

Lynn Lamoureux, Founder and Co-owner, Green Dog Spa



“Attending the National Awards luncheon in October made such an impression on me about just how widespread the community support is — the power of women connecting with other women is incredible. JWBC has been great at getting the resources women need. I’ve since been referring more people to JWBC as I love the strategic partnerships with organizations working back and forth. Making connections where you need it with the SBA, SBDC, SCORE and WBO — JWBC showed me that although my business is unique, I would still be able to get the help I need.”

Entrepreneurship can start quite young in the JWBC community. For Lynn Lamoureux, founder and co-owner of Green Dog Spa, she was just 10 years old when she first got excited about owning her own business. “My mother and I would buy and sell items at flea markets to make extra money and I found it to be a lot of fun,” said Lynn.

Lynn started her first business in college. “A friend owned a peanut company in Bradenton and was looking for a distributor in this area. He shipped several boxes of varieties of packaged nuts to me and I sold out immediately. I developed multiple routes, hired drivers, eventually had five trucks and went on to sell the company in 1976,” she said.

Her passion for pets led her to purchase her first pet store that same year on 103rd Street and Blanding Boulevard. Her biggest hurdle was purchasing the store without funding. “I ended up working out a financial deal with the previous owner and didn’t waste a minute. I started working immediately.” She went on to own and manage the pet store for several years and eventually opened 12 additional pet stores and grooming salons. “I believe one of the biggest reasons I have been successful is that I have made it a priority to be a trusted caregiver for any and all pets. I have a passion for animals and will do my best to make sure they are happy. Our clients know that their pets will be safe in our care. We also assist with rescued animals or any pets that need temporary housing,” she said.

“One of the most important aspects of owning a business is reading a financial statement. Thanks to the Financial Matters program at JWBC, I learned so much about how to read it correctly and the critical impact it has on decision making. I gained confidence when I realized how predictable the numbers could be. Financial Matters also helped me prepare for the sale of my 26-year old business, Pet World and successfully find a buyer. In 2011, I opened Green Dog Spa, a high-volume boutique pet salon and I was thankful again for everything I learned at JWBC

Lynn and her daughter Erica are now partners at Green Dog Spa with Erica working as the operating manager. Paying more attention to the numbers and financial details than ever before, Lynn highly recommends women business owners to connect with JWBC and its resources.

In 2016, Lynn purchased Sunland Acres from Marjorie Winchester, who owned and operated the business for 40 years. Lynn immediately noticed that most of the rooms were not rented. “There were rooms for about 50 pets, but it was only at about 10% of capacity. I set up a website, Facebook page, email list and purchased a computer and software program for managing the boarding. These components rapidly started generating new business. Our facility is unique in that all of the rooms are connected to a private exterior 30’ run so dogs can be inside in the air conditioning or the great outdoors! Our goal is to make sure pets are safe, have fun and allow for their ‘parents’ to travel worry-free,” said Lynn.



Lynn and former Sunland Acres owner, Marjorie Winchester.

“Once again, the purchase of this business was only possible because our financials were presentable. The SBDC — one of the many wonderful resources JWBC referred me to — was a crucial element for helping me put together a business and marketing plan to present to the bank to secure a loan. This what I love the most about JWBC — it collaborates and partners with local resources and organizations instead of competing. Because of JWBC, I met a SCORE mentor, David Taylor, who was part of an advisory panel. Green Dog Spa’s numbers were not profitable at the time – David reviewed the financial piece of our business and advised us to change the commission structure. It has been doing great ever since! I’ve found mentors who’ve inspired me over the year at WBO of Northeast Florida as well,” she said.

After 42 years of start-ups and watching the pet industry evolve into such big business, Lynn says she’s living the dream on two acres fulfilling her passion for pets and their care. “My mom has been a great mentor for me as she teaches me to be persistent and innovative. Travel is another one of my passions and every year, my daughter Erica and I, go to the Westminster Kennel Club Dog Show at Madison Square Garden,” she said.

You can also find her enjoying cooking, camping, hiking, golf or anything outdoors — there may just be a dog in tow!