

35 ENTREPRENEURS 35 AND UNDER

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Age is just a number.

The individuals who made *bizAZ* magazine's list of top Arizona entrepreneurs who are 35 and younger prove that.

With just a few business years under their belts, many of them have managed to build multimillion dollar companies with global presences.

Take 31-year-old Thomas Gorny, for example.

In 2001, he started Web-hosting firm IPOWER Inc. Today, the Phoenix-based company is the fifth-largest Web-hosting business in the world with more than 700,000 customer accounts.

Then there's Corey Kossack, a recent graduate of Arizona State University who's currently studying entrepreneurship at Grand Canyon University in Phoenix.

At 23, Kossack runs his own eBay business called Koss DVD that sells DVDs, video games and books. The business has made more than \$1 million since it started in 2005.

BizAZ received applications from other candidates of equal caliber. Narrowing the list was hard.

In selecting our entrepreneurs, *bizAZ* used key factors to determine who made the cut.

Age, of course, was the initial criterion. All finalists had to be 35 or younger by the time of publication.

Candidates also had to have been involved in starting and running an Arizona-based business.

We sought candidates who had businesses that were experiencing revenue growth. We

also wanted entrepreneurs with a proven track record, which in most cases meant they had to have been in business for a year or longer.

Finally, it was important that the entrepreneurs exhibited a balance between taking risks and making smart decisions, something finalist Mark Aspenson says he always keeps in mind.

"A lot of people talk about entrepreneurs as just being severe risk-takers," says Aspenson, 27. "I look at entrepreneurs as calculated risk takers."

BizAZ did not work alone in shaping the final list. We asked local experts who have experience running their own businesses and helping other entrepreneurs to serve on our selection panel.

The panel included Joan Koerber-Walker, CEO of the Arizona Small Business Association; Brandon Ames, president-elect of the Arizona chapter of Entrepreneurs' Organization; and David Yniguez, executive vice president of economic development for Chicanos Por La Causa Inc.

"They were all doing things that were above and beyond what you normally think of when you think of young people in business," Koerber-Walker says of the candidates.

With these factors in mind, *bizAZ* selected the following business owners to be included in our list of the 35 entrepreneurs.



Brian Sehner

Age: 33

Company: Sundance
Outdoors Inc.

Location: Chandler

Position: President and
founder

Year founded: 2000

Business: Publishes online summer camp directories under the domain names of AdventureCamp.com, teensummercamps.com, campbound.com and bluepeak.com.

Interesting fact: "My daily commute to work once involved avoiding land mines. I worked for International Medical Corps in post-war Kosovo."