

Restoreth Roots LLC

3878 Frew Mill Road
New Castle PA 16101-8114

PENNSYLVANIA

S B D C

Small Business
Development Center
Duquesne University

*Helping businesses
start, grow, and prosper.*

Duquesne University SBDC

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Industry:

Environmental Consulting
Services, Consulting for
Sustainable Land care
Cultivating Communities

Year Founded:

2024

SBDC Assistance:

Business Plan Development,
Business Startup, Digital Marketing
and Social Media

Consultant:

Doug Harding



New Business named Restoreth Roots, LLC

Jen Senchak, a certified arborist with years of experience in landscape management and community volunteering, envisioned a consulting business focused on sustainable land care practices. Her goal was to address regulations on land and tree conservancy and sustainability in the Lawrence County region. Jen expressed uncertainty about whether to register her business as an LLC or a corporation to attract investors. Jen took the first steps by setting up a domain name for her website, "Restoreth Roots," and began constructing it. She also started developing a business plan using the Master Plan template, focusing initially on the Opportunity section. Within a few weeks, Jen registered her business as Restoreth Roots, LLC, obtained an EIN, business insurance, and necessary chemical licenses from the state of Pennsylvania.

Jen's business quickly gained traction. She secured two large private conservancy projects with residential clients and a small park in Sewickley, which provided a solid foundation for her business. She actively networked with municipal conservancy organizations in Lawrence, Beaver, Butler, and Mercer counties to promote her services. A significant milestone was her meeting with the Lawrence County Conservation District, which opened doors for future collaborations.

Recognizing the importance of a digital presence, Jen began developing her website and social media profiles with the help of an intern. She planned to utilize our Digital Marketing services and SEO analysis to enhance her online visibility. Jen also focused on completing her business plan, incorporating new insights from her initial business activities.

Jen's long-term vision included working on sustainable housing development projects and customizing conservancy plans. She leveraged her contacts with various conservancy groups to expand into this market segment. Her main concern was marketing her business, and she explored mass marketing approaches to increase awareness of invasive species management in state, commercial, and residential lands across the three counties.

Jen continued to develop contacts with county conservancy organizations and worked on new projects, such as a watershed conservancy initiative in Northwest Pennsylvania. She aimed to expand her reach and establish a strong presence in the sustainable land care consulting industry. Jen's dedication and strategic planning have set her on a path to success, and we look forward to supporting her ongoing journey.

Jen Senchak's story is a testament to the power of vision, planning, and networking in building a successful consulting business in sustainable land care practices. Her journey with Restoreth Roots, LLC is just beginning, and we are excited to see her continued growth and impact in the community.