

Welcome to ACCION San Diego's monthly newsletter!

We use this opportunity to keep our clients, partners, and friends informed about what we do and how we continue to serve our community in the best way possible. *Enjoy!*

**INSIDE THIS ISSUE:**

**Client Spotlight: Durrani Design**

**Follow us on Twitter!**

**2010 IRS Tax Calendar**

**Loan Distribution Updates**

## Client Spotlight: Durrani Design



**Article by:** Renee Daigneault, ACCION San Diego Intern

Walking into the sunny and modern office of Durrani Design in coastal Encinitas, it is easy to see that co-founders Matt Harding and Joe McDonald have created an environment where hard work is balanced with enjoyable surroundings.

Established in 2007, Durrani Design provides website development and business consulting to clients all over the country. Business partners Matt and Joe met while helping a mutual friend design a website. The partnership seemed ideal; Matt comes from a background in graphic design and Joe in information systems/internet technology. Both share an entrepreneurial spirit and dedication to helping other business owners achieve their goals. When the two started Durrani, their main goal was to create

business that would provide each client with a personalized service.

Durrani's relationship with ACCION San Diego began in 2009 when Joe heard a radio interview of a loan recipient describing how a micro-loan helped build her business. Joe realized that a small business loan could really help the company expand to the next level.

After securing a loan, they used the proceeds to hire additional full-time staff and to start marketing an emerging division of the company.

Durrani is anything but a typical website development company. Matt and Joe interact with every

client, designing tailor-made websites based on a deep understanding of each client's business and needs. In this era of e-commerce, Durrani recognizes the importance of personalized client attention, and while they enjoy the variety inherent in working with a wide geography of clients, they welcome business from the local community. "Just because business is online does not mean that we don't do business with a handshake," explains Joe.

ACCION client Merideth Leygraff found this approach refreshing. After two other unsuccessful attempts to create a website for her business, Flip N Fit, Merideth came across Durrani Design through a reference from one of their past clients.

"The first inquiry I made by phone I spoke to one of the partners, Joe, and had a very satisfying preliminary call," Merideth explains. "Then our team at Flip N Fit met with the owners and we were assigned our own account representative...."

**\*Article continues on page 2**

### **DURRANI** WEBSITE DESIGN

374 N. Coast Hwy 101, STE A  
Encinitas, CA 92024

p: 760.230.5466

f: 760.230.5467

e: [info@durranidesign.com](mailto:info@durranidesign.com)

w: [www.durranidesign.com](http://www.durranidesign.com)

## Loan Distribution Updates

### FEBRUARY 2010 TOTALS:

- 10 loans for a total of \$95527.00

### MARCH 2010 HIGHLIGHTS:

- \$20,000 loan to a core supplier that imports junk parts from Mexico to purchase inventory in bulk
- \$5,000 loan to a computer service and repair business to make office renovations
- \$2,000 loan to a notary republic business to purchase new office equipment
- \$6,000 loan to a specialty fashion accessories business to increase inventory

## Follow us on Twitter!

twitter



**We now have over 300 followers!**

If you are an active ACCION client and use Twitter for your business, send us a message and we will connect with you to help promote your company!

Follow us at:

[www.twitter.com/accionsd](http://www.twitter.com/accionsd)

**Not on Twitter?** Subscribe for *FREE* today at [www.twitter.com](http://www.twitter.com) and become a follower of "ACCION SD".

## 2010 IRS Tax Calendar

The [2010 IRS Tax Calendar](#) for Small Business and Self-Employed is now online!

This calendar is packed with useful information, including:

- General business taxes
- Internal Revenue Service and Social Security Administration customer assistance
- Electronic filing and paying options
- Retirement plans
- Business publications and forms
- Common tax filing dates
- Federal legal holidays

To view the calendar, please visit: [www.tax.gov/calendar/](http://www.tax.gov/calendar/)

## Client Spotlight continued ...

"They a lot of questions about our business so that they could help us build a professional website that would fulfill our needs. Our account representative held our hand throughout the process and kept us organized and on schedule. We had a great photo shoot with Jeff Bottari Photography ([www.jeffbottari.com](http://www.jeffbottari.com)), and Durrani used those photos to create a Wonderful website."

As with all of their clients, Durrani continued to work with Merideth every after the new and improved website launched.

"Once the website

launched they addressed everything that needed to be tweaked in the week following the launch," Merideth says. "Today, I couldn't be happier with the process and the outcome."

There is no doubt Durrani Design is dedicated to providing exceptional customer service. Moving forward, Matt and Joe plan to continue expanding the range of their client base, while maintaining the creative passion that fuels their work.

The association between Durrani and

ACCION is fitting- both are inspired by a belief in the clients they serve and dedicated to helping these clients grow. As Joe says, "You can't outsource a belief in your clients".

We could not have said it better ourselves.

**Check out Durrani Design online at [www.durranidesign.com](http://www.durranidesign.com) or chat with them at (760) 230-5466.**

**To see a sample of Durrani's work, check out the *NEW Flip N Fit* website at [www.flipnfit.com](http://www.flipnfit.com).**

ACCION San Diego is an independent, 501(c)(3) non-profit organization that provides loans and business support to micro-entrepreneurs who are unable to qualify for credit from traditional sources. With loans ranging from \$300 to \$35,000, ACCION San Diego assists small and home-based business owners, many of which are run by minorities and people with low-to-moderate income levels. In operation since 1994, the organization has disbursed over 2,500 loans worth almost \$14 million. For more information, please visit us at [www.accionsandiego.org](http://www.accionsandiego.org).