

Suzanne D. Poor



October 6, 1933 - January 17, 2021

Suzanne Poor, Ph.D., one of the Ad Club's most beloved and valued members, passed away on Sunday, January 17, 2021, after a long illness. Suzanne will be remembered as a poet, a photographer, a journalist, a scholar and a businesswoman.

Suzanne was *President of the NJ Ad Club* from 2001-2003, and inducted into *The Advertising Hall of Fame of New Jersey* in 2004. She created and published the club's monthly newsletter, *AdTalk*, which ran for decades, but was most visible as the club's official event photographer. A member since the 1970's, Suzanne left an indelible mark on this organization.

After graduating as valedictorian from Cambridge High School, (Cambridge, MD), Suzanne attended Mount Holyoke College where she majored in Zoology and was editor of the school newspaper. She graduated in

1955, but not before eloping with her first husband, Richard S. Poor (Amherst, '54) in the spring of her senior year. After successfully hiding her marriage from the 'authorities' at Mount Holyoke until graduation, Suzanne joined her husband at Fort Bragg, NC, where he was completing his military service.

Undeterred by the conventions of the time, Suzanne returned to work in public relations and advertising, working for not-for-profit organizations before opening her own business with artist-illustrator Don Miller: Miller/Poor Associates in Verona, NJ. While running an award-winning public relations business, she managed to garner an MA and a Ph.D. in English literature at Montclair State and Drew Universities, respectively. She continued working until her 80s, adding several stints as an adjunct lecturer for Montclair State before retiring.

After the first marriage ended in divorce, Suzanne formed a domestic partnership with Robert Dubuque, III until his death in 1992. Some years later, she met and married Jasper Ralph Gonzalez (1996), with whom she was able to realize her dream, owning a house at the Jersey Shore.

Survived by her sister, Roberta, her children; Jonathan, Jeffrey, and Sara, her stepchildren; James, Lucien, and Victoria, her grandchildren; Veronica, Henry, Lloyd, Blythe, and Maisie, her first husband and good friend, Richard and her many colleagues and friends made through the NJAdClub.

A handwritten signature in cursive script that reads 'Robin Kantor'.

Robin Kantor
President, NJ Ad Club

The logo for NJAD CLUB, with 'NJAD' in a stylized purple font and 'CLUB' in a simple black font.

January 26, 2021