

JEDI adds business start-up specialist

MOUNT SHASTA – The Women’s Business Center at JEDI is excited to announce the addition of Cassandra Novak-Tobey, MBA, as Business Start-up Specialist, to their consulting and training staff, beginning July 1.

According to Entrepreneur.com some of the biggest challenges faced by new entrepreneurs are dealing with career transition, being the visionary, dealing with the unknown, and financing. (Alton, L., 2016) By adding the position of business start-up specialist, JEDI expects to better support the needs of this unique population.

Novak-Tobey is well equipped to support those exploring business ownership, stated a recent JEDI press release. She is a serial-entrepreneur; starting her first business at the age of 12. She became involved in nonprofit work 17 years ago. In 2007, she designed, launched and managed a microenterprise program for people with disabilities at Goodwill of Orange County. In 2012, she founded The Prosperity Center to continue her work with entrepreneurs. Novak-Tobey moved to Mount Shasta in 2016 and this year began consulting with clients of JEDI as well as launching two craft based businesses of her own. Novak-Tobey has a B.S. in business marketing and an MBA in organizational leadership and nonprofit management. Her passion is helping individuals realize their dreams through the creation of microbusiness.

Novak-Tobey will be offering one on one consulting for those who have a busi-

ness idea they want to discuss, as well as those who are getting started and need to develop a business plan, the release said.

Novak-Tobey will also be facilitating a new free workshop that will be offered regularly at JEDI, Exploring Business Ownership: What it takes to start a business. This two-hour event will address such topics as the mindset and characteristics of successful entrepreneurs, exploring types of businesses and legal structures, basic business terminology, and the importance of a feasibility study. The first workshop is scheduled for July 27 from 5-7 p.m. Those interested in attending can get more information or make a reservation by contacting the JEDI office at (530) 926-6670.

“The mission of JEDI is to increase the economic wellbeing of people and communities through business development and local wealth creation,” shares Joy Taylor, director of the Women’s Business Center at JEDI. “The development of business start-ups is something we’ve always done because we know how important each business effort is to this region. We are grateful to have a skilled trainer creating a program dedicated to addressing the needs of folks just thinking of starting. This will give the starting entrepreneur much more attention and focus and a road map for success.”

The WBC at JEDI serves women and men starting and growing businesses. To do that, they offer training, coaching, financial services, loan services and moral



Cassandra Novak-Tobey is the new Start-Up Specialist at the Women’s Business Center at JEDI.

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support to entrepreneurs in the mountains of far northern California (specifically Siskiyou, Shasta, Trinity and Humboldt counties) The WBC at JEDI is in part funded through a cooperative agreement with the U.S. Small Business Administration and supported by the SBA’s Office of Women’s Business Ownership and many community partners and foundations.

Despite bleak predictions about the demise of the rural lifestyle, JEDI believes rural living – and rural economies – are far from finished. They believe that small businesses represent the root of the rural revival.

In the nearly two decades since JEDI started helping rural entrepreneurs, they’ve developed a clear understanding of the rural environment and its economic challenges, as well as the needs of micro-business. Some of those small businesses grow into bigger businesses. In simple terms, JEDI embraces job creation, but also believes simple job creation isn’t aiming high enough.

JEDI’s goal is the creation of living wage, family supporting, community-enriching, wealth-creating enterprises. Through the addition of Novak-Tobey as the business start-up specialist, JEDI believes they can more consistently ensure that start-ups have a strong foundation that can lead to business success.

To learn more about the free workshops, Exploring Business Ownership: What it takes to start a Business on July 27, Aug. 24 and Nov. 2, from 5-7 p.m., contact JEDI at (530) 926-6670 or go to e-jedi.org

JEDI, a nonprofit organization committed to building the regional economy through entrepreneurship, has a mission to increase the economic wellbeing of people and communities through business development and local wealth creation. JEDI has worked with thousands of people who have started businesses that support families and build community. Serving the north state since 1996, JEDI is an SBA Women’s Business Center serving Shasta, Siskiyou, Trinity and Humboldt County entrepreneurs. Based in Mount Shasta, JEDI serves small business owners by phone, in person, onsite and online.

Events are funded in part through a cooperative agreement with the U.S. Small Business Administration. JEDI and the Women’s Business Center are non-discriminatory and available to individuals with disabilities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.