



## Dutchess County Economic Development Corporation

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### **Natural Cleaning Products Spell Success for Small Entrepreneur**

POUGHKEEPSIE, NY – Many entrepreneurs dream of beginning a business in their home and turning it into a “zero-to-sixty “ success story. Ann LaGoy has done just this with her company, **Sound Earth**. Sound Earth is the **only** manufacturer in New York State of natural cleaning products. Cashing in on a growing public awareness of the value of using “green” products, Ms. LaGoy has created a line of natural cleaning products.

Ms. LaGoy is proud to have recently landed an account with the giant retailer Whole Foods. Says Ann LaGoy, “We just got into our 50<sup>th</sup> store since we began only five years ago. This is an exciting benchmark for us.” Sound Earth products may now be found in selected stores in New York, Connecticut, New Jersey, and Rhode Island. Ms. LaGoy projects a 70 percent increase in revenue for the company in the coming year.

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Says Ms. LaGoy, “I love the Hudson Valley, and my business has thrived here. In 2007 I received a Trade Show Grant through the Dutchess County Economic Development Corporation, funded by the Dutchess County IDA. I attended the North American Vegetarian Summer Festival in Pennsylvania and landed two stores and made valuable contacts.” She adds, “Trade shows are generally very expensive to attend, so the grant was essential for my small business to have a presence there.”

Catherine A. Maloney, Director of Business Development for the Dutchess County Economic Development Corporation, notes that “companies like Sound Earth are part of Dutchess County’s solidly successful manufacturing base. Small manufacturers are vitally important to the county’s economic stability and future growth.”

Ms. LaGoy originated her idea for Sound Earth as a result of owning a cleaning service. Cleaning a client’s home one day, she was poisoned by the gas that formed when she used chlorine bleach—not knowing that the client had earlier used ammonia on the same surface. It was then that Ms. LaGoy began thinking about the need for safer and healthier cleaning products. *The result:* Sound Earth.

Demonstrating a strong commitment to a safe and healthy product line, Ms. LaGoy recently turned down the opportunity to save money on spray bottle closures through a firm that offered the closure at 19 cents, as opposed to the 30

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cents she now pays. Learning that the less expensive spray-bottle closure was manufactured overseas in a country noted for lower safety standards for these types of products, Ms. LaGoy opted against the considerable savings.

A resident of Dutchess County for 14 years, Ms. LaGoy currently warehouses her company's products on her personal property. She has been able to find most sources for ingredients in New York State and makes 80 percent of her raw ingredients. All bottling and packaging is done within New York State or within the New York/NewJersey area.

Sound Earth handles all of its own distribution, shipping and delivery and uses sales reps to find and attract new business. Currently, the company currently has two employees. Ms. LaGoy expects to add more and is interested in hiring disabled individuals.

Originally from upstate New York, Ms. LaGoy graduated from SUNY Oswego with a dual major in anthropology and sociology. She is understandably is enthusiastic about her fast-growing business which focuses on a healthier solution to the age-old necessity of housecleaning. .

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The Dutchess County Economic Development Corporation (DCEDC) is a private, nonprofit organization serving the cities, towns, and villages of Dutchess County. Funded annually by the County, the County's Industrial Development Agency, and through private-sector investment, the DCEDC supports and promotes business development in Dutchess County through a variety of business attraction, expansion, and entrepreneurial development programs.

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