAN HAGER

OUR  
FOUNDING MOTHER  
AND VISIONARY LEADER





Susan Hager - our founder, our leader, our sister-in-arms, and - most of all - our friend.





The women's business community has lost a true visionary. Susan Hager was not only one of the founding mothers of the National Association of Women Business Owners and our first national president in 1974, but a stalwart champion of women's economic empowerment and a steady voice for leading us to think beyond what was to what could be.

We at NAWBO will miss her guiding spirit, and have compiled this photo album to honor her memory and to provide Susan's family with a tribute to what she has meant - not only to us, but to women business owners everywhere. Thank you for sharing your wife, mother and grandmother with us for the last 34 years.

NAWBO National Board of Directors, 2008





In addition to leading the way at NAWBO,  
Susan was a guiding force at the Center for Women's Business Research  
as well - playing an integral role in the Gillian Rudd Leadership Institute, and  
helping the Center over many years to craft and hone  
the research-based messages that highlighted the growing strength of women  
business owners and their enterprises.

We, too, will miss her steady hand, her turn of phrase, and her vision.

CWBR Board of Directors, 2008






NAWBO's first three Presidents:  
Susan (1974-75), Dona O'Bannon (1976-79) and Mary King (1975-76).



Association of Women Business Owners



6 OCT 1975

STATEMENT

815 15th Street, N.W. • Suite 636 • Washington, D.C. 20005 • Telephone: (202) 347-6200 • Volume 1, No. VI • October 1975

### PHOTOGRAPHY BY MARIANNE PERNOLD PORTRAIT OF A WOMAN BUSINESS OWNER

September 1973 saw the conception of Photography by Marianne Pernold. Armed with a camera and the assistance of other photographer friends Marianne left 8 years of secretarial service behind her to begin on-the-job training.

At first there were embassy receptions, fund raisers, association and private photographing. After several months of varied assignments Marianne signed up for a workshop with Ansel Adams in Yosemite, who is the father of photography. He later invited her to return and assist in a workshop of Women in Photography.

Some of her major clients include: The Reinforced Earth Company, a French construction company that sends her all over the country; WMATA, the organization building the DC metro; VISTA, a branch of ACTION. She has done publicity brochures for the American Life Insurance Association, M.B. Hariton & Company, an accounting firm, DGA International, an international consulting firm, OFC (Opportunity Funding Corporation) and Brannock & Associates. She's also helped put together portfolios for interior decorators—Suzanne Shaw Interiors; Battery Associates—photographed interiors of their Open House; Design for Business Interiors—photographed show rooms and their finished assignments, etc.

The latest and greatest assignment she has ever had was a special private session with George Meany and Solzhenitzyn sponsored by the AFL-CIO for their news magazine.

Marianne is located at: 2512 Que Street, N.W., Washington, D.C. 20007. Business phone: (202) 333-3176.

### NOW WHAT ARE YOU GOING TO DO WITH ALL THAT EXTRA PROFIT?

A seminar on Personal Investments Planning for the Businesswoman is scheduled for Wednesday, October 29th, chaired by Suzanne Solomon of Financial Development Corp.

SERVING THE PROFESSIONAL NEEDS AND INTERESTS OF THE WOMAN ENTREPRENEUR



#### PRESENTATION OF UNIQUE LOGO HIGHLIGHTS SEPTEMBER BUSINESS MEETING

Pictured left to right are Dee Morgan, Susan Haeger, President and Suzanne Ives, as they peruse the trademark that was presented and unanimously accepted as the official insignia for the Association of Women Business Owners.

Congratulations and credit belong to the firm of Morgan-Burchette Associated, Inc., 510 North Washington Street, Alexandria, Virginia. Dee and Karen are both active members of the Association and have contributed immeasurably in the development of the new brochures, stationary and the newsletter look.

Additional items covered at the Business Meeting on Sept. 3rd included the Membership Drive and the issue of going National, Financial Reports, Anticipated Programs, and the Task Force report on the credit issue for women.

If you have not yet volunteered to assist with any of the committees and to assist solving some of the problems discussed at the meeting—we would appreciate it if you could get in touch with that respective committee. We can all use your help and suggestions.

Suzanne will delve into the wide scope of investment possibilities for the novice as well as the sophisticated investors.

Any parties interested in contributing to the panel can reach Suzanne at 223-1787.

Time and location to be announced at a later date.



photography by Marianne Pernold

#### PRESENTATION OF UNIQUE LOGO HIGHLIGHTS SEPTEMBER BUSINESS MEETING

Pictured left to right are Dee Morgan, Susan Haeger, President and Suzanne Ives, as they peruse the trademark that was pre-

Susan was front and center at the founding of our organization,  
becoming NAWBO's Founding President in 1974-1975.





# NAWBO

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS - CAPITAL AREA CHAPTER

AUGUST 1985

WASHINGTON, D.C.

## Excitement Runs High Following First Women in Exporting Services Trade Mission

It was an important and historic trade mission, the first to be comprised of only women delegates, and the first mission made up of all service businesses. The combination of women and service could signal some exciting potential market opportunities abroad for, as one delegate noted, "women of creativity, insight and initiative."

Chapter members have for the past year followed the events which led to the May 25th departure of the 12-member NAWBO trade mission. Organized by Janet Lavender (Trevolwood, Ltd.) and Yvonne Tansell (Tomas Loureiros Corp.), participants were carefully screened, selected and trained for the program.

The mission was co-sponsored by SBA and the Department of Commerce. The co-official leader of the mission was Paula Urvak, Deputy Assistant Secretary of Commerce and Foreign Commercial Service (US&FCS). The mission stopped in London, Frankfurt and Madrid, and in each city the USAFCO office was responsible for individual appointments with prospective clients and for setting up press events. The objectives of mission participants were to research potential markets for U.S. products, to introduce their own companies and to learn how to do business internationally.

In each city the delegates set a hectic pace of conferences, corporate tours, receptions and individual meetings. (Continued on page 2)

## July Awards Luncheon A Celebration of Women in Business

On Tuesday, July 23, the Capital Area Chapter, representatives from the Department of Commerce, the Small Business Administration and the Hill, corporate sponsors, the media, and friends of NAWBO gathered at the Four Seasons in Georgetown to honor their own and those who, in the past year, have supported the cause of women's business ownership.

Following the luncheon several awards were presented. Susan Hager and Kay Baker received 14 other honorees to honor them as 1985 Women Business Owners of the Year and Women Business Owners/Advocates of the Year, respectively. The honorees were donated by Gorman Brown/Trevino.

In addition to awards, president Gil-Bair Ball announced the formation of a committee that will establish criteria for selection of the 1986 Past President. The committee will be composed of representatives of the National Association of Women Business Owners.



Christa Korman, president of the Capital Area Chapter, NAWBO, presents the 1985 Women Business Owners of the Year award to Paula Urvak, Deputy Assistant Secretary of Commerce and Foreign Commercial Service. (Continued on page 2)



Susan Hager, Women Business Owners of 1985, is presented with the award by Paula Urvak, Deputy Assistant Secretary of Commerce and Foreign Commercial Service. (Continued on page 2)



Katherine Baker, 1985 Assistant Secretary for Administration, Department of Commerce, is presented with the award by Paula Urvak, Deputy Assistant Secretary of Commerce and Foreign Commercial Service. (Continued on page 2)

100TH CONGRESS  
2D SESSION

## H. R. 5050

To amend the Small Business Act to establish programs and initiate efforts to assist the development of small business concerns owned and controlled by women, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JULY 14, 1988

Mr. LAFAUCHE (for himself, Mr. COLLINS, Mr. SCHROEDER, Mr. COSTY, Mrs. ROGERS, Mr. SNOWE, Mr. COLEMAN, Mr. GONZALEZ, Mr. IRWIN, Mr. SKELTON, Mrs. MYERS of Kansas, Mr. MAZOUZ, Mr. HAYBOULE, Mr. HATCHER, Mr. WYDEN, Mr. ECKART, Mr. SHIMKAT, Mr. TORRES, Mr. COOPER, Mr. CLAY, Mr. RAY, Mr. HAYES of Illinois, Mr. COVATTA, Mr. BILIRAY, Mr. MURPHY, Mr. GALLAGHER, Mr. FLAKE, Mr. LANCASTER, Mr. CAMPBELL, Mr. DELBONO, Mr. PRICE of North Carolina, Mr. McMillan of North Carolina, Mr. MARTINEZ, Mr. NEAL, Mr. VENTURA, Mr. OAKAR, Mr. KASTENMEIER, Mrs. JOHNSON of Connecticut, Mr. DANFORTH, Mr. LOWERY of Washington, Mr. MATSUI, Mr. RUTHER, Mr. WOLFE, Mr. DENNY SMITH, Mr. BRADY, Mrs. KENNEDY, Mr. KENNETH, Mrs. ROSEN, Mr. FOSTER, Mr. FAUNTROY, Mr. MICA, Mr. MURPHY, Mr. WILLIAMS, Mr. Dwyer of New Jersey, Mrs. LEVITT, Mr. JEFFORDS, Mr. YATES, Mr. ROSEN, Mr. SAMP, Mr. HOLLOMAN, Mr. SHAW, Mrs. MARTIN of Illinois, Mrs. MORELLA, Mr. WEISS, Mr. KAPLAN, Mr. EDWARDS of Oklahoma, Mr. EVANS, and Mr. ST. GERMAIN) introduced the following bill, which was referred to the Committee on Small Business

## A BILL

To amend the Small Business Act to establish programs and initiate efforts to assist the development of small business concerns owned and controlled by women, and for other purposes.



National Association of Women Business Owners

## STATEMENT

June 1977 Vol. III, No. 5

### DIRECTORY PRESENTATION

On June 28, 1977, Association President DONA O'BANNON presented a copy of the 1977 Directory of Women-Owned Businesses to Secretary of Commerce Juanita Kreps.

Secretary Kreps was pleased with the Directory and initiated the Commerce's Office of Minority Enterprise (OMBE) has been studying the need for a national directory of women business owners to identify them for private and government contractors. "Commerce feels that such a national directory should be funded jointly by federal agencies, the private corporate structure, and women's business interest groups."

The Directory is now available at the Association's offices.

### ASSOCIATION ON THE MOVE

#### MORE CONGRESSIONAL TESTIMONY

On June 16th, DONA O'BANNON, President and SUEAN HAGER, past President testified before the Senate Small Business Committee in support of S. 1526, a bill that would establish an Associate Administrator within the Small Business Administration.

In their testimony, MS. O'BANNON, on behalf of the Association stressed the most important tasks for establishing the position are:

- A. need for assisting women's business enterprises in developing markets for goods and services;
- B. providing management, marketing, technical and training assistance;
- C. evaluating efforts of Federal agencies which have programs, goals and objectives affecting such enterprises; and
- D. evaluating efforts of business and industry to assist such efforts.

In addition, MS. O'BANNON recommended to the committee another area of concern: "legislation in the area of contracting with state and local government entities to encourage states and cities receiving federal dollars to utilize women-owned businesses."

Also testifying in support of the bill were EVE GROVER, and MEREDITH BOWMET (the Committee to Organize the Women's National Bank).

Washington Independent Writers has an active government writers committee that is working on ways to make it easier for writers and editors to do business with the government. Call Don Gattis for more information or to join (202) 681-5813. WIIW's address is: 1810 Vermont Avenue, N.W., #710, Washington, D.C. 20005, (202) 347-4973.

### CENSUS BUREAU DATA TO INCLUDE WOMEN IN 1980

With the approach of the 1980 Decennial Census, the Bureau of the Census has had increasing interest in and concern with the data needs and concepts relating to the status of women in order to insure that reliable and useful information is obtained for making sound legislative decisions, for studying institutional changes, and breaking down discrimination barriers.

The Census Bureau plans to sponsor an all-day conference in early 1978 which will discuss many problems. Among the many issues which will be addressed are:

1. The types of data and tabulations needed to measure women's status in all fields.

(Continued on page 2)

She was also one of the guiding forces of our early advocacy efforts, which led to the passage of the Women's Business Ownership Act of 1988.

"Susan's visionary leadership finally put the women-owned business community on the radar screen."

~ Suzanne Taylor, NAWBO National President 1996-97





Susan remained involved in NAWBO and the women's business community long after her term of office ended, and was one of our enduring ambassadors and role models. "Susan was always the 'unsung hero' for NAWBO and the women's business movement. I am blessed to have known her." ~ Mary MacRae, NAWBO National President 2002-03





While Susan had grace and poise, she also knew how to have a good time!





"Susan and I always looked forward to the national conventions. Besides the networking, friendships, growth and learning that took place, we had a lot of fun eating and dancing our way through them."

~ Lourdes R. Miranda,  
NAWBO National President,  
1982-83 (on right in photo  
with Susan and  
Gloria Steinem)





"I was the founding President of the Ft. Lauderdale/Broward County chapter way back in 1983, and knew Susan from working on the national board and from attending conventions. I was a young chapter president, and always used to take a few NAWBO members out 'nightclubbing' with me at national conventions. One year in Detroit I remember taking Susan, along with Gillian Rudd (God rest both their souls now) out, along with others. We danced and drank and socialized, and THAT night is one of my favorite memories of Susan."

~ Laura Weiner,  
NAWBO Ft. Lauderdale, FL





"I saw Susan about three years ago at Public Policy Days in Washington. She and Suzanne Pease and I 'played hooky' and went out for a lovely lunch together. I'm so sad!"

~ Carolyn Stevens, NAWBO  
Southern Nevada





"Susan was truly a role model - as a business person and as a NAWBO leader. She never stopped being a fun, beautiful, energetic spirit. I imagine she's making the angels laugh now ... and helping them, too, to cherish their accomplishments."  
~ Patty DeDominic, NAWBO National President, 1994-95





"Susan was an original member of the group of 12 women business owners who got together informally and founded what became NAWBO. As our first president, she became known to us as 'Georgette Washington.'

"I learned so much from Susan. She may not have stood very much taller than 5 feet, but she was truly a giant. She possessed a shrewd brain, an optimistic and passionate heart, a million megawatt smile - and an absolute certainty that obstacles were not there to impede progress, but merely something to be gotten around. We cherish you, Georgette Washington, and you will be sorely missed!"

~ Virginia Littlejohn, NAWBO National President, 1984-85  
(above with Hope Eastman, left, and Kathleen Diamond, right,  
at an event celebrating the 20th anniversary of HR5050 -  
at which Susan's contributions were commemorated)



*"When I first met Susan, I was blown away by her as a person, a woman business owner, an activist, and an extraordinary mother and wife. She had a sparkle and a smile that encouraged everyone to enthusiastically join in whatever Susan was planning. Over the years, she became my friend, my colleague, godmother to my son, and much more. As we worked together on many boards, I always knew Susan would immediately identify the true substance of any issue. Susan worked with enthusiasm and humor with colleagues to craft winning strategies - whether we were working on issues relating to cancer prevention or what suit would be best for appearing on Good Morning America.*

*"Susan translated her passion to make the world a fairer and better place into actions that changed the world for many, especially for small and women business owners and for learning disabled children. She began Hager Sharp with a mission of "communication that makes a difference" using her expertise in public relations to sell "social good" rather than "soap." When she saw the inequities women business owners faced in getting access to credit, she worked with a number of colleagues to remove those barriers by establishing the National Association of Women Business Owners and by meeting with the Governors of the Federal Reserve System. Using these models, she spent her entire life fighting entrenched barriers that limited peoples' abilities to reach their potential. Without any sense of self importance, she broke down barrier after barrier. No President, Member of Congress, or Fortune 500 CEO had a chance against Susan's smile, tenacity, and wisdom.*

*"Few truly understand the impact Susan's life has had on our world; but as a person who knew her well, I know that each woman or man who owns a business, each mother or father who has a child who has ever faced learning problems, and each person who has lived with a serious health issue has been touched by Susan. So, Eric, Elizabeth, Chris, Katherine, and Jane, thank you for letting her spend so much of her life fighting for all of us."*

*~ Laura Henderson*

Leaders at the Center for Women's Business Research comment  
on Susan's friendship, leadership, and impact.





"Susan was a friend, a colleague, a role model, and a client but, most importantly, she was a mentor – not only to me but to hundreds of women business owners around the country. I treasure the time we spent together through the years and will always miss her smile, her infectious smile."

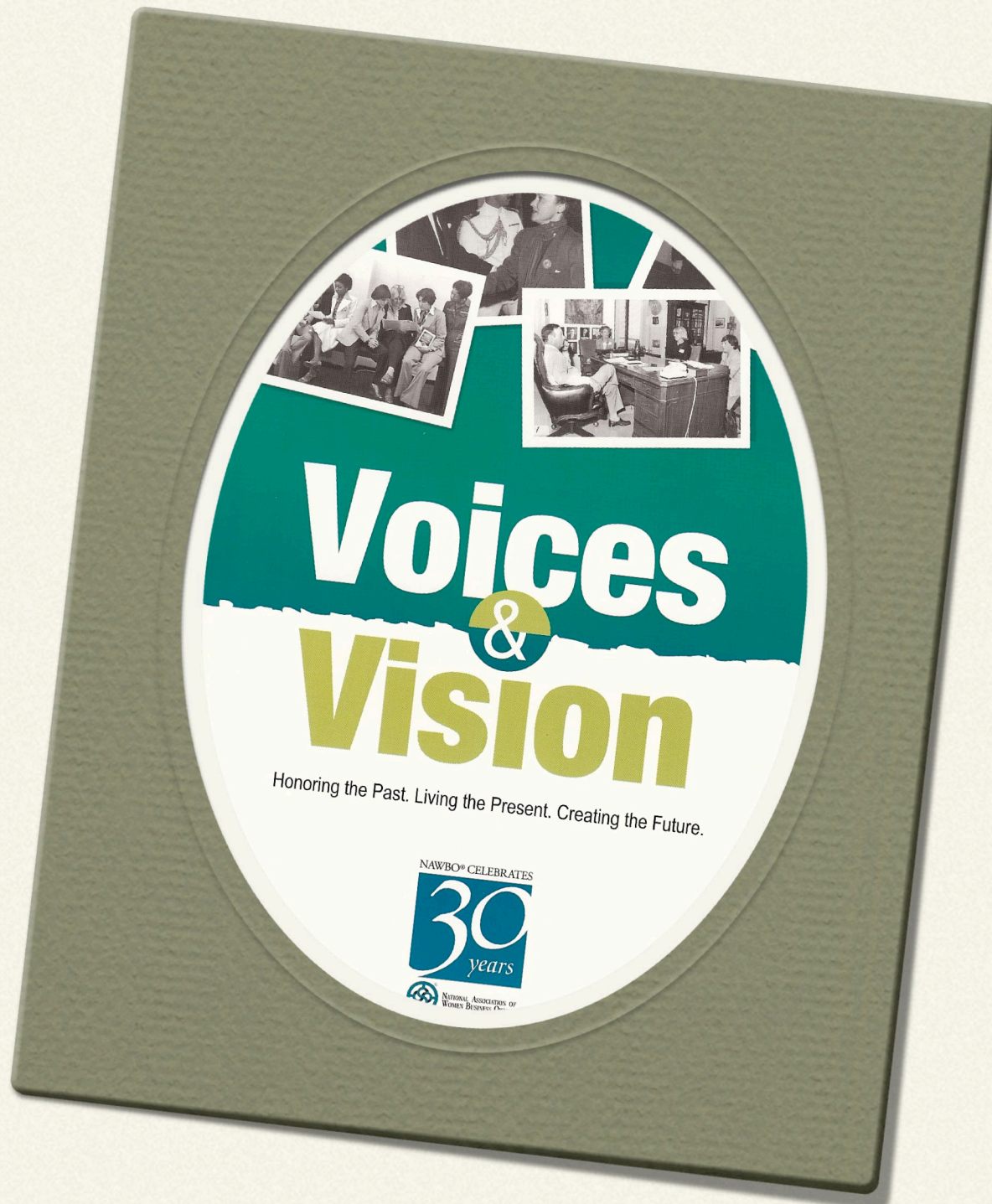
~ Susan Peterson

"Women business owners do not equate quality with hours worked," said Susan Hager, speaking on the first ever panel focusing on women business owners at a small business academic research conference. "We equate quality with quality."

We pay tribute to Susan Hager on behalf of this nation's more than 10 million women business owners. She showed the world the strength of women as business owners and was the role model that motivated all of us to achieve what tradition said was out of our reach!"

~ Sharon Hadary, Executive Director,  
Center for Women's Business Research





**How has giving back to the community enhanced your life?**

"What you do for your family, your friends and your community is far more important than the title you carry. Making a personal difference brings really big rewards."

~ Susan Hager, NAWBO National President, 1974-75, in a book commemorating the 30th anniversary of the founding of NAWBO





"Get a seat at the table or build  
your own table, and make sure  
to include other women  
at that table."

~ Susan Hager  
(again quoted in NAWBO's  
30th anniversary publication.  
Susan, second from left, with  
Laura Henderson, Hope  
Eastman and Gillian Rudd  
outside Congressional hearings  
for HR5050 in 1988.)





In tribute to Susan Hager.

Gratefully presented  
to her family  
on behalf of the entire  
women's business community.

NAWBO National Board,  
2007-08





Many thanks to Olive Rosen (above left with former Congressman John LaFalce), NAWBO's longtime photographic chronicler, who supplied many of the photos included in this tribute album. Thanks as well to the past and current leaders who contributed their thoughts and personal photos to this album.





—Washington Star Photograph  
...and Charolotta Taylor, have found it helpful to cultivate the "Old Rove" idea of him







# SUSAN HAGER

A MEMORIAL TRIBUTE ALBUM

PREPARED BY

THE NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

&

THE CENTER FOR WOMEN'S BUSINESS RESEARCH