

December 2007



## ACCION San Diego Small Business Loans

Welcome to ACCION San Diego's December 2007 newsletter! We are pleased to use these newsletters to keep our clients, partners and friends informed so that we can continue to serve our community in the best way possible.

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## Client Story: Cleanology

"Let us clean your pad! In today's busy home we understand cleaning is a tedious task, and not one member of any family looks forward to it; but it has to be done. This is where Cleanology comes in," says owner Christine McDannell.

Cleanology is a home and office cleaning service owned by ACCION client, Christine McDannell, an enthusiastic young businesswoman who fulfilled her dream of creating her own business.

Christine has been a life-long entrepreneur. As a child, Christine had a number of small 'businesses,' including selling lemonade. She also grew up working in her father's business where she acquired the business know-how and experience. With a background in real estate, Christine decided to start her own business. Her satisfaction-guaranteed business, Cleanology, has provided home and office cleaning services since December 2003. The cleaning industry attracted Christine in part due to the demand of professionals juggling work and home who do not have the time or energy to dedicate towards cleaning. Christine started small, working for a year and half in her clients' homes as a Cleanologist before expanding and hiring employees. Today, 'Cleanologists,' as the teams of two are called, provide all the cleaning equipment, supplies, and service to reinvigorate your living or working space.

Christine first heard about ACCION SD through a friend that had received a loan through ACCION Chicago. During her four years in business, Christine has taken out two loans with ACCION San Diego which have been used for website development and acquisition of a van. Christine's biggest challenges to her business have been funding and building credit to grow and improve her business. As a result of ACCION SD's loan program, Christine's credit score has increased, she has qualified for larger SBA loans, and Cleanology continues to exhibit incredible growth: 62% increase in 2006 and 44% to date in 2007.

Cleanology offers standard cleaning services, moving in/out specials, and carpet cleaning services. They offer a free in-home estimate which assesses your needs and provides a customized cleaning program specific to your lifestyle. Pricing varies depending on the size and characteristics of

the home or work area.

Cleanology also uses green products that are safe for the environment and microfiber towels for dusting. Recycling and carpooling to locations is part of the business' green policy. Pet owners, rejoice! All cleanologists are also pet friendly and will not fear even the feistiest pet. During the



holiday season Cleanology is offering a Christmas decorating/cleaning service through the Christmas Crew. There are three holiday decoration packages, which include a decorated Christmas tree. The Crew will do it all, from placing string lights on the patio to sending out elegantly handwritten greeting cards.

Various cleaning products from solutions, vacuums and gift certificates perfect for every occasion are for sale through the Cleanology website at [www.cleanologysd.com](http://www.cleanologysd.com) Visit them today!

Christine's advice to small business owners is to set tangible goals and be organized. "Picture where you want to be," she says.

Cleanology  
<http://www.cleanologysd.com/>  
<http://www.thechristmascrew.com/>

Phone: 619- 281-2532 All major credit cards are accepted.

## SDG&E Safety Tips

### Safety starts with regular checkups of your gas equipment

If your business has equipment that runs on natural gas, regular checkups are an important first step in helping to keep you, your employees and visitors safe. Clean, well-maintained equipment also works more efficiently, so you can get the most for your energy dollars, and it lasts longer.

Whether you have space-heating boilers, water-heating systems, process boilers, food-service equipment, microturbines or other natural gas-fired equipment, your safety checklist should include the following steps.

Once a year, have a licensed contractor test, clean and adjust your gas equipment. This service should include checking gas connections, gas pressure, burner combustion, thermostat accuracy and system controls.

To avoid illness and even death, know the warning signs of carbon monoxide:

- A yellow, large, unsteady burner flame in gas equipment.
- An unusual pungent odor caused by poor combustion when gas equipment is running.
- Unexplained nausea, drowsiness and flu-like symptoms among building occupants, which may indicate carbon monoxide poisoning and a need for immediate medical attention.

If you suspect carbon monoxide is present, shut off the equipment and get it inspected right away by a licensed contractor or San Diego Gas & Electric®.

Keep gas equipment free of dust, lint and any obstructions to airflow.

Never use or store flammable products near gas equipment or other heat-producing devices.

For more safety tips, visit [www.sdge.com/safety](http://www.sdge.com/safety) or call **1-800-411-SDGE (7343)**. Providing you with safety information, safe and reliable energy, and round-the-clock emergency response is all part of SDG&E's commitment to safety.

## Community Coalition Member Spotlight

Alliance for African Assistance provides assistance in the United States and abroad to refugees. Their services include evaluating a business idea or an existing business, starting a business to create an economic future, strengthening or expanding an existing business, providing an opportunity to apply for a small business start-up loan, and providing an opportunity to apply for a small business loan to strengthen or expand an existing business. They also provide low-cost interpretation and translation services in more than 65 languages.

Interpreters are available seven days a week, including after hours. For more information visit [www.alliance-for-africa.org](http://www.alliance-for-africa.org), or call (619) 286-9052.



### DONATE TO ACCION NOW!

Help transform the lives of small business owners and the local San Diego community by donating to ACCION SD's microlending program! By contributing today, you will pave the way for small business success and growth in the local economy.

Visit [accionsandiego.org](http://accionsandiego.org) and click on DONATE NOW or mail a check to:

1250 6<sup>th</sup> Ave. Suite 500  
San Diego, CA 92101

## Client Referral Program



Do you know someone who needs a business loan? Remember, if you refer a friend or family member to ACCION San Diego and they receive a loan, we will take \$100 off of your principal balance. Call your loan officer with a referral today! When they are approved, you will receive \$100 towards your loan with ACCION!

**Happy Holidays and Thank you from  
ACCION San Diego**

**ACCION Clients,  
Tell Us *Your* Story**

Are you excited about the success of your growing business? Would you like more exposure for your store or service? If you are an ACCION SD client, we would love to hear from you! Share your story with us and you could be featured in our next newsletter, for all readers to see!

**Find out more information by calling  
619.685.1430 or emailing  
[info@accionsandiego.org](mailto:info@accionsandiego.org)**