

# **NJSBDC Emerging Markets Program**

**Darrell McQueen  
Canyon Spring Water Company, LLC  
483 Wright DeBow Road  
Jackson, NJ 08527**



***Bernadette Tiernan, Brenda B. Hopper, Darrell McQueen,  
Charles Jackson***

**Three years ago the Canyon Spring Water Company started with a drop of an idea that's now making a big splash in New Jersey. Canyon Spring has an innovative water delivery system that allows for loading of water bottles without as much lifting as top loading models.**

**In addition to water, Canyon Spring distributes hot beverages and supplies to offices.**

**Darrell McQueen, President and CEO of Canyon Spring Water met with Charles Jackson, NJSBDC's Director of Emerging Markets and Special Projects to quench his thirst for information and resources for his start-up business.**

**Canyon Spring volunteered to work with a group of students taking a marketing course with NJSBDC Associate State Director (and Rutgers Business School Professor) Bernadette Tiernan. Students enrolled in Professor Tiernan's marketing**

**course as a team project wrote the initial marketing plan for Canyon Spring.**

**Darrell used that marketing plan as a guideline, and now is now in the process of establishing a North Jersey location to service his ever-increasing customer base. That will require hiring new sales and delivery people in addition to his current three full time employees. Canyon Spring is one of two minority owned and operated spring water distribution companies in the country.**