

Entrepreneurs Professionals

Lynn Sarkany is an active participant working for economic development in the Ventura area as a business owner, entrepreneur, and a college professor. She has an MBA in Marketing from the Claremont Graduate University of Claremont, CA. Since 1994, she has had a marketing consulting firm MarketFinders, that is based in Thousand Oaks and actively helps businesses in Ventura to grow.

As the recession has deepened, Lynn has been searching for ways to help small business to survive and thrive. This is why Lynn has decided to start Entrepreneurs Professionals, an organization where small business owners and decision-makers can connect to grow their businesses, become stronger business owners, and give back to their communities. She is looking to start a chapter in Ventura.

“I have been working to grow small businesses for a few years now, and what I started to notice the minute that the economic downturn hit, was that small business owners and decision-makers were feeling that they had fewer and fewer options left out there to grow a successful business.

As the recession has deepened, these entrepreneurs have begun to not know what to do to maintain their competitive edge.”

Lynn also started to notice something else.

“I have also noticed how many people have been laid off, can’t find work, and are given the suggestion to start their own business.

This is something that these people may be very excited about doing, but many don’t have a clue as to where to start.”

Lynn feels that the solution lies in the small business sector itself. “Small business cannot rely on the Government to help—we have to learn to be each other’s ‘Safety Net.’ If America is going to bounce back from this economic turmoil, we need a new generation of entrepreneurship, innovation and stewardship to grow. We need to foster this not only in ourselves, but in our children as well.”

The meeting format is simple, fun and interesting: Because Lynn is a Professor of Marketing and Public Relations at both the University of Phoenix and California Lutheran University, this experience enabled her to create a Business Development Curriculum for use by the members.

This allows them to work together in a workshop setting on modules that enable them to do everything from developing their business

introductions, to creating strategy for how they can co-market their businesses and effectively utilize media. Every other week the group uses a "Meet and Greet" format that allows them to give a more detailed introduction for their business, as well as highlight one of the members as a speaker for the group. Every other week the group does a shorter introduction and then breaks into groups to complete one of the modules in the Business Development Curriculum. Through this program, members create their own business opportunities together. For more information on how you and Ventura can get involved please visit their website at www.entrepreneursprofessionals.com, or call their toll-free message service, (888) 653-7810.