

SUSAN D. McCLANAHAN



Susan D. McClanahan is the founder of two companies, each devoted to the education of young people. Her first company, McClanahan & Co., Inc. was the premier developer of textbooks in the United States for twenty-one years. The company helped publishers like Macmillan, McGraw Hill and Scott Foresman create supplementary and basal textbooks for children preschool through high school, including high school equivalency materials. In 1997 Pearson Education, a UK based corporation, targeted McClanahan Inc. as a cornerstone for its strategic growth in the United States textbook market. Pearson bought the company in a unique move. It acquired relatively few financial or physical assets. Pearson bought the company for its people who were some of the finest managers in the business.

In 1990, Susan founded her second company. She wanted to bring what she knew about how children learn into the homes of all American families. McClanahan Book Co., Inc, became one of the fastest growing children's book publishers in the latter part of the twentieth century with more than 350 titles in homes, schoolrooms and major retailers like Barnes and Noble, Walmart and Kmart. Its mission was to provide engaging books from which children could learn at a price that all families could afford. In 1999 the company was purchased by American Greetings to strengthen its Learning Horizons division. Susan is presently serving as a consultant to this division.

Susan moved to New York City from Nebraska in 1968 with \$400 in her pocket and a dream of becoming a famous poet. Poems were going for \$15 (and still are) so she naturally turned to writing and editing for her sustenance.



In New York she worked in developing and implementing a state of the art daycare program for Universal Education, Inc. She then went on to Macmillan Publishing Company where she was an author, editor, and sales specialist for the elementary education division. At twenty-nine years old, she left the corporate world to start her first business.

Susan is a member of the Board of Trustees for The Churchill School and Center in New York City, a member of the Committee of 200, The Wish List, and a lifetime member of the CEO Club. She is an author on The Scott Foresman Reading Program as well as many other educational programs. She lives with her two teenaged daughters, Sabina and Abby, and her husband, Keith L. VanBuskirk, a lumberjack, whom she met through the CEO Club.

The McClanahan Companies

4110 Lake Shore Drive, Diamond Point, NY 12824, 518-668-4922

Fax 518-668-0122, Email jconnor@mcclanahanbook.com