



Taryn Scher, owner of TK PR, a public relations and event planning company, says business relationships are important. HEIDI HEILBRUNN/STAFF

Fashion forward

Greer entrepreneur finds niche, brings new energy to business community

By Cheryl P. Allen

Greater Greer News
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She's sassy, outgoing and stylish, and she loves pink. Her home office decor includes a purse-shaped tape dispenser, a wall calendar depicting a designer shoe for each month and adorning a bookshelf is an Elle Woods doll that she's had since college.

"I try to really have fun with the brand that I put out for myself," said Taryn Scher, founder and owner of TK PR, a public relations and event planning company.

But make no mistake, when it comes down to business, the 29-year-old Greer resident is seriously savvy. These days, she has a lot on her plate.

Scher was named South Carolina's 2011 Small Business Administration Young Entrepre-

neur of the Year. She also appears regularly on WSPA's "Your Carolina" morning show and is a contributing fashion editor for TOWN magazine in Greenville.

Young entrepreneurs like Scher are vital to the local economy, said Allen Smith, president and CEO of Greater Greer Chamber of Commerce.

"One of the things we've talked about with chamber colleagues through the Upstate is recruiting and retaining young professionals," Smith said. "That is of critical importance. They bring a new dynamic to the area. ... When you are bringing new successful ideas to the market, they generally translate into new investments."

Scher is passionate about her clients' success, Smith said.

"I think what Taryn brings to her clients is an all-in type mentality. And she brings to her job a

certain level of energy and innovation."

Adding to her repertoire is her new role as president of the Greenville chapter of Femprofessionals, a national network of business women.

The group recently held its first meeting. More than 30 women attended.

"It was awesome," Scher said. "It was inspiring. I mean, we had six women in tears say just how excited they were to have a group of women to be able to talk to, meet and network amongst. I think we hit a strong chord."

Scher started her business with one client and limited fashion sense. But she recently hired her first full-time employee and today she has dozens of clients under her belt, many of which are fashion companies. They include local businesses, such as Beija Flor Jeans and Mariani's Boutique, as well as international designer brands, such as Steve Madden and Blanc de Chine.

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TARYN SCHER

"For a young lady in her age group, she is very talented," said Mary Ann Sudnick, owner of Mariani's. "She's professional in her approach," said Sudnick, citing for an example, a New York Extravaganza Fashion Show that Scher helped her coordinate.

"She has wonderful high energy and she always sees the glass as half full instead of half empty," Sudnick said. "Her purpose is always to inspire."

Personal touch

Scher said a hands-on approach is crucial in her business.

"It really goes to the root of what I do," she said. "My fear is

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getting too big. I need to be involved with my clients. My industry is a relationship industry."

Scher said she refuses to send out press releases. "It's such a faceless, non-personable way to approach somebody."

But she does send out individualized emails and handwritten thank-you notes as well as make follow-up calls and press kits.

Having a journalism background has been a great plus, said Scher, who graduated in 2005 from University of Maryland with a bachelor's in journal-

ism.

After graduation, she moved to New York and got a temp job working in a fashion showroom and soliciting customers at trade shows.

"Basically, I was walking up to strangers like, 'Hey have you heard of this line?'"

She later nabbed a job as an executive assistant for the New York flagship store of Blanc de Chine, a Hong Kong-based fashion company. When the company's contract with a large PR firm ended, Scher volunteered for the job. Six months later she was promoted to vice president of public relations and marketing-North America.

While living in New

York, Scher met her husband, Adam. In 2007, they moved to Greenville for his medical residency and she started TK PR.

Business has grown primarily through word of mouth, she said. "The first year, it grew 100 percent," she said. Still, there has been a lot of trial and error along the way.

"I've learned so much," said Scher who initially sought help through Clemson University Small Business Development Center.

"I'm not doing anything spectacular," Scher said. "If you work hard and are willing to put in the time and the effort, meet people and put yourself out there, you will reap the rewards in this community."