



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2018010

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RE: Rebecca Taylor appointed Town of Amherst's business development officer

AMHERST, Nova Scotia – The Town of Amherst has a new business development officer.

Rebecca Taylor, the town's current co-ordinator of marketing, culture and tourism, will take over the job on Feb. 26. She will be located in the Community Credit Union Business Innovation Centre on Ratchford Street.

"I am very pleased to be announcing Rebecca's appointment today," Amherst CAO Greg Herrett said on Jan. 31. "The positive energy she brings to everything she does will serve the Town of Amherst well as we work with our partners in supporting and enhancing the business climate in Amherst and our region.

"Her mix of experience in community development and as an entrepreneur, combined with her ever expanding familiarity with the business community through her current role as co-ordinator of marketing, culture and tourism, make her a force to be reckoned with in promoting Amherst as a great place to live, visit and do business. I welcome her to our team."

Mayor David Kogon said he was "very pleased" to see the hiring of a new business development officer.

"Business and economic development is one of council's top priorities as it is necessary in order to keep Amherst a viable and vibrant community," Kogon said.



Rebecca Taylor will become Amherst's business development officer on Feb. 26.



“I look forward to working with such an energetic and enthusiastic person, and I would like to welcome Rebecca on board.”

Taylor has an impressive resume, Herrett said. She has worked in a number of related positions for various department and agencies of the Ontario provincial government as well as communications manager for the Catholic school board in Brantford, Ont. More recently, Taylor founded and manager her own natural soap company and operated a small public relations firms.

Taylor has also had extensive involvement in community and economic developing in Colchester County through her work with the West Colchester Community Development Association, the Truro Development Corporation, the Colchester Business Partnership and the Truro Brand Leadership Committee.

Her appointment followed an extensive search for a new business development officer that was supported by Gerry Walsh of Gerald Walsh and Associates.

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