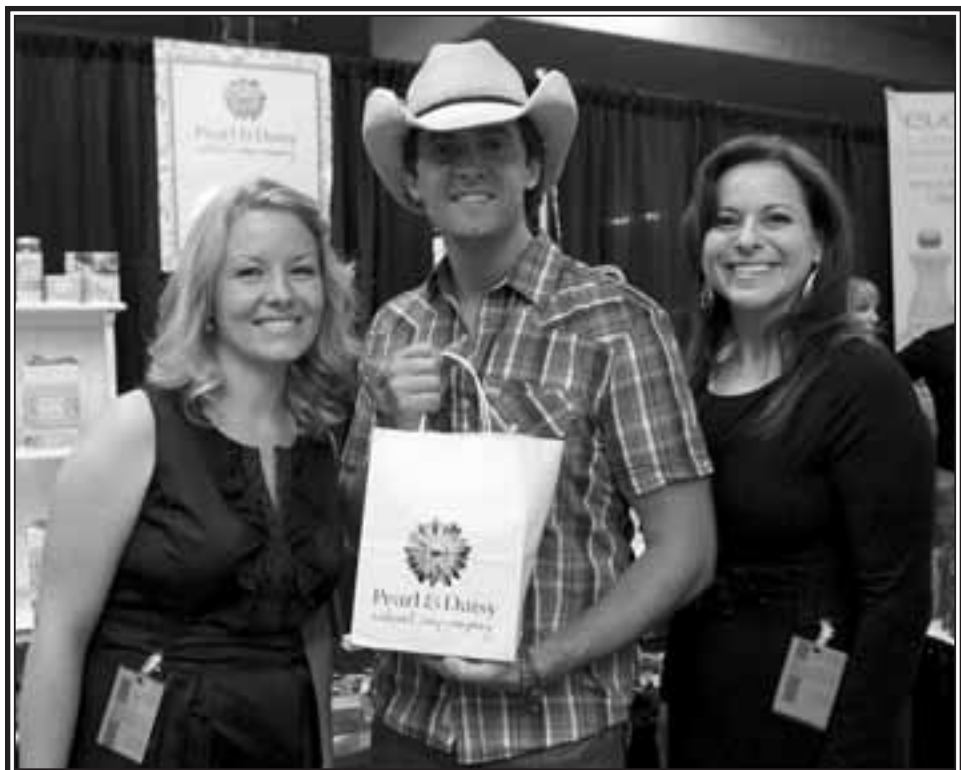


# Trip to CCMA's a Tremendous Experience



Several prominent country music artists visited the Pearl and Daisy booth at the CCMA celebrations in Hamilton, ON. Pictured above (L-R) are Amanda Langille, Dean Brody and Rebecca Taylor. Dean is holding one of the 115 gift bags of Pearl and Daisy products given out to artists at the event earlier in September. (Angela Smith Photo)

The excitement in Rebecca Taylor's voice, as she talks about her recent trip to the Canadian Country Music Awards, in Hamilton, Ontario, shows just how much the experience meant to this small business owner from Londonderry, NS.

"It was really awesome, better than anticipated," she says. "Amanda Langille and I went with an entertainer in mind, who we wanted to meet. She hoped to meet Johnny Reid and I wanted to meet George Canyon and we were thrilled to meet both of them."

Rebecca was promoting her business, Pearl & Daisy Natural Soap Company, in the gift lounge back stage at the CCMA's. She says she had a bit of a panic when George Canyon was about to approach her table and was called away, "I thought you've got to be kidding, he was so close, but then he returned a little while later and I asked if he would make a draw for our Facebook contest and he happily obliged."

The back stage area was a great place for Rebecca to meet many of Canada's top entertainers, including several from the East Coast. "I was pleased when Dean Brody won three awards, plus Best Album and Best Website and George Canyon won Best Producer. Damhnait Doyle and The Heart Broken were also nominated and Cape Breton's Jimmy Rankin won Roots Artist of the Year," she says, listing just a few.

Pearl & Daisy Natural Soaps received a lot of positive

response. "We were told to bring 115 gift bags but we decided to take 125, just in case, and we came back empty handed," says Rebecca with pride. "Some of the entertainers would ask for any extra gift bag to give to their little girl or wife and we were happy to have the extras to give them."

One moment of excitement happened when Rebecca had just given an extra gift bag to Gord Bamford's daughter Paisley. "He asked if we would be going to the post gala reception, held after the awards ceremony, and we said no, as tickets were impossible to get for that event. Gord turned to his assistant and told her to get us two tickets and just like that, we were going," laughs Rebecca.

Pearl & Daisy Natural Soap Company received a great deal of exposure from the trip to the CCMA's. Rebecca has already received emails from The Ladies of the Canyon and Damhnait Doyle, saying they are enjoying the products. "This was a tremendous experience for us and a pleasure to meet all of Canada's top entertainers. They are truly genuine authentic people and it makes me proud to be Canadian," says Rebecca.

There have been many business professionals who have supported Pearl & Daisy Natural Soap Company along the journey to success. "I met with David Copus, of Nova Scotia Business Inc., just before I moved my production to Debert. I needed guidance and he was extremely helpful," says

Rebecca. "I have also met with Kelly Carter of NSBI for over 2 years, along with Karen Williams, at Dept. of Communities, Culture & Heritage, Bernard Burton, at Crafts Alliance, and Terry Hearn at CoRDA. They have all been very supportive and helpful."

"Company founder Rebecca Taylor came to our 'Working for Me' series of entrepreneurial workshops, which show people the basics about starting their own small business and was a class star from the beginning," says CoRDA's Alan Johnson. "She had great ideas, and met with our Small Business Coordinator Terry Hearn about refining her ideas for Pearl and Daisy Natural Soap Company. She also took extra bookkeeping and small business taxation courses through CoRDA, and that really helped her on her way to the success she's achieving today. But most of the credit belongs to Rebecca herself. She's a high-energy visionary with superb people skills. And now that she has Amanda Langille on staff, they're an unstoppable pair!"

Rebecca enjoys making connections with other small businesses in the area. Maritime Labels & Packaging is pleased to have met Rebecca through her online search for a label supplier that could meet her needs in June of 2010.

"Producing labels using digital direct-to-press technology helped Rebecca by allowing for multiple product labels to be printed under one total order quantity," says Paul Sproule,

Operations Manager at Maritime Labels & Packaging. "Specializing in full colour (4 colour process) printing, Rebecca has been able to supply some amazing colourful press-ready graphics files and can rely on us should any minor adjustments be required. From the first order of 7 different product labels, we are happy to have helped many times in expanding her products using a variety of different sizes, shapes, substrates, and finishing options to compliment her packaging."

The new soap making equipment at Pearl & Daisy Natural Soap Company was made by Specialty Steel, in Debert. "Rebecca had an idea of what she wanted and we were able to take this idea and design the equipment she needed. The pieces were designed on a computer program and cut out using our new laser cutter," says Paul Garbes, President of Specialty Steel. "The whole process from idea to working equipment was completed in a matter of days."

This new equipment has



Cape Breton artist Jimmy Rankin stopped by the Pearl and Daisy booth at the CCMA event in Hamilton, ON. Rebecca Taylor company president is shown on the left, while Amanda Langille, communications consultant to Pearl and Daisy Natural Soap Company Inc is pictured on the right. (Angela Smith Photo)

been up and running, producing a new collection of Pearl & Daisy Natural Soap. The unscented collection is called Down Home and made with oatmeal and honey.

There will be an Open House,

held in the afternoon on October 21st, at Pearl & Daisy Natural Soap Company 475 McElmon Rd., Unit 5, Debert. Everyone is welcome to stop by and see the production process and view the assortment of products.



Mask down, Shane Currie is ready to begin welding at Specialty Steel, Debert. Rebecca Taylor was pleased when Specialty Steel was able to design and manufacture all her new soap making equipment for Pearl & Daisy Natural Soap Company. (Harrington Photo)

**Maritime LABELS & Packaging**

**Short to Medium Run Custom Printed Labels**

The nature of a digital printing process helps reduce overall costs while providing excellent quality - whether it's multiple SKU's or just one, under one total order quantity.

Enjoy the benefits of:

- High Quality, Full Colour
- Variety of Substrates and Options
- Stock and Custom Shapes and Sizes
- No Expensive Printing Plates
- Cost Effective Design Changes
- Design Services Available

**Maritime Labels & Packaging**  
 100 Bluewater Rd, Bedford NS  
 Toll Free 1.866.674.5749  
 Email: sales@labelsandpackaging.ca  
 www.labelsandpackaging.ca

**SPECIALTY STEEL**  
INCORPORATED

Specialty Steel Inc. operates under the principle of total quality management. Our objective is to meet our Clients requirements and to provide them with the highest quality of products and services.

Our plant is equipped with extensive metal fabricating abilities including Aluminum and Stainless steel. It features in house sandblasting and painting facilities.

**New Laser Cutting Capabilities!**

423 DAKOTA RD DEBERT NOVA SCOTIA, CANADA  
**info@specialtysteelinc.com**  
 423 Dakota Rd. Box 285, Debert, N.S. B0M 1G0  
 Phone: 902-662-3069 Fax: 902-662-2812  
 Toll-Free in Canada 1-877-557-2772

**Pearl & Daisy**  
*natural soap company*

boxed gift set: \$25

**We believe the best things in life always come around again.**

The original Pearl and Daisy grew up in Londonderry a hundred years ago, when soap was made by hand using all natural ingredients. That's the way we do it today, with ingredients inspired by our seashores, forests, and meadows. Learn more at [www.pearlanddaisy.com](http://www.pearlanddaisy.com)

*100% Natural. Made in Nova Scotia.*