



• "Attitude can make all the difference.." Find out why Mike believes this is true.

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• Jaime Rose, owner of Pink Photography, works to build prospering community in Dunsmuir.

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In Touch

THE VOICE OF PROSPERITY IN SISKIYOU COUNTY

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Re-invent Your Business - You'll Be Glad You Did!

Take a 2nd Look at JEDI

Considering the old saying "necessity is the mother of invention," this newsletter edition highlights courageous entrepreneurs who have reinvented themselves in order to address the recession. We know that small business creates innovation and resilience in a community and as always, we champion the efforts of the small business person.

As demand increases for our services, JEDI continues to develop effective services for start up and established businesses throughout Siskiyou County. With a new tracking system and enhanced program model, JEDI is testing a new format that brings a coordinated array of organization-wide resources to bear in helping each entrepreneur clarify and reach their specific goals in a timely manner.

When Kathy Hall and Mike LeGuellec first came to JEDI, both were facing potential failure in their businesses due to changes in the economy. But the entrepreneurial spirit sees impending disaster as an opportunity for something new - and both Kathy and Mike took this path.



Kathy Hall
Starlight Promo and Cynergreen

Kathy successfully ran her own business for 14 years, selling customized promotional products to title companies. She developed a comfortable niche and was doing well, so well in fact, that she didn't have to be concerned about all the latest changes in technology. But when the housing market faltered, her sales fell drastically. A friend recommended that Kathy check with JEDI. Using business coaching offered by Justi Hansen, Kathy was able to identify a new and promising focus for her business. She

decided to specialize in offering "green" promotional materials that encourage businesses to join in her commitment to 'caring for the earth.' Connecting her business to something so important to her fueled Kathy's enthusiasm for the work ahead.

Kathy's transition entailed personal skill building, research, and development of new professional networks. Kathy enrolled in a number of JEDI activities, including *It's Your Business* and *Making Your Money Work for You*, JEDI's flagship classes. Kathy recently landed a big contract with Denali National Park, providing custom-branded stainless steel reusable water bottles and a filtered-chilled water distribution system for the park's new sustainable water program. She is currently developing other promising business relationships and smaller orders have been increasing. Kathy says, "With JEDI's help, I was able to re-imagine and re-create a business that I really enjoy and that truly reflects my values, passions and talents for serving my like-minded clients. I found my new niche in the market."

Mike LeGuellec started his fine art printing business in 2005. When art sales began slacking off in the lean economy, he knew he had to think again. Since he has several



Director's Note

I believe JEDI is many things to many people. Like the facets of a diamond, our services appeal to people, businesses and communities for different reasons yet with the same end goal in mind—to make this region a better place to live and work for all residents.



Our roots as a nonprofit are in developing services for women and disadvantaged communities, using business and asset development to improve economic well-being and community resilience. This strategy continues as a priority and we have partnerships with COS, Great Northern, various cities and the county using CDBG and other grant funding to accomplish this.

Our roots are also in innovation and seeking to solve community issues. JEDI has developed new business and financial literacy training programs; as well as expanded the size and types of businesses we serve. **The result is we now serve employees as well as owners of any size business** with effective services that assist the person, the business and the community to reach their targeted goals. We are a full service business and asset development organization.

Call us today to see how we can work with you!

Sincerely yours,



Nancy T. Swift
Founding Director

Re-invent Your Business - You'll Be Glad You Did! - cont.

children, he decided to at least "make himself useful" by doing small photography gigs for some of the sports teams. Then he realized that this could be a new and promising aspect of his business. Michael and his fiancé Mishelle re-named the operation M & M Photography. With this approach, sales began to pick up and he hurried over to JEDI in 2008 to re-vamp his financial record systems with Paj Kane's help. He knew this was critical to support the growth he anticipated. He continued by participating in the JEDI Business Exchange, a great resource for busy owners. He also plans to take *It's Your Business*.

Mike's sales increased by 50% a year ago, and in the last year by another 250%! He notes that this year he added 14 new schools and three sports leagues as clients, and every potential customer he and his wife approached became a client. When asked what his secret was, Mike explained, "It's the attitude that makes all the difference, not the economy! Because we're local we can afford to give a little extra to produce 'fine art quality' for an affordable price." He continued, "You have to find the value in what you do and convey it effectively to others, and you have to be willing to adapt to the marketplace." Mike and Mishelle have already hired two people to assist them and anticipate bringing on another two in the coming year.



M&M
PHOTOGRAPHY



M & M photos capture 'rising stars'

PROGRAMS

- Entrepreneurial Development Training
- Financial Awareness Training
- Business Workshops
- Coaching
- Loan Preparation and Packaging
- Individual Counseling and Technical Assistance
- Sector-Specific Networking and Training
- Technology Training and Technical Assistance
- Innovation Awards Program
- Free Tax Preparation for Eligible Clients
- Business Resource Library

The Tax Return - Business Asset or Liability

JEDI's Volunteer Income Tax Assistance (VITA), an IRS program sponsored by JEDI, broke records last year by assisting more than 400 individuals in Siskiyou County and beyond with their taxes. Qualified volunteers prepared 75 Schedule C and CEZ returns and helped people claim \$163,791 in EIC, which is essentially cash in the pocket. JEDI is extremely grateful to all the volunteers, staff and community partners who helped make it all possible. As we look forward to the 2010 tax year, JEDI is encouraging clients to access JEDI support and tools early to make tax prep easier later.

An accurate tax return requires a positive, proactive approach all year long. Most often, taxes are viewed

as an unavoidable burden, a nagging problem that never goes away. This perception leads to negative experiences. What if the tax return were viewed as an asset for the business, a tool that could improve the possibility of a loan or facilitate the ultimate goal of selling the business? By always striving to create a return with the least amount of income, an owner might actually be "shooting himself in the foot." Lower income means lower taxes and that may look good in the moment but what about the future? In cases where Social Security and Medicare are being lowered or avoided, this will result in less of a safety net when retirement comes. When seeking financing or trying to sell your business, the return is a document that shows the value of your business asset.



Left to right:
*Jenny Payton, Paj Kane, Bob Polkinghorn
Karen Bradley, Lucille Cook, Flo Lopez,
Roz Sumner*
Missing volunteers: *Kay Peachey, Clifford
Schodtl, Iva Rogers, Linda Alvis*

Early planning based on your goals can positively influence the desired outcome. Taking the "ax" out of tax with a positive and diligent approach to an accurate return puts your business on a strong foundation for ongoing success.

Pink Photography Anchors Vision for Prospering Community

Jaime Rose of Pink Photography is celebrating five years of expansion. After gaining momentum in Mount Shasta, Rose relocated to Dunsmuir where she has created quite a stir with her Heart for Art project. Rose offers all sorts of photography, specializing in maternity and newborns. In the past five years, business has grown from 2 weddings the first year to her current clientele of 400-500 regular returning customers, 90% of whom live in Siskiyou County. The other 10% of her clients hail from as far away as San Diego and Southern Oregon. When the "word" is good, it does travel!

Rose maintains a website, and knows that most customers come to her by word of mouth. With her business more established, Rose now devotes some time to community building. She explains, "I'm big on recycling materials, and on trading and bartering. I want to help create a great environment for everybody."

Through Heart for Art, Rose provides gallery

space for other local artists, a local teen art program, and a free art class weekly that is co-created by artists who volunteer to teach and teens who fundraise to provide needed supplies. The teens have held raffles,

yard and art sales and more to keep the opportunity going. Local artists involved include Rose's classmates from JEDI's It's Your Business class, which she attended last spring. Jerod Schwab, with help from brother Eli, provides original art clothing from his Hand-Eye Tie Die operation, and Nancy Hood brings her visionary art and graphics. Hood also graduated

from JEDI's Making Your Money Work for You class. JEDI is currently expanding ability to help Dunsmuir business owners by partnering with Great Northern Corporation and the city of Dunsmuir to assist business owners seeking loans.



JEDI increases the economic well-being of people and communities through business development and local wealth creation.

**CONTACT US ANYTIME
TO DISCUSS YOUR
BUSINESS AND
FINANCIAL
GOALS!**



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JEDI Business Exchange Holds Golden Opportunity

The JEDI Business Exchange has completed a rich year of exciting topics and network interaction, offered alternately in North and South county. Together, participants exchanged key ideas, developed lines of ongoing communication and support and strategized business solutions. The meetings also provided the opportunity for JEDI business owners to present their products and services, and covered topics such as “benefit driven marketing”, “knowing the features and benefits of your business”, “branding and imaging”, and “knowing your target market”.

Justi Hansen, JEDI Business Coach and meeting facilitator says, “JBEX is more than just a networking group. The presentation component provides participants with the opportunity to practice their presentation skills in a fun and supportive environment, and they have the option to receive feedback and ideas from the group if they choose to do so— it’s marketing and skill building all-in-one.”

JEDI started this service in response to current economic challenges, and is committed to building stronger local support for local business.



Jerod Scwabb presents to JEDI Business Exchange, May 2010

Business Technology Lab Open to the General Public

Mon 2-4:30pm
Tues-Thurs 10am-4:30pm

Return Service Requested

JEDI...where potential becomes prosperity

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