



PEN & PALETTE

Boca Raton Branch, National League of American Pen Women (NLAPW), Inc.

MEMBERSHIP

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On.....

JoJo Roberson Harder



by Marlene Klotz

JoJo Harder

During the mid-nineteen-eighties, JoJo Harder's career as a flight attendant for Northwest Airlines led to a vacation in Hong Kong that literally changed her life. JoJo discovered the beauty of silk travel kimonos and their potential for sales in the United States. After purchasing a sample line, she proceeded to sell them to department stores such as Henri Bendel and Lord & Taylor.

JoJo's flair as a self-taught designer, combined with entrepreneurial skills, culminated in building her own business—the JoJo Companies. JoJo's line of intimate apparel has been sold nationally, as well as in Bermuda, the Caribbean and South America. Her lingerie designs are part of a permanent collection at the Goldstein Museum of Fashion in St. Paul, Minnesota.

In 2005, while writing *Diva Dogs: A Style Guide to Living the Fabulous Life*, JoJo created a website to market her book, resulting in one of the "hottest" dog competitions in America — *America's Top Dog Model Contest*. She is currently working on a sequel to *Diva Dogs*, a movie and a reality show,

JoJo and Bill Harder live in Boca Raton with their handsome, teen-age son, William III. Their beloved Romeo, the miniature greyhound featured in JoJo's book, definitely leads the good life!

Ed. Note: JoJo comes from a Pen Woman family. Her mother, Maxine Roberson was both a Minnesota branch and state president. JoJo has been a Boca pen woman since 2001, serving two years as the Public Relations chair. Her work, Mary Todd Lincoln, First Lady Fashionista, was selected for inclusion in NLAPW's Lincoln Anthology. Her many achievements led to the Boca Raton Branch nominating her for the 2009 Florida State Association's Achievement Award.