



**Joan Terrell**

## **Garden Court Flowers & Gifts Dunsmuir, CA.**

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On Dunsmuir's main street, big white teddy bears in a store window beckon shoppers into Garden Court Flowers and Gifts. Operated by Joan Terrell, the Garden Court offers fresh, silk and dried floral arrangements, locally crafted gifts, cards and gift balloons to the South Siskiyou County region.

Joan participated in JEDI's Fall 1999 *It's Your Business* class, and then joined the Building Assets savings program, has operated the business since 1996. Moving to Dunsmuir was a special homecoming for Joan. She spent her early years here, when her father was minister of the First United Methodist Church. "I have always loved it here," says Joan. "Every time I drove up the canyon towards Dunsmuir, I'd get such a rush – like a kid at Christmas!" When the original owner of the store, Grace Renoud, began looking for a partner with whom to rebuild the business after the store burned, she turned to Joan who had been interested in the store for many years.

*"I left a job in the high-tech industry with benefits and a great salary – but with lots of stress and pressure, too. This is where my heart is. I love working with flowers and really enjoy the contact with people that I get. When you work all your life, you should do something you love," Joan believes. "And now I'm back from whence I came. I'm home."*

Diane Strachan, Director of the Upper Sacramento River Exchange in Dunsmuir is a loyal customer. "I frequently send flowers to show my appreciation to people or for birthdays. I utterly depend on Joan. She's got my credit card number and whenever I need flowers delivered anywhere, anytime, even if I'm calling from out of town, I know she will follow through."

Joan has many years of experience working with flowers. She owned and operated a store in Santa Cruz County for 10 years before it was destroyed in the 1989 earthquake. "It's important to me to offer an excellent product for an affordable price. I pay attention to people's special needs and I offer a 100% guarantee," says Joan.

Joan feels her participation in JEDI helped her achieve her business goals. "The class provided incredible resources through guest speakers and the sharing of great ideas among all the participants. It's really helped motivate me," said Joan. "And the savings program is helping me to invest back into my business – perhaps through some new equipment or finding a permanent site. The JEDI program is tremendous. I feel so fortunate to be a part of it."