

Greater Washington Women's Network

An affiliate of the National Association for Female Executives

*A Celebration of Twenty-Two
Years of Service*

Looking Back:

GWWN Highlights

2016-2017 Program Year

Part II-E- features “*A Tribute to Wendy Rue, NAFE
Founder and Executive Director*”

GWWN Photo Gallery

Past Networking “Expressions”

Learn-Fun-Share-Connect

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Overview

GWWN Photo Gallery: Past Networking Expressions

Learn – Fun—Share – Connect

Part II-E is the power of a picture worth a thousand words.

This photo gallery captured during GWWN’s past 22 years history is not in chronological order. Nor, does it contain images of each year’s events and activities. Travel with us on this journey as each page unfolds and every photo tells a story. Observe various expressions depicted in networkers and in the ambience.

This is **Part II-E** to *A Celebration of 22 Years of Service: Looking Back: GWWN Highlights 2016-2017 Program Year, Part II*. It features **“A Tribute to Wendy Rue, NAFE Founder and Executive Director”**. Be sure to read **Part I, Part II-A, Part II-B, and Part II-C, Part II-D**.

GWWN’s mission and vision are being accomplished in this historic photo gallery. We share how learning and connecting is fun as well as educational. There are awesome benefits. It simulates and energizes. Expect to receive new inspiration and creative ideas as you enjoy each expression. Be prepared to do something new and exciting. There are several parts; we recommend you schedule time to view all of them with a full screen.

Thank you for supporting GWWN over the years.

Mary Greene

Executive Director

Women of Excellence Luncheon, Cipriani, March 25, 2011

NAFE

New York, NY



Carol Evans, Working Media founder and NAFE CEO (2nd left)

40th Anniversary Women of Excellence Luncheon, Cipriani, March 30, 2012

NAFE

New York, NY



Carol Evans, Working Media founder and NAFE CEO



Betty Spence, NAFE President

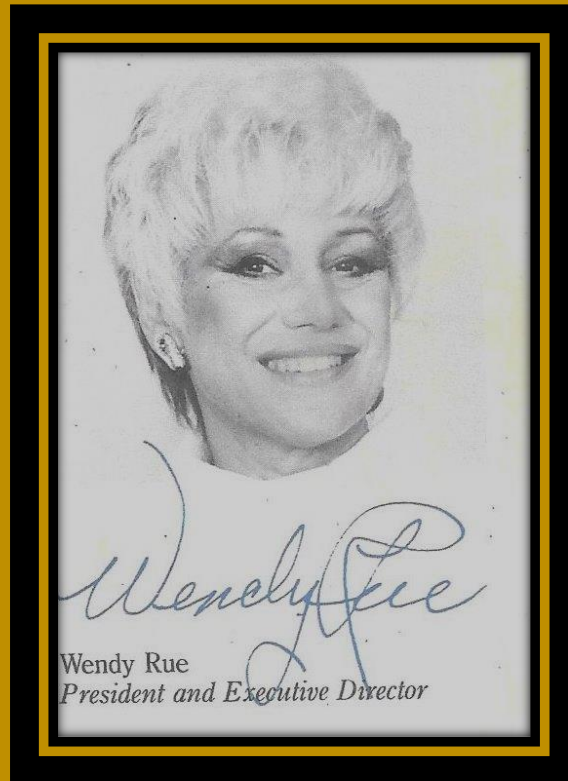




[NAFE](#) 40th Anniversary Women of Excellence Luncheon, Cipriani
New York, NY, March 30, 2012

A Tribute to Wendy Rue
NAFE's Founder

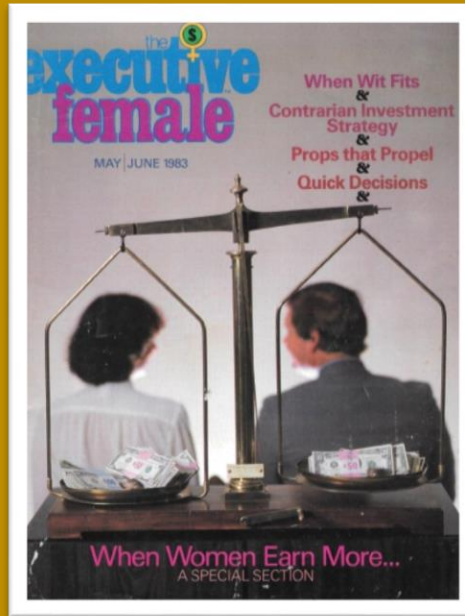
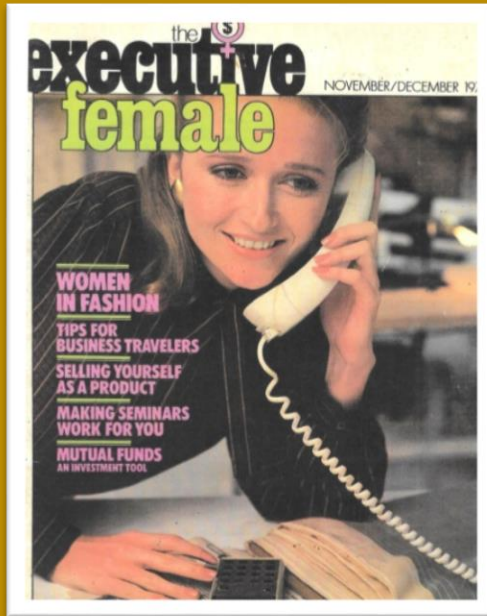
NAFE Celebrates 45 + Years
Established 1972



June 18, 1927 – December 23, 2015

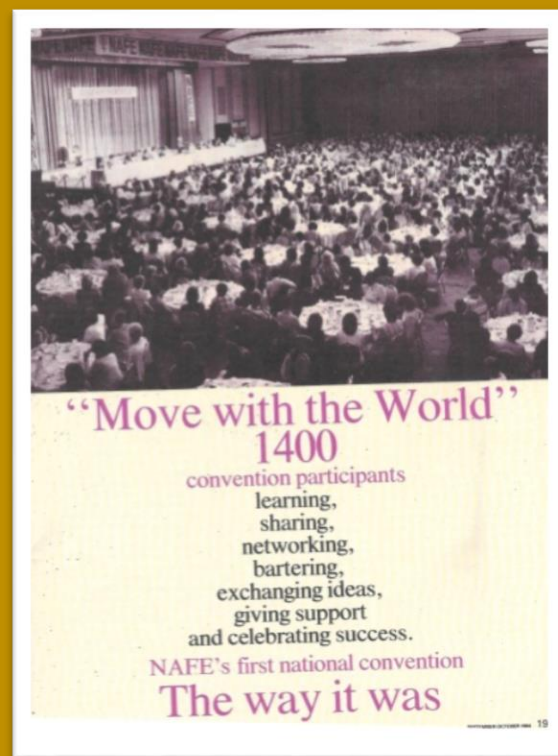
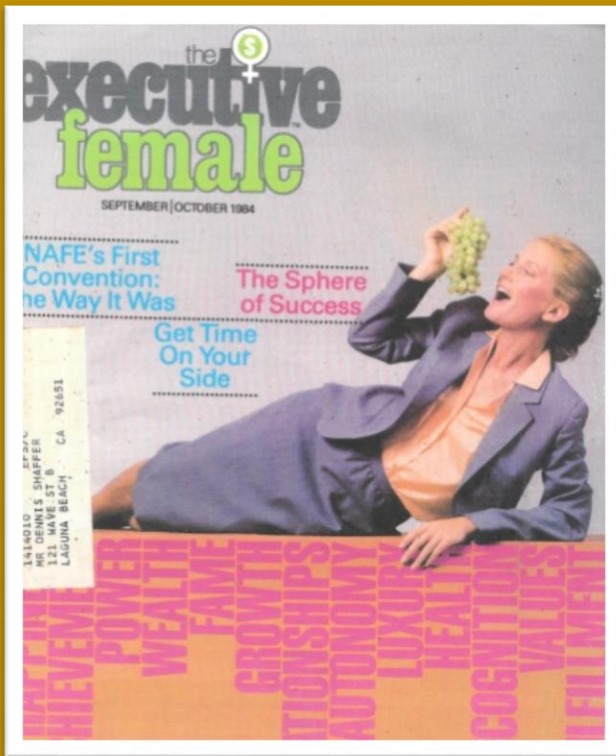
We salute you! Wendy Rue attended and was honored in New York at NAFE Conference, 2002. Wendy, was a visionary entrepreneur, self-made millionaire, and founder of the National Association for Female Executives (NAFE) in 1972. She started first business at age 17 establishing a hugely successful line of teen boutiques and then a top fashion industry, and finally a national business organization for women. NAFE's membership grow over 250,000 and 900 NAFE Network Directors representing professional women and entrepreneurs in all fields and stages of their career. She was also a wife and mother of two children. Wendy and Karin Abarbanel (entrepreneur, author and expert on women trends) co-author the book, "*The Dollar Bill Knows No Sex: Lessons in Life and Money*".

The Executive Female, NAFE's First Magazine



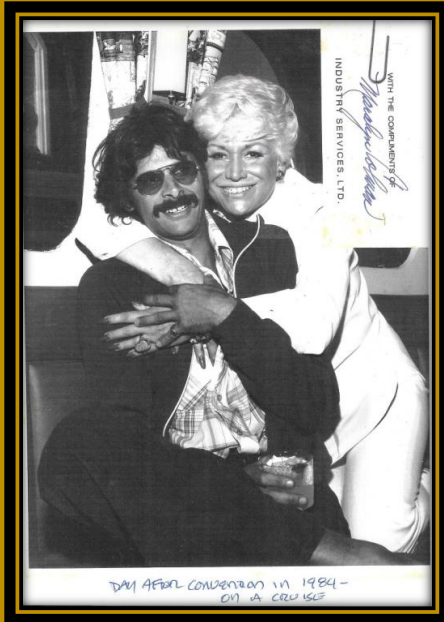
NAFE's first convention consisted of fun with professional growth. There were Broadway plays and a backstage look at Radio City. Mayor Edward I. Koch of New York addressed the opening session. (*The Executive Female Magazine, July/August 1984 issue above*).

The Executive Female, NAFE's First Magazine



NAFE's first convention "Move with the World", 1400 participants: learning, sharing, networking, bartering, exchanging ideas, giving support and celebrating success..the way it was. Nine women selected by a top editors committee were given NAFE's "Famous Female First" award at a special luncheon during the convention. (*The Executive Female Magazine, September/October 1984 issue above*)

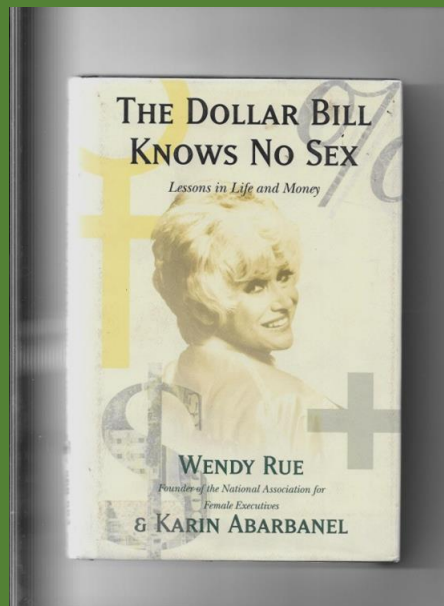
The Dollar Bill Knows No Sex: Lessons in Life and Money



Dennis Shafer (son) and Wendy on a cruise the day after the convention
Photo credit: Maralyn Colman, Industry Services, LTD



Wendy's Shops: Business Cards (a few)



Excerpts from the Book

“The Dollar Bill Knows No Sex: Lessons in Life and Money”

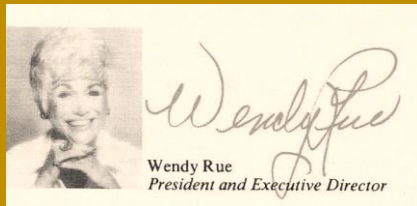
“If It Doesn’t Exist, Create It. If You Don’t Have It, Go Out and Get It”

“As an entrepreneur, you won’t be handed a living... to bring your idea to life, you’re going to have to break new grounds... No one’s ever done it before. “Why should you be the one to make it work?” I can’t tell you how many times I’ve heard that statement. My response... why not me? So I’ll be the first. So what?”

“Never Let A Few Mistakes Stand In the Way of Your Dreams”

“My dad learned how hard it is to hang on to a dream in his career. After his big success in Detroit as a prosperous owner of a chain of hosiery stores, he bombed out when he tried to make it in Los Angeles, California. He was a survivor. If he had to peddle stockings to retrain his independence and fulfill his obligations, then he was prepared to do it, not begrudgingly or bitterly but with grace and flair. Slowly, he built up his cash reserves once more until he was finally able to open up the Hosiery Box. When that store succeeded, he rented another.”

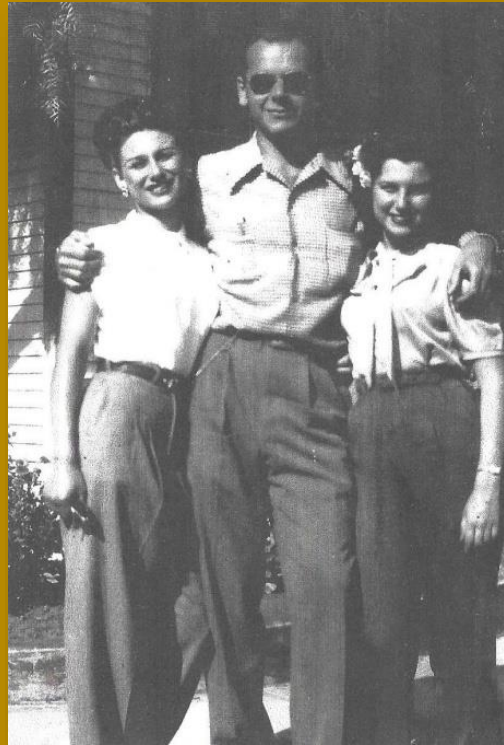
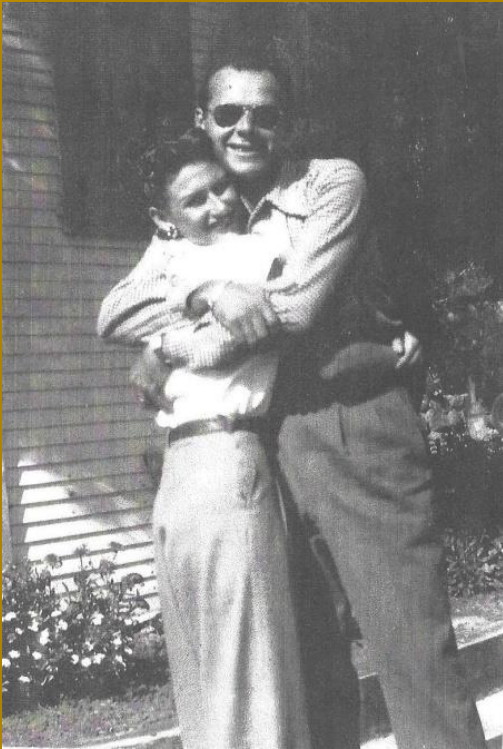
“And just three years after he was driven to sell door to door, he went back and rented the same store he’d gone bankrupt in –just to prove to himself and his vendors that he could make a go of it.”



Wendy managed her business, raised two children, Dennis Shafer and Harlay Rue Zusman and was married twice. “The Wendy Look” for teenage girls clothes in the late 1940’s was her designer’s line. Later she opened her first store “Wendys” in the middle eastern, Los Angeles, which was followed by several other stores in California. *“These teen shops were the first of its kind in L.A. and in all of America.”*

In 1964 she moved to New York and was hired in a recruiting and placement position for the textile industry. She was the first person to ever place a “president” in that industry. This is where she was inspired to start the National Association for Female Executives and co-authored *“The Dollar Bill Knows No Sex: Lessons in Life and Money”*.

Wendy's Early Years

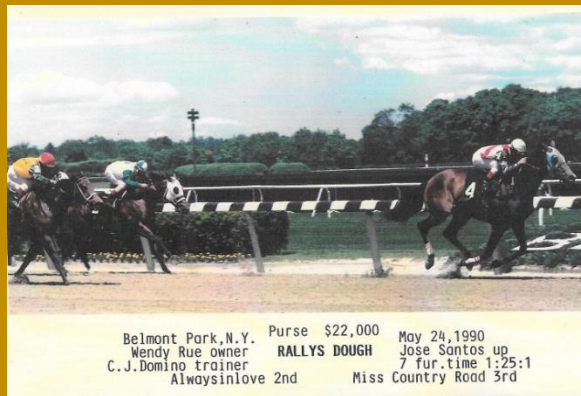


Wendy in Palm Spring, CA around 1951. She is in her early twenties.

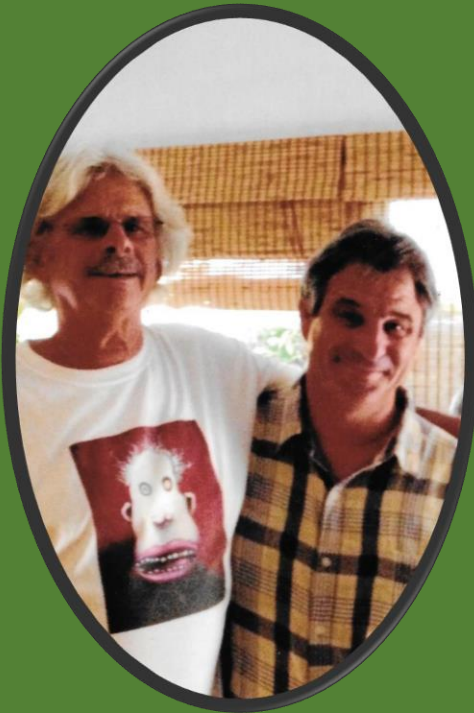
Wendy and husband Frank Shafer (above left)

Wendy, Frank and Myran her sister (above right)

Wendy Enjoyed and Owned Race Horses



Wendy's Sons Dennis Stafer and Harlan Rue Zusman



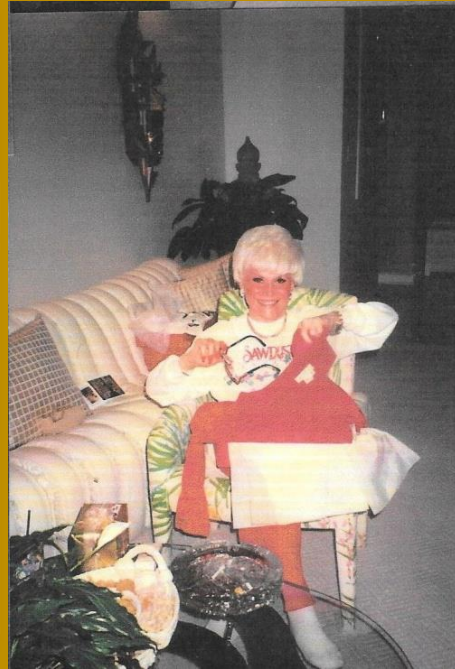
Dennis Stafer (left) and Harlan Rue Zusman (right)

Photo Credit: Dennis Shafer

Harlan Rue Zusman has two children: Zabrina (daughter) and Matthew (son).

Wendy's Later Years: Stepped Down from NAFE

Wendy stepped down from NAFE and retired from her business earlier than expected due to health challenges. She developed osteoporosis, a heart condition and other health issues.

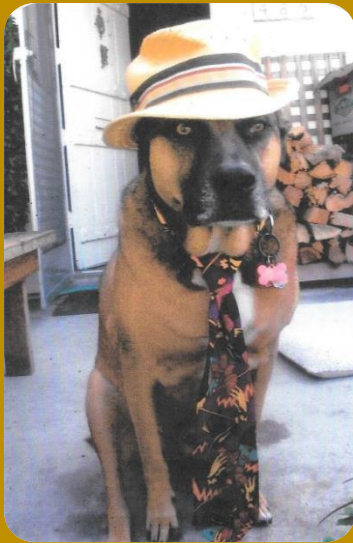


Wendy's 70th Birthday



Wendy with Caregiver

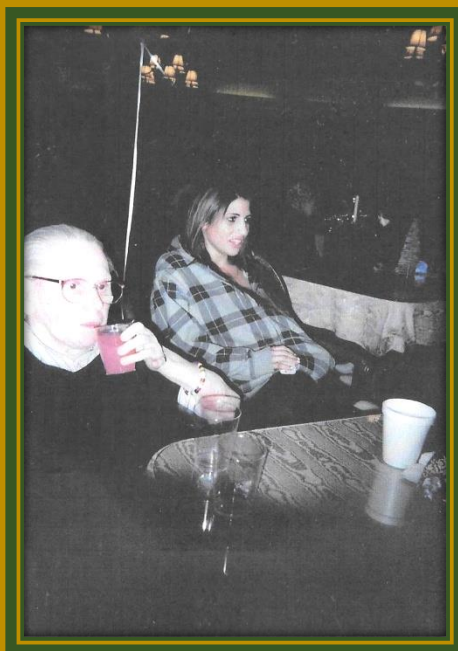
Wendy Enjoyed Coloring Books



She loved her dog Mister Scooby.

Wendy spent her last years at Lake Forrest Nursing Home, Lake Forrest, California.

Wendy's Christmas with Family
2007



Dennis, Santa, Wendy (above left)

Harlan and Kiem (above right)

Wendy and granddaughter and Zabrina (Harlan's daughter) (bottom)

Wendy Christmas 2008



Gifts made by Melissa Belland, Dennis' girlfriend

California: Final Years

Wendy was born June 18, 1927 in Detroit, Michigan and passed on December 23, 2015 at 87 years old. The family relocated to Los Angeles, California before she was 9 years old. New York was her home for many years. Dennis moved her back to California in 2006 due to illness to live at Lake Forrest Nursing Home, Old Tribeca Road, Lake Forrest, California. Wendy's NAFE legacy will not be forgotten.

Wendy is honored in ***GWWN's** Newsletter No. 13, March 2016.*

Wendy's Legacy Impact
Robbie Motter, NAFE Global Coordinator



Robbie Motter is a 33 year NAFE veteran.

Robbie was so inspired by the universal work Wendy did over the years and her dedication to women that she wanted to become a part of NAFE. Robbie graciously accepted the role of NAFE Regional Coordinator. In 2002, Robbie attended the NAFE Conference in New York where Wendy was honored. Robbie was privileged to see her again. Here is where Robbie met Mary Greene, GWWN Executive Director, NAFE local affiliate.

Wendy was an excellent role model for Robbie. She said “As a NAFE Regional Coordinator my goal has already been to be there to serve our members. That is what Wendy always did.” Three years ago Robbie became the Global Coordinator and loves the opportunities she gets to interact with members all over the United States.

Here is ideal example. Robbie said: “It was a wonderful experience the first time I met Mary Greene, in 2002. She is a woman who is committed to empowering women. She and her team have done a fabulous job with their NAFE affiliate network in Washington, DC. They have touched so many lives through networking, educational events, community outreach, youth development, recognition, and resources for more than 16 years.”



[NAFE](#) 40th Anniversary Women of Excellence Luncheon, Cipriani, New York, NY, March 30, 2012

Roxanne Natale (NAFE Coordinator), June Davision, Mary Greene (GWWN/NAFE Executive Director), Carol Evans, (Working Media (founder and NAFE CEO), Robbie Motter (Regional Cordinator), and Nicole Wild Muir (Director, NAFE Foundation)

“Wendy Rue was a great lady and a great mentor. Mary Greene, inspired by Wendy, is passionate about promoting women. Mary serves in a powerful leadership role enhancing others. I am so excited every time I get an opportunity to be with her. One of my fondest memories with Mary Greene was during my scheduled trip flying into Virginia. On a short notice she and I met at B Smith Restaurant, DC in Union Station. Mary is a vsonian and she was eager to hear about my NAFE experience. It was a fantastic visit.”

“Recently in California (CA) NAFE and I were awarded the 2018 Champion of women award from the Women of Influence Awards. As I accepted the award I dedicated it to every NAFE member not only in CA but also across the country because together we can do more”.



2018 NAFE Champion of Women Award
Connected Women of Influence Conference
Orange County, CA, March 28, 2018

Pamela Moffat, NAFE San Juan Capistrano member, Robbie Motter, awardee and NAFE Global Coordinator and Shelly Rufin, Temecula NAFE member and the 2017 NAFE ACE Award Winner

“During my NAFE career, I have inaugurated many CA networks and assisted other women in different states to launch networks. We want to keep Wendy’s dream alive! NAFE is special. We are like a family, a movement of dynamic women from all backgrounds who come together to make a difference.”



Connected Women of Influence Conference
Orange County, CA, March 28, 2018

“My goal is to do everything I can to start more NAFE networks in every state in order to empower, inspire and touch more lives. I am honored to be NAFE’s Global Coordinator.”

NAFE Success Up Conference
Wildomar, CA , April 2017



Robbie Motter: Woman of the Year award recipient from all the CA NAFE members

“Thank you Wendy Rue for starting this great organization! We lost a jewel when you retired. You were greatly missed. I know you are looking down from heaven at us to ensure we keep doing the work you started.”

Wendy's Legacy Lives

"Be There Tomorrow"

Mary Greene, Executive Director

I was very excited to hear Wendy Rue speak at NAFE's Conference in New York City 2002. Her dynamic words about her life, women, and how she started NAFE are still ringing in my ears. Her book, *The Dollar Bill Knows No Sex: Lessons in Life and Money* was even more inspirational. Wendy encouraged many women in California. She continued to impact others when she moved to New York.

NAFE's Conference theme in 1984, *"Move with the World"* with 1400 participants, (*The Executive Female Magazine, September/October 1984*), initiated a powerful flame in women. Through NAFE, Wendy transformed thousands of women's lives by stimulating them to believe in themselves, start businesses, network, and support others. Her sparkles are lighting women's fires! Their actions empower them to *"move with the world"*.

GWWN embraces Wendy's legacy. Some women started business, serve in leadership roles, enhanced confidence, promoted in their position and more. Wendy's legacy is awesome because it is contagious. What is learned is pass on to others, not only to women, but men and children from all background, religion and professions. It does not take much to strengthen someone to get off to a good start. It can be one word, a story, failures, successes, mentors, and role models.

Wendy made such an impression on my life that I wanted to learn more about her. Dennis Chaffer, her son was thrilled to share his mother's life stories and materials when I reached out to him. Also, Robbie Motter, NAFE Global Coordinator and a NAFE Veteran with a passion for promoting women, amazingly keeps Wendy's legacy alive! Robbie is a great GWWN friend and supporter. She will assist anyone who ask for help. GWWN is proud she is one of our mentor and role model.

Wendy's legacy lives, because it is like a real friend, knowledge, and a tree. It will *"be there tomorrow"*. That phrase was NAFE's Conference July 17-20, 1986 theme. Reflect on this information. When a tree is properly nourished to the root, it develops a stronger trunk. It grows taller and is healthier. Also, branches can grow into tall healthy trees with the proper care. One tree grows many branches, and one branch can grow many trees. A tree, friend, and knowledge will *"be there tomorrow"*; therefore, Wendy's legacy lives!

Women of Excellence Luncheon, Cipriani, March 20, 2013

NAFE

New York, NY



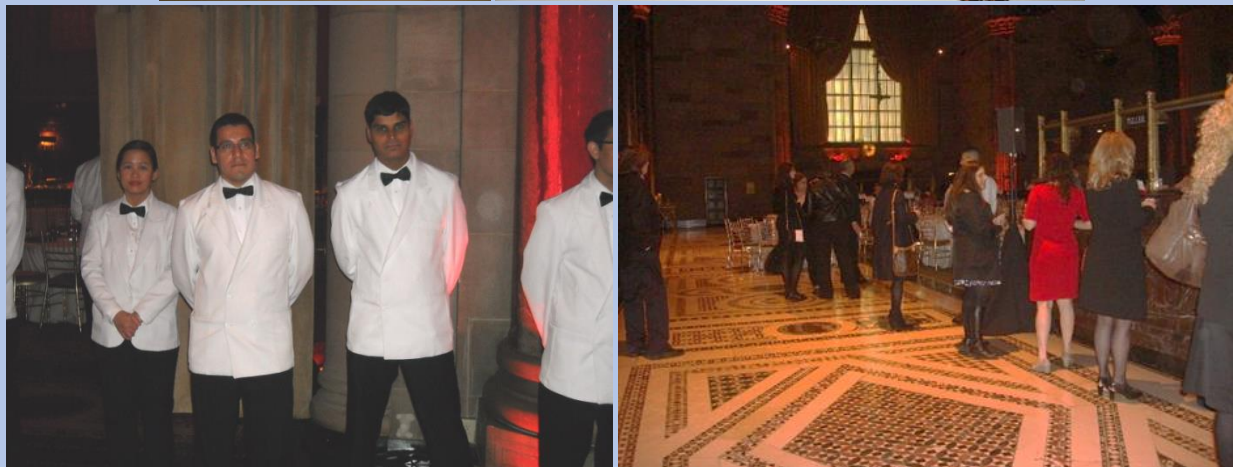


[NAFE](#) Women of Excellence Luncheon, Cipriani
New York, NY, March 20, 2013

Women of Excellence Luncheon, Cipriani, April 3, 2014

NAFE

New York , NY





[NAFE](#) Women of Excellence Luncheon, Cipriani
New York, NY, April 3, 2014



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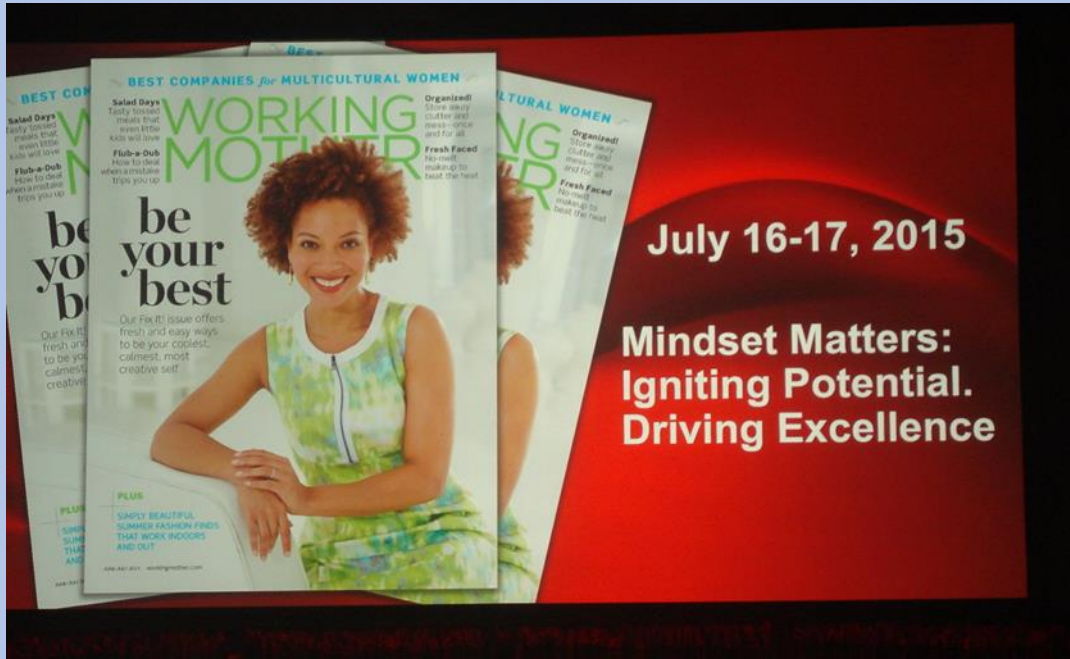


[NAFE](#) Women of Excellence Luncheon, Cipriani
New York, NY, April 3, 2014

Women of Excellence Luncheon, Cipriani, March 27, 2015

NAFE

New York, NY





[NAFE](#) Women of Excellence Luncheon, Cipriani
New York, NY, March 27, 2015



[NAFE](#) Women of Excellence Luncheon, Cipriani
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[NAFE](#) Women of Excellence Luncheon, Cipriani
New York, NY, March 27, 2015

Betty Spence, (NAFE President), (left)
and (right end) Barry (Vice President and General Manager of Working Mother Media,
beginning January 2015)

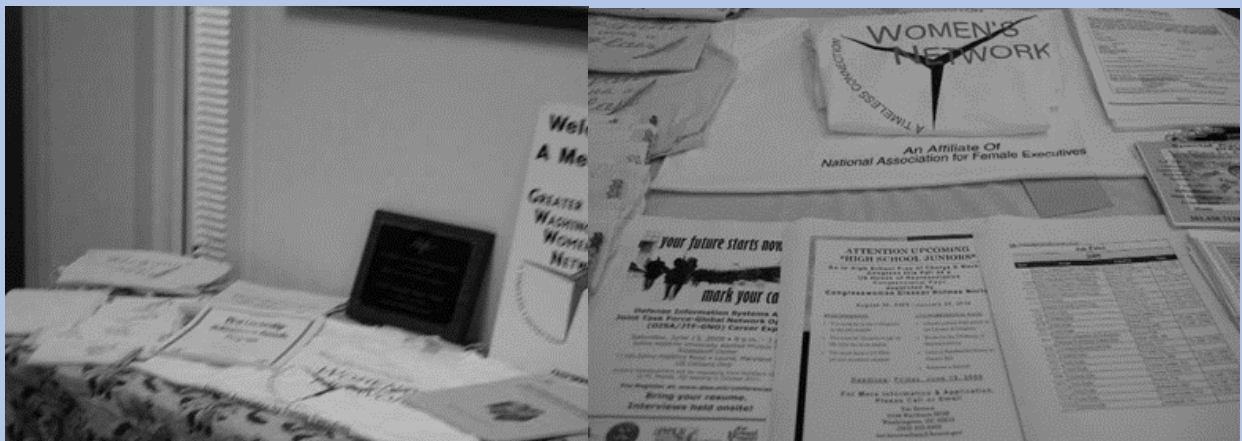
GWWN/NAFE Timeless Connections

People, places, sharing, and camaraderie

Expanding our horizons through valuable

Knowledge, networking, friendship, services, and recognition

Photos location for most see other Parts I; II-A-D







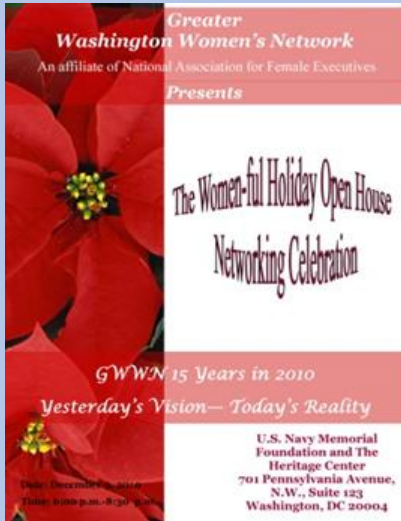
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[The Washington Informer](#), June 19-25, 2008



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Photo credit: [Wikimedia-White House South](#)



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Complimentary Tickets

U.S. 44th President Barack Obama Inaugural Ball

Greater Washington Women's Network

January 21, 2009



ABC News Photo credit: Pablo Martinez Monsivais/AP Photo

GWWN/NAFE Creating Timeless Connections

People, places, sharing, and camaraderie

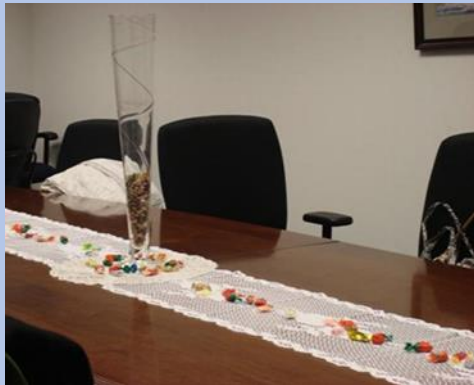
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Sheila Johnson, Business Woman (several businesses)
including managing partner and governing of the Washington Mystics (left)
Present Award to Mary Greene



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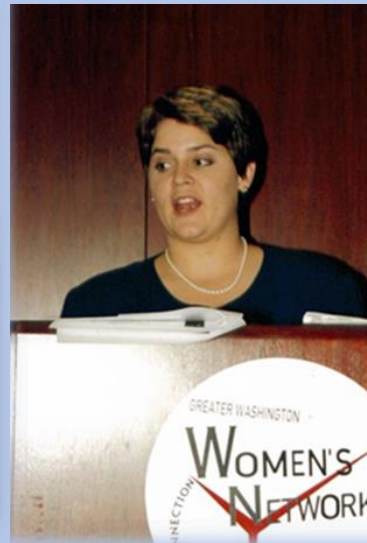
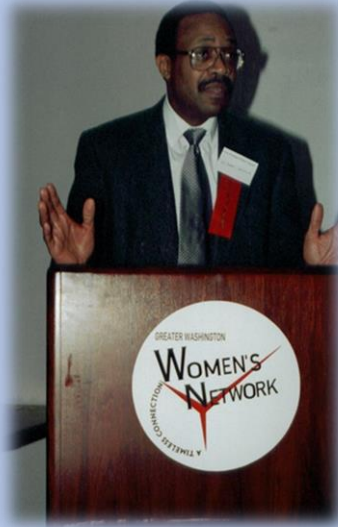
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GWWN/NAFE [Timeless Connections](#)

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[Betty Spence, NAFE President \(L\) and Eleanor Holmes Norton, DC Congresswoman \(R\)](#)

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Photo credit: [Kevin Allen](#)



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GWWN Highlights 2016-2017 Program Year Photo Gallery Shared Some History

Photography

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GWWN Photo Gallery

Reflection: Past Networking Expressions

Part II-E- features *A Tribute to Wendy Rue, NAFE Founder and Executive Director*

December 2017

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Separate Publications

- **Part I**
- **Part II- A**
- **Part II-B**
- **Part II-C**
- **Part II-D**

Thank you for taking the time to review these publications. We hope new inspiration sparkles to create and implement ideas for your professional business, career or personal success.

GWWN appreciates your contributions, time, support, and positive thoughts you have provided during these 22 years. You have made a difference to transform youth, women and men lives!

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