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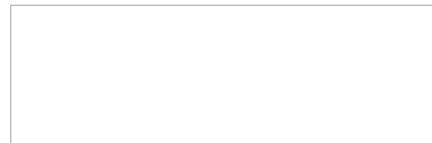
...a newsletter of Jefferson Economic Development Institute
 celebrating small business development...



Volume 8, Issue 2
 September 2007

JEDI...where potential becomes prosperity

"In Making Your Money Work for You, Renee balances solid informational teaching with really powerful tools for personal transformation. This class totally changed the way I think about money and my life."
 Dave Theno, Owner of Green Monkey Designs



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Help Us Build Community Prosperity Make Your Contribution Today!

Community prosperity = healthy businesses + financially empowered citizens + vibrant local economy
 JEDI helps people help themselves as a means to generate greater prosperity.

As we grow and expand to meet the community needs, JEDI is working to diversify its funding base and create a more stable financial foundation for operations. It has always been important to us to access grant funding and resources at state and national levels to benefit our local economy. Community support gives us more flexibility to address local needs in creative ways. Your support means so much to JEDI and more importantly to people striving to grow their businesses and take care of their families. Your investment stays in the county.

Return bottom portion with your donation

YES! I would like to contribute to community prosperity:

Name _____
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JEDI is a 501 (c) 3 nonprofit organization.
 Your contribution is 100% tax-deductible.

JEDI Inspires Voiceover Production Company

Do you know what a voiceover is? If you don't, just ask Kevin Sponsler and Susana Fox-Sponsler owners of a local voiceover production company in Montague called Fox & Gunn Productions.

Remember the "gecko lizard" in the GEICO commercials? The gecko is pretty cute, but it's the voice of the gecko that grabs you—right? That's what

-- make a profit!"

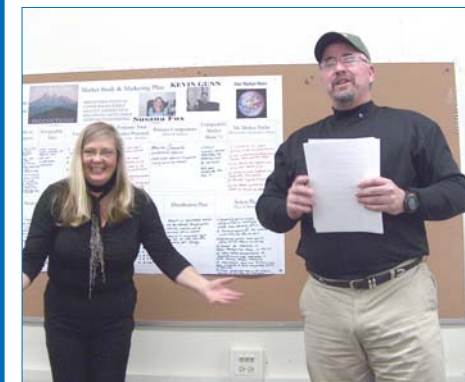
Stephanie confirms Kevin's comment about the class, "One of the goals of the It's Your Business class is to help participants clarify their business idea. In the process, they get the opportunity to identify their personal values. This is extremely important because values, passions and goals give you a sense of purpose, which is critical to business success. You can build a sound business plan on this foundation. It's the work that makes this class really different from other business start up classes."

Kevin and Susana work with both local and national professional commercial production agents. If you watch television out of Medford or use Northland Cable services, you can hear their voiceover work on quite a few of the commercial spots airing.

Kevin and Susana recently found a new market niche. They are currently working with real estate brokers who use virtual web tours to promote their listings. Voiceovers provide an "audio edge" to the website tour that enhances the experience for potential buyers. Kevin and Susana use their voices and their audio production and marketing skills to create a dynamic website experience for homebuyers.

Kevin and Susana offer this bit of advice to people who are interested in starting or expanding their own business: "Do not miss taking the It's Your Business class. It will change your life!"

The next It's Your Business class runs September 18th - December 4th at the Yreka campus of College of the Siskiyous. It's a 12-week course offered from 6:00 - 9:00 pm on Tuesday evenings. The class is offered in partnership with College of the Siskiyous. To register for the class or for more information, call JEDI today!



Kevin & Susan
 Fox & Gunn Productions

Kevin and Susana do—they provide the "voices" used to create unique and positive imaging campaigns for businesses that advertise on television, radio and websites.

Kevin and Susana have over 30 years of combined experience in voiceover and copywriting for radio and television. They decided to take the It's Your Business class offered by JEDI because they wanted to redefine their business ideas and "get down to the root of their passions and talents."

Kevin says, "Our ideas and passions were somewhat vague, but were clearly defined toward the end of the class. Our instructor-Stephanie Moore-helped us find the clear path toward that passion. Her ability to bring the principles of business planning to life gave us the confidence to believe that we could do what we enjoy -- and if done correctly

JEDI Services

Our mission is to empower people and communities to create prosperity through microenterprise and asset development.

We provide the following services to assist people to achieve their dreams of business ownership and financial success:

- Entrepreneurial Training
- Business Counseling
- Business & Financial Coaching
- Mentoring
- Technology Training
- Technology Awards
- Access to high-speed internet
- State of the art graphics lab
- Free tax preparation
- Loan readiness assistance
- Referrals to financing
- Individual Development Accounts
- Personal money management training
- Sector based networking projects

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*"Sow a thought and you reap an act
 Sow an act and reap a habit
 Sow habit and you reap character
 Sow character and reap destiny!"*
 J. Wilbur Chapman

Director's Note



JEDI is celebrating its 10th year of "Sowing the Seeds of Prosperity" around Siskiyou County. It is amazing to think of all that we have harvested together--new businesses, new jobs, new savings, new homes. Entrepreneurs in every corner of the county are making a difference every day with their businesses.

Did you know that 90% of all employment in Siskiyou County is provided by businesses of 10 or fewer employees? Did you know that 25% of all businesses are microenterprises (5 or fewer employees)? They are often unsung heroes and overlooked as agents of economic change, yet where would we be if they all closed their doors?

In our 10th year as well as every day, we celebrate the tenacity and the success of all the small businesses out there making our county a better place to live and work. They are building a business, supporting a family and creating jobs for others. We salute you!

As JEDI considers its future, we ask you to help us help you build a vibrant and resourceful economy. We are conducting research and developing a strategic plan for our future activities. We want to hear from clients, community resource agencies and other county stakeholders about what you think JEDI can do for the county. Your time and information will be considered thoughtfully and is much appreciated.

Respectfully,

Board of Directors

Jenn Carr, Shasta Mountain Guides ~ Chair

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Colette George, Plexus Pacific Industries ~ Treasurer

Erika Carpenter, Terra Mai, Inc. ~ Secretary

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Get off the Hamster Wheel!

Working as hard as you can and still struggling with money? One recent class participant, Dale Stretz, said she felt like a hamster unable to get off the wheel until she broke through to a new way of handling her money. She applied the principles taught in Making Your Money Work for You and it worked!

This class covers practical skills and financial information as well as taking an eye-opening look into what is really at the core of each person's money situation. With 25 years work in the field of personal development and 13 years in microenterprise development, Instructor Renee Getreu brings both a broad and deep understanding of the class material.

In order to demonstrate the principles she teaches today, Getreu left home and a stable income to travel with only \$20 in her pocket. She had to see if doing the work she loved most could actually support her. She not only survived, but eventually learned to run her own business and prospered. Years later she helped to found JEDI as a means of sharing both business and financial skills with a greater range of



Marilyn Berger

populations. Renee is passionate about people claiming their freedom. She says, "I realized that my life would become more and more limited and stressful until I learned to handle money well. So - I decided to do it!"

Getreu explains that many of us tend to back ourselves into a financial corner and then think there is no way out. As one MMW graduate noted, "The class helped me see that there is always an alternative. It helped keep me positive when dealing with money... I was able to reach my goal." Getreu adds, "A big key is creating a spending plan and goals that are actually do-able. You may have to be willing to toughen up and choose to learn how to enjoy some tasks you hated in the past!"

Participant Marilyn Berger commented, "Renee brings levity, humor, experience, wisdom and evidence to support us in facing the unknown fears and successes of money. This class is about self-discovery and saying, "Wow, isn't this amazing!"

Are you ready to pursue your financial freedom? Call JEDI today to register for Making Your Money Work for You!

State Director Visits JEDI Entrepreneurs



JEDI's impact on Siskiyou County was underscored by the visit of Benjamin Higgins State Director of USDA Rural Development who awarded the economic development non-profit a grant for \$45,000 to support JEDI's groundbreaking e-commerce training and sector development program.

During his speech he said, "USDA Rural Development is, fundamentally, an investment bank. We're not in the business of handouts. We're not in the business of bailouts. We are in the business of identifying communities and entrepreneurs who are showing initiative and charting their own course to a better future, and supporting these efforts in a way that maximizes the return on the federal dollars. We understand that entrepreneurship and a vibrant business sector -- not government programs -- are the keys to sustainable development."

While here, Higgins heard firsthand accounts of the rural business experience from a few JEDI entrepreneurs.

JEDI Coaching Adds a Boost



Cara Saunders

Being in business demands that we be focused, courageous and committed on a daily basis. When practiced, we experience more joy and success as a result of being clear.

JEDI offers individual coaching to support participants in achieving their business and financial goals. Coaching assists people to create realistic goals and actions plans that facilitate change and are consistent with

individual values. This adds a significant boost to any business success. "I was worried that turning my passion into a business might take away from my enjoyment of herbs and herbal medicine. As my business and product ideas started taking off, I felt pressured to quickly increase production and get a website setup for online sales. I was beginning to feel overwhelmed, but I knew that I didn't want to run my business from a place of stress and anxiety. In my training as an herbalist, I was taught that before harvesting herbs to make herbal medicine, I should first clear my mind of any distractions and set intentions of the healing purpose of my work. During a session with Justi, she helped me see that I could do this ritual not only before herbal medicine making, but also before updating the Bear Wallow Herbs' website, before creating marketing materials, and before tackling any other task of running my own business. This has changed the way I approach my work and the outcome of my efforts."

The best way to know the power of coaching is to experience it. Call JEDI today to for a free introductory session.

Tax Planning for Small Business



Lynn Teuscher

Would you like to feel confident that you are capturing all the deductions available to your business? Would you rather keep your hard earned money in your pocket instead of Uncle Sam's? If so, then come to the Tax Planning Workshop on November 7th at the College of the Siskiyous, Weed Campus from 6:00 - 9:00 pm.

Lynn Teuscher, CPA of Aiello, Goodrich, and Teuscher has volunteered to present this lively workshop in his humorous and informative way. "Don't miss a year. There are always changes in the tax code and you can always find something new that will help you and your business" shares Lynn Teuscher. Lynn is passionate about helping small businesses understand how best to maximize their tax planning. "Tax planning is not just about saving money--though we all want to do that. It is also about planning for your future success. If you want to get a loan or get a line of credit or eventually sell your business, it's important to start showing a profit in your business. There are lots of ways to make the bottom line look good and minimize your tax burden."

This workshop will cover topics such as depreciation, business vehicles, business mileage, expenses for business use of the home, deductions for health care costs, the importance of hiring your children, travel and meal deductions and more. Bring your questions and get answers to a few you hadn't thought of" states Paj Kane, JEDI's Business Development Manager. "Lynn is very generous with his time and a great resource for you."

How Could a Technology Award Help Your Business?



Nancy Swift & Paj Kane

JEDI is one of 9 organizations across the country chosen to partner with the eBay Foundation and the Association for Enterprise Opportunity to provide "Techquity" Awards to growing businesses. These awards are designed to build equity in a company by giving them the tools and technology to be more efficient and competitive in their business practices. "Every business today uses computers or the internet in some form or another. This is a great opportunity

to upgrade your equipment and get some needed new hardware or software" states Techquity Program Manager and JEDI Business Development Manager Paj Kane. "This is a great cost share program that is a one time offer, so look into it today if you are a growing business! It is a 4 to 1 return on your investment and the offer doesn't last too long."

The Techquity ("Technology + Equity") Program was created by the eBay Foundation in partnership with the Association for Enterprise Opportunity (AEO) to help support the technology needs of micro entrepreneurs and the non-profits that help them. JEDI hopes to make

30 awards of up to \$2,000 by this fall.

Awards range between \$500 and \$1600, and require a 20% match from the awardee. So business owners can purchase an array of things they need up to a total of \$2,000. It is a fairly easy application and Paj Kane can help you get started. JEDI has given away 9 awards to date of \$2,000 each and is excited to see the kinds of projects these funds are making happen.

"The new technology has allowed me to increase my capacity as a small business owner. It has made my life easier, more organized, and more efficient," says Laurel Gerber one of the first recipients of the award and owner of Creative Healing Alternatives. Laurel purchased a new laptop and accessories, several software programs including QuickBooks®, and a printer. For Laurel, the new technology enables her to create her own marketing materials, track her customers better, and get financial reports instantaneously. What could you do with \$2,000 for technology?

In addition to new technology purchases, awardees will have the opportunity to participate in a learning cluster for businesses using the internet and will also compete for the eBay Entrepreneur of the Year award to be given in late October 2007.

JEDI is accepting applications from anyone it has worked with in the last 5 years and who has a business. Applications will be accepted through mid-September and are available on the JEDI website. Please direct all questions to Paj Kane who can help you get started.