



Newsletter

www.laurahatcherphotography.com

Let's Stay Connected - No Algorithms Required!

Hello!

I'm excited to be relaunching my periodic newsletter as a way to stay connected with all of you—especially those who might not catch everything I share on social media (thanks, algorithms!)

Whether it's the latest updates from the studio, behind-the-scenes glimpses, or stories from my amazing clients, I want to be top of mind when it comes to capturing

the big (and small) moments in our journey together.

If this isn't quite your vibe (or you're like me and don't need yet another email), no hard feelings—feel free to unsubscribe anytime. But if you're up for it, I'd love for you to stay along for the ride. I promise it'll be full of interesting stories, helpful tips, and maybe a few laughs too!

Enjoy this month's newsletter!



Cheers *Laura Hatcher*

October is National Women's Small Business Month

H.R. 5050

Women's Business Owner Act of 1988



The bill helped stop discriminatory lending practices, and increased opportunities for women by specifically:

- Removed state laws that required women to have a husband or male relative cosign a business loan.
- Established the Women's Business Center Program, granting women entrepreneurs access to business education services, tools, and mentorship.
- Created the National Women's Business Council, an independent, non-partisan federal advisory council.
- Required the U.S. Census Bureau to include women-owned C-corporations when reporting data.
- Required government agencies, to report to the Office of Federal Procurement Policy on goods and services obtained from women-owned businesses.

I'm celebrating by reflecting on my journey as a veteran and woman-owned business owner.

In 1988, I could serve my country, jump out of 'perfectly good planes', suit up in a dive helmet to the depths of 190 feet and drive a multi-million dollar naval vessel—but I still needed a male cosigner for a business loan!

Thankfully, H.R. 5050 changed that, paving the way for over 13 million women-owned businesses today.

Let's celebrate by supporting, mentoring, and advocating for women in business. Check out my October blog post for ideas on how to support.

[READ MORE](#)

Your Legacy Deserves Better

For those who wore the cloth, we typically say it was 'just a job.'

But to the 99% who can't or won't wear it, they know it's much more than 'just a job.'

Your legacy deserves better.

Document the journey.

Get a portrait in every rank.



Watch Video



Please share this reminder with a friend or loved one in uniform

Happy 5 Year Studio Ownership Anniversary!

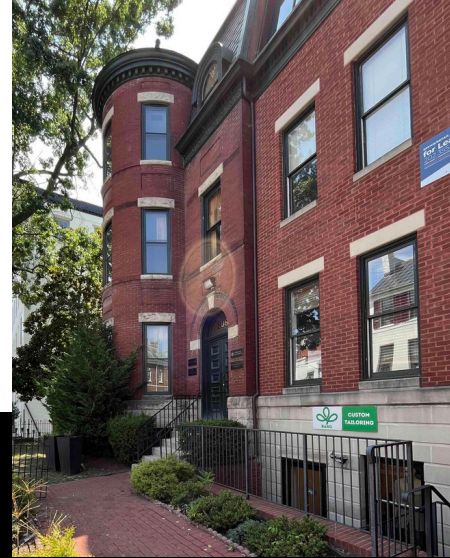
New Studio Address: 108 North Alfred St., Suite 202, Alexandria VA 22314

October marks an exciting milestone—five years ago, on the eve of a global pandemic, I opened my photography studio in the heart of Historic Old Town Alexandria, just a block from the waterfront. I used the grand opening as a clever distraction from turning the big 5-0 (nothing to see here...).

[Video: Before Moving In](#)

[Video: Studio Reveal!](#)

Against all odds, the studio survived the pandemic, and I stayed in that charming 250-square-foot spot for 4.5 years. As my brand grew, the small space (with its cozy 8-foot ceilings) started to feel even smaller. So, on July 1st of this year, I took a leap and moved to a new studio just a few blocks north east.



This new space has double the room, soaring 10-foot ceilings, and the historical charm I love. So many of you on this newsletter distribution are the reason I'm still thriving today, so thank you, I so appreciate your support.

Check out the before and after video tours!

National Black Dog Day

If you follow me on [TikTok](#), you would know that we've been raising a rambunctious black lab for the last 18 months.



I recently learned that 1 October was "National Black Dog Day" - I had no clue that was even a thing, did you?

Coined in 2004, "Black Dog Syndrome" is a phenomenon in which people

consistently choose light-colored dogs over black ones at adoption shelters. The day of recognition seeks to change how they are perceived. Now you know!

On The Horizon

If you've made it this far, thank you! Here's a peek at what's on the horizon: By the time you're reading this, I will have participated as a panel speaker at the U.S. Naval Academy's ASPIRE (Advocacy, Service, Purpose, Inclusivity, Retention, Engagement) Conference from October 6-8.

And to wrap up October, I'm off to Tuscany, Italy, for a photography workshop—followed by a few days in Brussels before heading home in early November. I can't wait to share that adventure with you in the next edition!

I love mentoring young people and sharing my journey, and this forum is all about sparking meaningful conversations around leadership, equity, and inclusion to help Midshipmen build stronger teams.

LEADER SPOTLIGHT

 <small>TERRA BRYANT USMC 1E TERRA BRYANT LLC</small>	 <small>DARIN WALFAKER USMC 1E DARIN WALFAKER LLC</small>	 <small>COURTNEY HANLEY USMC 1E COURTNEY HANLEY LLC</small>	 <small>SARAH HATCHER USMC 1E SARAH HATCHER LLC</small>	 <small>ASHLEY MARSH USMC 1E ASHLEY MARSH LLC</small>	 <small>KATY HEDRICK USMC 1E KATY HEDRICK LLC</small>
 <small>TONI JOHNSON USMC 1E TONI JOHNSON LLC</small>	 <small>CHRISTINA 'CJ' BOWARD USMC 1E CHRISTINA BOWARD LLC</small>	 <small>NABOB KABIR USMC 1E NABOB KABIR LLC</small>	 <small>TRACY McCLAIN HILL USMC 1E TRACY McCLAIN HILL LLC</small>	 <small>EMILY MUMFORD USMC 1E EMILY MUMFORD LLC</small>	 <small>AMY REISCHNER USMC 1E AMY REISCHNER LLC</small>
 <small>LAURA BENNETT USMC 1E LAURA BENNETT LLC</small>	 <small>LAKE BRIDGES USMC 1E LAKE BRIDGES LLC</small>	 <small>RYAN SPRINGS USMC 1E RYAN SPRINGS LLC</small>	 <small>JACKIE STENNETT USMC 1E JACKIE STENNETT LLC</small>	 <small>SARAH WILSON USMC 1E SARAH WILSON LLC</small>	 <small>RYAN WORTH USMC 1E RYAN WORTH LLC</small>

Service Academies Global Entrepreneur Summit
October 15-17, 2024 | Washington, DC







Mid-month, I'll also be documenting the Service Academies Global Entrepreneur Summit (SAGES).



Thank you for reading!

Keep in touch!

Lastly, Military Officer's Association of America (MOAA) recently invited me to support a 12 November webinar: "Leveraging Your Experience In Uniform for Entrepreneurship."

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