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under 40

Susan Werremeyer

Co-founder, president, Carlton Werremeyer

College: Saint Louis University, bachelor's in communications

Susan Werremeyer's fundraising agency Carlton Werremeyer has been in business only four years, but already it has secured \$4 million in event and grant dollars for nonprofit organizations, and she has become a go-to person for those groups.

Werremeyer was on maternity leave from her job as director of development and communications at the Contemporary Art Museum St. Louis in 2004 when she decided it was time to follow her own path.

"I started getting phone calls from people I knew at other nonprofits, asking me to help with grant projects," she said. "I created the Carlton Werremeyer business out of my home as a response to that. I started building it with grant writing services."

Now, the firm also performs fund raising, marketing, public relations and benefit

event planning work for some 30 clients, including Dance St. Louis, the St. Louis Science Center, Jazz St. Louis, Accion Social Comunitaria and Grace Hill Settlement House. Her efforts have resulted in \$500,000 raised for Grace Hill alone. "It feels good to help these nonprofits along and see what kind of a difference we can make."

Werremeyer, 39, is the lone employee at her business, which had \$86,000 in revenue last year.

"When I was first looking for someone to handle these events, three of our board

members recommended Susan right away, completely independently of one another," said Maureen Manget, director of development for Dance St. Louis.

"She has a very good reputation in St. Louis. She handles everything from the invitations to monitoring the budget and decorations. She is very good at staying on top of all the minute details so everything goes smoothly."

Werremeyer also is the board president for Food Outreach; serves on the corporate committee for College Bound, an organization that helps inner city kids achieve college educations; and volunteers with NEST, an agency that helps women in developing nations start their own craft businesses.

— Julia M. Johnson

