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# In Touch

THE VOICE OF PROSPERITY IN SISKIYOU COUNTY

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## Follow What You Love, and Profit

Lisa Andreas, mother of two teenagers, happened into a sweet honey of a business niche through her veterinarian. As the owner of 6 dogs, living on 40 acres, Lisa had gotten to know Dr. Samson and his wife who own the Mount Shasta Animal Hospital. Her love for animals has been a lifelong passion that was evident to Dr. Samson. One day he mentioned that he really needed someone he could refer people to for high quality animal care. Lisa began to dream about the possibilities for a business she would eventually call *TLC Unlimited*.



TLC Unlimited, Lisa Andreas

Lisa had some savings to work with, but found she was nervous about investing in the idea until she had worked through the details. She took JEDI's It's Your Business with Joy Taylor. Lisa says, "The class helped me put my plan in writing, do the research and visualize where I was going and what I needed to do. It made me get into the nitty gritty!" And her planning paid off as the business now brings in needed household income.

Lisa launched her business in October of 2009, into a very tough economy. But she says, "I have been fortunate because people still want to spend money on care for their animals, and I can charge a reasonable fee because I have low overhead. My customers know that I have a good reputation: I am dependable, and that their animals are happy here." Her motto is *home away from home animal care*.

Will Pool, another It's Your Business graduate, owns the one-man recording company, *Blue Skies Unlimited*. His business developed naturally from his love of live sacred music. Having spent years attending small music gatherings where he captured events on his handheld tape recorder, he finally realized that he enjoyed those rough recordings more than most of the commercial recordings he could find. That's when he decided to buy some digital recording equipment and a PA sound system.

Now Will offers technical services including video and audio recording services and PA sound system services, with a special focus on supporting inspirational musicians, wisdom teachers and self-improvement consultants. He says he really appreciates and enjoys the opportunity to work directly with many inspiring and talented musicians and teachers in the Mt. Shasta area.



Blue Skies Unlimited, Will Pool

Will says "The It's Your Business class really inspired my creativity and helped me to refine my business concept. Throughout the class series, I was asked questions. By answering these questions, I was able to create a clear vision for my business. For example, I was asked to make a list of my values. I was asked to describe my ideal client. I was asked to write a mission statement. My answers to these questions are helping me to make better business decisions every day."



## Director's Note

What do the Greek philosopher Heraclitus and the noted science fiction author Isaac Asimov, as well as the JEDI staff all have in common? We all agree that



"The only constant is change." In this economy with the old not functioning well and the new not particularly evident, the most important resource we have is the way we think of the future. (taken from a Peter Drucker quote.) We know that the economy has changed for our entrepreneurs—as it has for us as a service provider as well. We must continue to hope, vision, and commit to a new and creative economy that works for all.

JEDI is building a new contribution model to emphasize mutual investment and success that reflects the changing marketplace. We look forward to sharing this with you over the next several months. We know you will find the same engaging and practical tools along with some new services to grow a business. We also hope you see new opportunities to invest in yourself, your business and our community. You make up our community economy.

Keep up the good spirits and remember... shop 'small' in 2011! For every dollar you spend with a local 'small' business, 68 cents is re-circulated locally. Together we succeed.

Sincerely yours,



Nancy T. Swift  
Founding Director

## Use Key Principles to Increase Financial Wellbeing

JEDI Instructor Renee Getreu focuses on teaching students how to create an experience of financial and personal wellbeing, with whatever amount of money they have available.

She explains, "The amount of money you have does not determine wellbeing, only your attitude toward it can do that. The ability to prosper has everything to do with heart and relationships with others, and money is only a very limited expression of that." She continues that JEDI's money class, co-sponsored with COS, teaches about money skills and awareness and includes personal character qualities that allow for successful money management.

With the challenges of our current economy, Getreu notes that the importance of personal character qualities is highlighted like never before. She asserts, "I have seen hard financial situations bring out a core strength in people that is truly amazing. And that strength is what it takes to turn financial situations around." Past graduates of the class have been emphasizing this in their comments to Getreu about the class.

A very important principle taught in the class was demonstrated recently by graduate Victor Kwasnikov – the idea of being "pro-active." Victor saw that he wanted more income and began building a foundation of positive attitudes and actions toward that possibility during the class. Subsequently, he was offered a significant raise as he moved from clerk at one store to store manager of a

nearby establishment. Getreu explains that when we are stressed financially, it is a natural tendency to avoid the situation. "But in order to succeed," she emphasizes, "we have to train ourselves into a new habit of being pro-active with our thinking and our money." Victor



Victor Kwasnikov

also has stayed in touch with other classmates, continuing the network of encouragement. He noted, "Everyone from the class is prospering! This stuff really works."

Another student, Amanda Conway, was having trouble covering expenses. During the class she established a spending plan that gave her clarity on the money she needs to maintain her independent household, which was her goal. Then she discovered a new and steady source of income that she hadn't anticipated. She said, "I received my first check in

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## SERVICES

- Entrepreneurial Development Training
- Financial Awareness Training
- Individual Business Counseling and Technical Assistance
- Coaching
- Business Workshops
- Loan Preparation and Packaging
- Technology Training
- Free Tax Preparation for Eligible Clients
- Business Resource Library
- Computer Lab

# CHANGE IS *GOOD* AT JEDI!

## NEW SERVICE MORE EFFECTIVE AND ACCESSIBLE

At JEDI, your success remains our most important goal and we are working to bring you our services more effectively and frequently, in shorter, more 'bite-size' pieces.

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*An exciting new array of topic "packages"*

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In our efforts to be most effective and responsive to all who can benefit from JEDI services, we are designing an array of "packages" for technical assistance and workshops, as well as a tiered cost structure. Our goal is to provide ready access to our services for businesses of any size (both owners and employees), as well as prospective entrepreneurs and self-employed persons of any income.

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*Ready access for businesses of any size*

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These new opportunities will be presented over the next two months so watch your e-mail, the newspaper and your snail mail closely for important news from us. We are designing a new website as well—**please make sure we have your current e-mail and contact information.**

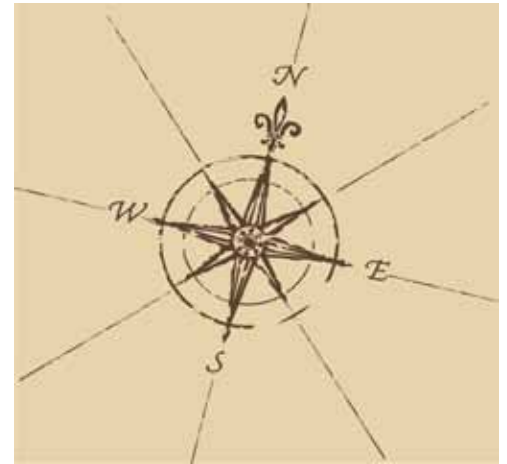
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*Serving clients at all stages of business experience with affordable fees*

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### FEE STRUCTURE

JEDI stands ready to serve clients at all stages of business experience and we have designed a reasonable fee structure that builds value and commitment. Community members who simply want a clearly defined, limited package will pay a reasonable professional fee for that service. Those who plan to take advantage of a series of JEDI packages are encouraged to opt for annual membership which qualifies them for a



significant fee reduction, and supports JEDI's sustainability. Those who are within the income guidelines for available grant funding will pay nominal fees. Membership is further described on the next page and includes full access to lab facilities, a listing in JEDI's new online business directory and other special opportunities.

- 
- *More focused*
  - *More effective*
  - *More community involvement*
- 

### OVERVIEW OF KEY CHANGES

What does all this talk boil down to? It means the following:

- JEDI will be offering its' services to all kinds of businesses with no restrictions
- There will be a tiered pricing system for all services
- There will be new services for businesses that may be larger than 5 employees
- The services will be "packaged," with specific outcomes targeted to help both JEDI staff and clients maintain a clear focus that is keyed to each client's goals and progress
- Entrepreneurs and supporting employees at varying stages of business experience can easily choose the service and fee structure that is right for them
- Many JEDI workshops will be offered on an "on-demand" basis- as 5 or more customers commit to participate in a topic, a workshop will be scheduled
- Registration is now open for JEDI's core classes: Making Your Money Work for You (Feb. 3 start) and It's Your Business (Feb. 15 start) —offered in partnership with COS. REGISTER TODAY.
- We are starting a membership program in March to build new networking opportunities and reduce costs.

### THE VISION

Research among colleagues in the field of microenterprise development and small business development organizations who have already taken this path show multiple benefits of a change like this: 1) a more focused set of services, 2) more effective goal fulfillment and client progress; and 3) stronger community involvement in JEDI services. We envision the same happening here in Siskiyou County.

# CHANGE IS *GOOD* AT JEDI! - cont.

*Primarily web-based communication*

## **NEW COMMUNICATION METHODS**

Beginning in January, JEDI is communicating with local entrepreneurs via two main methods: 1) the JEDI e-mail blast and 2) the JEDI website and some notices in the local media. Those who do not have internet access can call or come by the office for flyers on special coming activities. Staff is currently refining a menu of package topics that is scheduled for roll-out in early March. Staff will be share these with clients as they become available.

## **WORKSHOPS**

Special topic workshops will be announced as they are planned. Some key workshops will be initiated by JEDI staff, while others may be scheduled as 5 or more people indicate interest in a topic available in workshop format. The workshops will offer a highly affordable way of gaining key information, along with the opportunity to network among fellow business owners.

*Flexible and 'on-demand' workshop schedule*

*Core classes starting soon*

## **CLASSES**

JEDI's two core classes: It's Your Business and Making Your Money Work for You continue to be offered in partnership with COS. This spring Making Your Money Work starts February 3 in Yreka, and It's Your Business follows on February 15 in Weed REGISTER TODAY to reserve your place.

## **JOIN JEDI - You'll Be Glad You Did!**

### **THE OPPORTUNITY:**

Be part of the entrepreneurial way to build the local economy and your own business.

A new JEDI membership gives you:

- A chance to help build the JEDI resources you value
- A piece of the action! -as part of a dynamic and growing organization
- Closer ties to the JEDI community of entrepreneurs

### **You also get:**

- A charitable tax deduction
- Membership savings on training and consulting fees and other services
- Access to JEDI's lending library
- Listing in the new JEDI Online Business Directory
- A feature in the "Member's Highlight" section of JEDI's new website
- Free computer lab use
- Preferential registration for JEDI events

To learn more and/or to purchase a JEDI membership, call or e-mail JEDI.

The new JEDI membership model is designed to emphasize mutual investment and success. It allows you to support your community to prosper and grow your local businesses. It provides you with deep discounts and great benefits. Those who might consider membership include business owners, entrepreneurs and self-employed persons, anyone developing a business idea, elected officials, community agencies, community members, funders and partner organizations.



Students from It's Your Business Celebrating Graduation!

**Business Technology Lab  
Open to the General Public**

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

## Increase Financial Wellbeing - cont.

the mail at the perfect time! The rent was due that day and the lights were about to be cut off." Now she is able to keep to her spending plan and pay the bills every month. She notes that the clarity of the spending plan was important, as well as the new ability she learned of thinking positively about money in ways that influenced a timely and positive outcome.

Participant Isabelle Mizrahi practiced the financial principle of saying NO to situations that were not allowing her to prosper. Getreu explains that this requires a significant amount of courage – one of the character qualities that allows entrepreneurs to succeed. Isabelle is a licensed massage therapist, but had been taking low-wage hourly jobs which prevented her from developing her massage clientele. She shared that the same weekend she first said "No, thank you!" to a low-wage job, she received offers of 4 new massage therapist positions.



Isabelle uses free time she has gained with judicious use of the "no thank-you" principle to explore horseback riding.

## Free Income Tax Preparation

Volunteer Income Tax Assistance or, the VITA program, is a free IRS tax preparation service for people with low to moderate incomes. JEDI has been a VITA site since 2004 and has garnered a cadre of experienced volunteers that are eager to help individuals file their taxes with the least amount of stress as possible.

The JEDI tax preparation service includes more than just getting your taxes done. JEDI strives to assist clients in understanding and being proactive about planning for their taxes so that they pay the least amount of tax necessary and set themselves up for success. For and Jasmine and Kelly Richards, owners of Eddyline Raft Repair, that meant understanding how to reduce their income and lower their taxes by making a tax deductible contribution to their IRA.

*"JEDI has saved us hundreds of dollars in taxes and at the same time helped us to put money away in an IRA and we are greatly appreciative of their services." - Jasmine Richards*

JEDI empowers business owners to understanding and fulfill their tax obligations throughout the year, thus avoiding any unwanted surprises at filing time. Business owners can also

make a pre-tax appointment and learn how to organize their monthly income and expense records into the same categories as the tax return, so that needed tax information is easily available at the end of the year.

Call Paj Kane at JEDI to get more information and for a pre-tax appointment check-up, (888) 926-6670, or (530) 926-6670.



"Eddyline Raft Repair," Jasmine and Kelly Richards

**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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# Exciting News: Partnerships Enrich JEDI Activity

We are excited to bring you these new opportunities to help you further your business goals.

- JEDI offers It's Your Business in a new online format. Through support from the California Consumer Protection Fund, this more flexible tool to promote business start-up and expansion begins May 7th and runs through July. Call JEDI for more information or to register.
- JEDI and the Siskiyou Arts Council partner to bring back the Business of ART series. These workshops will help each artist create a strong presence in the world and organize the business of their art. Watch the JEDI website for more details or call to join our interested list to receive further information.
- New microloans now available to It's Your Business class grads.

Through a partnership with Arcata Economic Development Council, which has an SBA Microloan program, JEDI now offers microloans (up to \$35,000) to class graduates to celebrate strong plans for business start up or expansion.

- New JEDI Office Opens in Yreka. The City of Yreka is offering its small business community a big boost of support through a new partnership with JEDI. Call JEDI for more information.
- COS and JEDI are cooking up two new classes together. These resources will spread the word about the role of entrepreneurship in our community economy, and also focus on technology issues for the business community.

Return Service Requested

*JEDI...where potential becomes prosperity*

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