

MfP Mom of the Month: Olivia Omega Logan of Baby Candy Store



Olivia Omega Logan & kids from Baby Candy Store

Helpful Hint:

Remember this motto to live by: "Start getting ready for bathing suit season... eliminate soda from your diet completely. Just one can of regular soda is 150 calories, if you drink one can every day that is 54,750 calories per year resulting in 15 pounds! Yikes.



Your best advice for a fellow mompreneur?

A mentor of mine says the only way you can achieve something you have never achieved is to do something you have never done. It is so cliché, but it is so true – you never know what you can do until you do it. It takes a lot of guts to do what we do as mompreneurs – stepping out on a limb while knowing that our little ones are depending on us. But occasionally, we must be daring, dramatic, maybe even a tiny bit irrational, and sometimes a little shocking to get shocking results. Don't be afraid to take big (and little) leaps of faith. You will find that not only can you fly, but you can soar!

What has been your most successful business idea so far?

I have had several small business ideas here and there and even started a couple of them. However, Baby Candy, specifically the overall candy theme that the brand embodies, has been my most successful. Branding is such a powerful tool regardless of the product or industry. The tone and persona of Baby Candy were established at the earliest stages of the company and carried out to their fullest - from the logo design and website graphics, to the product packaging and retail displays. I have committed to the brand wholeheartedly and want my customers to experience the essence of that brand at any and every point of contact.

How do you relax?

Honestly, this is something I need to work on because our daily lives as moms and business owners move at such a fast speed, that it actually takes some effort to slow down, breath and enjoy everything around us. I relax by taking my kids to a wide open park and letting them run wild while I sit on a swing and flip through a magazine...no phone ringing, no emails to return, no internet to surf and no orders to fill. In my past life, I was an

advertising executive with subscriptions to at least 20 great publications, so I am still addicted to them. I also love painting pottery. Surprisingly, my husband loves it too. We went to a pottery painting place several times when we were dating and now it is one of the things we do together on a regular basis.

What goals do you have for Baby Candy?

I want to build a reputable global brand of high-quality and unique clothing that stands for that little something special. Baby Candy was truly inspired by the sweetness of life. That sweet spot, for myself and for many others, is the children we are miraculously blessed with. Children inspire parents to dream, create, laugh and live fully. They have given me the drive, courage and creativity to launch Baby Candy.

Personally, I want to be an example for other moms, showing that we can have the best of both worlds at the same time – a fulfilling role at home and a challenging career. I know from experience that this balance is hard to find. My main goal for the company is to provide employment for women in a flexible environment that is supportive of the hybrid mom - the roles we carry and the priorities we uphold.

If you could have a dream lunch with that one special person, who would it be?

There are several people on my list that I respect and know that I can gain a lot of knowledge from, all for very different reasons (Jesus Christ, my great grandmother, Oprah, and the list goes on). But simply focusing on brand building and marketing, I would want to sit down and learn as much as I can from Tina Wells, CEO of Buzz Marketing Group (BuzzMG.com). She began by writing reviews on products for teen girls and eventually created a remarkable marketing and research firm that focuses on the current interests, needs and desires of our youth. They initiate innovative ways to improve the quality of life for children,

teens and young adults in local, national and international communities. Tina has helped many top brands take a sneak peak into the complicated minds of these groups and better connect with today's youth.

My husband and I were youth pastors and still continue to work closely with the young adults, teens and children at our church. And he is currently an 8th grade teacher. We both recognize how important youth are to the further of our culture and country. Reaching them in a positive way has been something we have always strived to do. I specifically have a heart for young girls and want to launch a clothing line in the near future that can serve as a positive and empowering form of expression for those young women. I believe that Tina's experience and insights will be very valuable when applied to any industry and target audience.

What drink would you order?

Dr. Pepper (which I absolutely love) or Strawberry Lemonade (I should cut back on the caffeine).

Your secret to the balancing act? Again, this is something I need to be better at. While different things work during different seasons of life and business, one thing that seems to always keep me grounded, humble and sane is prayer. Another necessity is to set your boundaries and priorities, and then stick to them. When running your own business it is so easy to get caught up (constantly thinking about how to build your brand, increase sales, decrease costs and gain exposure). The company can easily start to take over my life. I have to remind myself daily that my husband and children are my first priorities and that I have to ensure that they remain on top...not just with my intentions and in my heart, but with my time and actions.