

# JEDI — Helping Build Prosperity



**Joie DeFond**

## **Beadah Jewelry Design Weed, CA.**

**"JEDI helped me to see my jewelry as a valid business and take it to a higher level."**



*JEDI & Cascade SBDC...  
Partnership supporting Small Business*

**The Downtown Friday Night Artists Showcase will move to Dunsmuir on the evening of August 8th where jewelry maker**

**Joie DeFond will be one of many Siskiyou County artists and craftspeople displaying their works from 6 to 8 pm throughout the historic downtown district. The Downtown Friday Night project, co-sponsored by Jefferson Economic Development Institute, the Siskiyou Arts Council, the Cascade Small Business Development Center, and the Siskiyou County Visitors**

**Bureau, has provided a means for DeFond and others to share their talents with friends, neighbors and visitors.**

**"I've lived here 27 years, but a lot of people didn't realize that I'm Bea Dah," said DeFond who works as a counselor for the County's Behavioral Health Department. In addition to jewelry making, DeFond is also a painter, sculptor and photographer.**

**DeFond has sold her work as Bea Dah for years at local galleries, including The Gallery in the Black Bear Building in Mt. Shasta. Her necklaces, bracelets and earrings are designed using pearls and semi-precious stones, glass beads and antique beads.**

**No two designs are ever alike. The Dunsmuir Showcase will be DeFond's second showing in the summer series.**

**The mission behind the Friday Nights program is to promote artists while creating events that will appeal to visitors and residents and spark downtown business on summer evenings.**

**DeFond has benefited in several ways through her new connection to JEDI's Business of ART Program. In working with the economic development agency she has been inspired to develop what has been until now a hobby business.**

**"JEDI helped me to see it as a valid business and take it to a higher level," she said. "They helped me find the confidence to take my work out more and sell it."**

**Through working with JEDI Business of ART program director Kim Solga, DeFond has built a website and focused on her specific niche to begin marketing her creations. She's planning on taking JEDI's "It's Your Business" course at College of the Siskiyous this fall starting September 9th.**