

# BUSINESS & MONEY

NEWS TO USE: GET YOUR CREDIT IN ORDER BY FOLLOWING THESE FIVE STEPS. 3D

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Don't call them slackers. These 20-somethings started businesses to turn their passions into profit

## GENERATION ENTREPRENEUR

**Heather Lowenthal,** owner of Posh Paper and Posh Parties in Jupiter

**LOOKS GOOD ON PAPER:**

Heather Lowenthal of Jupiter counts the Miami Dolphins among the clients for her businesses, Posh Paper and Posh Parties. Staff photo/Scott Fisher

Growing up in Palm Beach Gardens, Heather Lowenthal had a passion for paper and made her own invitations and note cards for family events. She even sold her stationery packages at the local flea market.

At 25, Lowenthal started Posh Paper, a home-based invitations and stationery business offering customized invitations and handcrafted, personalized designs.

Shortly afterward, she branched into event planning with sister company Posh Parties.

■ LOWENTHAL CONTINUES ON 8D

BY ARLENE SATCHELL  
STAFF WRITER

By personal design or by following the example of family businesses, savvy young entrepreneurs are making a mark in South Florida.

Launching in Florida may have been the first step on their road to success.

In a recent BizJournal.com study, Florida ranked high as one of America's top states for small business. And local business analysts are seeing an increase in inquiries from this Generation Y crowd.

"They're coming in with solid ideas from lawn care to solar energy," said Ted Kramer, spokesman at Florida Atlantic University's Small Business Development Center.

Here's a sample of what this brash, ambitious set has accomplished.



**OUTSIDE THE BOX:** Lowenthal built a client list by networking with bridal registries and wedding coordinators. Staff photo/Scott Fisher

■ **LOWENTHAL**

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"It's all about high-end customer service and convenience," Lowenthal said.

Through networking with bridal registries, wedding coordinators at high-end Palm Beach resorts and local churches, Lowenthal has managed to get the word out about her business and has secured a selective clientele that includes the Miami Dolphins.

"I basically did it all on my own and every dollar I made was reinvested in the business," she said.

Now 30, the Jupiter resident runs a one-person operation, but hires additional people when needed.

With a creative writing and communications degree to her credit, the Florida State University graduate is realizing her dream — becoming a well-known and sought-after event planner.