



Tom Cohen

Tom Cohen

**Mt Shasta Art & Gems
Mt Shasta, CA.**

“ I have gotten a valuable infusion of information geared towards putting my ideas into action.”



JEDI & Cascade SBDC...
Partnership supporting Small Business

Jeweler Integrates JEDI program for Business Success!

At JEDI we view our programs as an integrated whole – each one contributing a piece of something important for individuals to achieve prosperity. We are always excited when a person successfully integrates several of our programs to achieve their goals.

Tom Cohen, owner of Mt. Shasta Arts and Gems is one such person. A jeweler who has nearly 20 years experience designing, producing and selling his finely crafted jewelry, Tom has participated in JEDI's *Business of Art* program, and the *Making Your Money Work for You* and the *It's Your Business* courses – all since March of 2002! Tom's motivation to participate at such an extensive level came from a desire and a need to improve his personal financial and business skills at a time when he was getting ready to expand his business. "JEDI programs have been tailored to fit my needs," says Tom. "Through participation in the various programs, I have gotten a valuable infusion of information geared towards putting my ideas into action."

Tom is a wonderful example of how personal motivation paired with good information can pay off. Through the *It's Your Business* class, he has set goals related to marketing, production and financial management that will improve his ability to expand his customer base and realize the profits he seeks. The *Making Your Money Work for You* class gave him both skills and insights to help him gear up to reach his financial goals. "I have set up a savings plan and I think and talk differently about my business and money now." The mission statement he developed in the classes keeps him focused on his efforts: "to enrich community through creativity; to work from choice and experience abundance." Tom plans to keep his momentum going by participating in *The Business of Art* project's regular soirees and on-going business counseling. For information on Mt. Shasta Art and Gems, contact Tom at 926-4273.