

JEDI — Helping Build Prosperity



Linda Held & Lillian Asbra

Mt Shasta Herb & Health Mt. Shasta, CA.



"We are a small town
and we all need each
other. It's not about
competition, it's
about collaboration."
~Linda Held

JEDI &

Mount Shasta Herb & Health

On June 18, many local residents rejoiced to see that *Mt. Shasta Herb & Health* had reopened its doors. When word got out that the store would close due to the previous owner's decision to leave the area, many loyal customers vigorously objected. They noted that the expertise of Manager Lillian Asbra and the alternative health resources offered by the store had provided a unique contribution to health and well-being in the South County. As a result, Linda Held, the new owner, and her mother Lillian began to consider whether they might be able to purchase the store and keep it going. Both Linda and Lillian owned their own beauty salons in the Bay Area, but they still faced a steep learning curve to step into ownership of *Mt. Shasta Herb & Health*. With a lot of hard work, determination and some help from JEDI resources, they rose to the occasion!

An atmosphere of beauty and friendliness awaits customers who venture into the store. Linda and Lillian have both long appreciated the subtleties of feng shui. A deep breath comes naturally as the peaceful environment begins to soften any tensions or concerns one may be carrying. Linda, Lillian and staff member Janay DeRyke make sure you have everything you need, or leave you to quietly browse.

Whether you're looking for unique gifts, supplements, bulk herbs, essential oils or high quality tinctures, you don't have to go two or three more places to get what you need. It's here.

On opening day, the air was humming with excitement. "It has been a hard journey to get to this day," Lillian said, "Linda and I have learned and gained so much each day and that has helped us go on."

Last January, Linda decided to take JEDI's 12-week class, *It's Your Business*, and found the support of her classmates and instructors invaluable. "Voicing who you are, what you want to do and asking for testimonials really helped me focus on the steps needed to open the store. Learning about budgets and sticking to them was extremely important," Linda said. During the class she sometimes wondered if it was all a pipedream. She would visualize what she wanted and that alleviated some of the fear. While Lillian dealt with the building contractors, Linda was able to secure a commercial loan with PremierWest Bank and a line of credit through Scott Valley Bank. Linda and Lillian are continuing to access JEDI's free individual business counseling related to setting up their bookkeeping system and revising their website for maximum profitability.

Mt. Shasta Herb and Health has expanded its inventory and has a back room available for practitioners, spiritual teachers, and healers. The large backyard garden will be used for classes and weddings. Visit them at 108 Chestnut Street in Mt. Shasta, call 926-0633, or check out their website: www.mtshastaherbandhealth.com.

Linda's advice to others wanting to start a business is "Take the *It's Your Business* class, and get to know the business community. They are a tremendous resource. We are a small town and we all need each other to work together. It's not about competition, it's about collaboration."

- JEDI BottomLine Newsletter, August 2003