

JEDI — Helping Build Prosperity



Scott Anderson

**The River
Skills Center
Mt. Shasta, CA.**

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look first to
JEDI."**



JEDI & Cascade SBDC...
Partnership supporting Small Business

Adventure and Education are Good Business!

Scott Anderson, the proud new owner of *The River Skills Center (RSC)* in Mt. Shasta, explains that **RSC** trains people to respond to emergency situations in the wilderness. He notes, "The purpose of *The River Skills Center* is to enable people to take better care of themselves and others, making the wilderness a safer place to play, learn, teach and grow. We do this by fostering confidence, foresight and fun in all our courses." Scott started as an employee for **RSC** in the spring of 2002 and quickly got excited about the company's potential. To test the waters of business ownership, Scott took over the company's operations for the remainder of that year and was able to produce a small profit. His enthusiasm grew and he sought out JEDI to help him further his business skills.

JEDI's *Stewardship Tourism Marketing Group* gave Scott an opportunity to work with Diane Strachan on the strategic concepts of marketing in a rural community while networking with other business owners. He went on to take the *It's Your Business* class and by the spring of 2003 had completed his business plan.

Scott was now ready to purchase **RSC** and he wanted to expand its operations. Scott successfully acquired a loan from the Mount Shasta City Business Revolving Fund to purchase the business and was able to hire a part-time employee immediately. To keep abreast of the many demands of business ownership and financial management, Scott and his employee are now utilizing JEDI's QuickBooks counseling on a regular basis. "JEDI has been a great resource all around," says Scott. "If you're looking for help with your business, look first to JEDI."

The *Stewardship Tourism Marketing Group* inspired Scott to enhance his website. He plans to expand his services to include recreational whitewater rafting trips. By designing adventures that also educate, Scott wants to give participants a sense of excitement as well as "stewardship" for the river. To contact Scott and **RSC**, call 926-4657. The *Stewardship Tourism Marketing Group* assists tourism-oriented businesses in Siskiyou County to become more financially viable while providing stewardship for our natural and cultural heritage.