

Take the Next Step...

Benefit from JEDI's STEWARDSHIP TOURISM MARKETING PROJECT

"The Stewardship Program is a cutting-edge marketing opportunity for rural businesses. Profiting while taking care of our natural and cultural heritage is our future."

Diane Strachan, Stewardship Tourism Project Coordinator

Invest in Yourself, Your Business, Your County...

Evolving out of the *Great Outdoors Tourism Project of 2002*, JEDI offers the ultimate marketing resource for tourism-oriented business that includes technical assistance, business coaching, media exposure, co-operative marketing approaches, sales materials, and more.

The 2005 Stewardship Tourism Marketing Project provides:

- ◆ **Become a Stewardship Business with involvement in the Stewardship Fund of Far Northern California: \$25**
For stewardship marketing ideas visit the River Dancer's website at www.riverdancers.com for an excellent example of how they have used the stewardship concept to connect with their customer's values and needs. Includes: Stewardship Business Store Cards.
- ◆ **Take Your Business to the Next Level**
Advanced Marketing: "Create Your Annual Marketing Plan Workshop" \$75 (includes \$25 Stewardship Fund and \$50 Travel Green Website)
Wed., Feb 2 from 1-5pm, for Tourism-Oriented Businesses primarily. Provides: Marketing Plan worksheet (filled out during workshop), marketing calendar, strategy development, hands-on training geared to participants, in-depth tips on identifying your customers and networking choices and a networking opportunity at the workshop. Includes: Stewardship Business Store Cards.
- ◆ **Private Business Consultation: \$50 (for first 10 qualifying Stewardship Tourism Project participants, includes Stewardship Fund and Travel Green website)**
Consultation with Project Coordinator, Diane Strachan. Up to 3 employees and staff may attend a private afternoon meeting. You will set your own outcomes and goals with Diane for the consultation. Call Stephanie at JEDI to apply. Includes Stewardship Business Store Cards.
- ◆ **Listing on JEDI's "Travel Green" Webpage for Far Northern California: \$50**
www.e-jedi.org/travelgreen/



To register for the workshop or counseling, to make a donation, or to find out more, please contact Stephanie Hoffman at JEDI.

A project of JEDI in partnership with the Siskiyou Visitors Bureau



JEDI empowers people and communities to create prosperity.

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