

# 2012 Wednesdays in Yreka Series

## Business-Focused Workshops

1. **Magnetic Marketing:** Jan 4
2. **Establishing a Memorable Brand:** Jan 18
3. **Open House/Reception:** Thurs, Feb 2, 3-6:00 pm
4. **Making the Sale:** Feb 8
5. **Getting Ink & Air Time**  
with Diane Strachan, Siskiyou Daily News Editor & a PR Professional : Wednesdays, Feb 15 & 22 5:30-8:30 pm
6. **Superior Customer Service:** Feb 22



**Become a  
Member  
Today!**



*Pete LaFortune, JEDI Business  
Counselor &  
Yreka Program Director*

### **Call Pete for more info!**

Workshops held in :  
Yreka Office  
115 S. Oregon St.  
Yreka, CA 96097  
530-842-6670

Headquarters:  
Mt. Shasta Office  
403 Berry St.  
Mt Shasta, CA 96067  
530-926-6670  
1-888-926-6670  
e-jedi.org



### Workshop Details

Yreka JEDI Office  
115 S. Oregon Street

Wednesdays from 6:00 to 8:00 pm

Fee for workshops starts at \$10

Facilitator: Pete LaFortune, JEDI  
Business Counselor and Yreka  
Program Director

*Excellent at getting businesses  
together, we should do more of  
it for economic development  
and planning the "how." It was  
very stimulating & generated  
ideas.*

~JEDI workshop participant



*JEDI...where potential becomes prosperity*