



PEOPLE

you should know



Susan DeMuth - 2018 Inductee



Susan (Burdick) DeMuth graduated in 1972 from DHS. She attended Syracuse University where she received a Bachelor of Fine Arts degree in 1976, and returned to the area to raise her family and begin her entrepreneuring adventures. Sue also served her alma mater as a Board of Education member for 3 terms, adding to her staunch support of her hometown.

Sue co-founded Shapes Etc., a graphics, printing and shipping business where she acted as president from 1984-2013. She designed shaped notepads and teaching aids, and marketed them throughout the USA and Canada. In 1994, Sue and her husband purchased Dansville Stationers, later adding Dogwood Trading Company, which they continue to operate today. These vital, long-standing investments helped keep a vulnerable business district alive and reinvent itself for the 21st century.

Sue's commitment to Dansville's business district is also evident in her tireless volunteer efforts with both the Dansville and Livingston County Chambers of Commerce. Sue advocated for several Main Street grants and was a key member of the Revitalization Committee. Sue served on the Historic Preservation and Development Committee that helped restore and improve much of the downtown and placed the central business district on the National Register of Historic Places. She was integral in founding the Winter in the Village festival. Recent initiatives have included support for Dansville ArtWorks, First Friday Events and Fairy Doors of Dansville to help promote local interest and tourism in the Dansville community. Sue DeMuth has been a steadfast creative force in keeping Dansville's downtown relevant and progressive.

The melding of her volunteer efforts and design talents can be seen throughout the village in signage, maps, posters and logos. She has advised owners on aesthetic improvements for their properties, assisted with the Main Street planter project and designed flags that are flown every Labor Day weekend during the NYS Festival of Balloons. Sue has designed logos for the Dansville Historical Society, Dansville Public Library, Winter in the Village, First Friday and many other local organizations, businesses and events.

Sue DeMuth continues to be an inspirational community leader and a mentor to new business owners, while investing her time in the preservation of Dansville's history and the development of a promising future.