

February 2008



ACCION San Diego
Small Business Loans

Welcome to ACCION San Diego's February 2008 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: Andre's Eyewear Boutique

Andre's Eyewear Boutique is an established business that offers a large selection of economical and designer reading glasses and sunglasses, but it wasn't always this way. As a new entrepreneur, Andre struggled to find the initial capital through a traditional bank necessary to run a successful business without substantial credit history or savings. In 2000, Andre was recommended to Accion San Diego by a friend who had used the loan services in the past and since then Andre has been able to borrow and pay seven loans provided by ACCION San Diego.

Andre has credited ACCION's loan services to the growth of his eyewear business. The various loans have enabled Andre to expand on his merchandise and improve his customer service. Andre is planning to hire an employee to assist with customer service in his eyewear boutique, but with the ACCION loan capital he has already improved the quality of his service by investing in advanced equipment; this delivers ready to wear glasses in less than an hour. Andre can now also afford advertising, an expensive but necessary marketing technique for the growth of business and reaching new market segments in San Diego.



Due to the eyewear boutiques' 60% revenue growth in the past year, Andre no longer has a need to borrow more money from ACCION or a traditional bank. Andre is happy to say his credit score has increased 250 points in the last four years and he maintains accurate personal and business finances through careful monitoring. Andre is now in a position to give back to the community. As a new member of Nice Guys Charities, Andre will donate his time and money to Nice Guys, something he feels is important after having gone through similar economic disadvantages and lacking the capital to start a new business.

Andre's Eyewear Boutique
3749 Sports Arena Blvd.
San Diego, cA 92110
Tel (619) 226-8644
www.soleado.com

ASD Welcomes Winter Intern!

ACCION San Diego welcomes our new Winter 2008 Intern through UCSD, Alba Bautista. Alba is currently a Masters candidate at the School of International Relations and Pacific Studies at the University of California-San Diego. She will graduate with a specialization in Economic Development in Latin America.

This past summer she interned for microfinance technical assistance project in Mexico City whose goal it is to increase micro credit to people living in rural areas of Mexico. Alba is the trend analysis intern and will implement monitoring and evaluation tools that will measure the success of ACCION's micro-lending program. Alba hopes to pursue a career as a microfinance specialist.

New USD Business Volunteers!

A warm welcome to the new USD Volunteers! ACCION San Diego has collaborated again with the University of San Diego's economics department to pair volunteers with clients in need of technical assistance. According to each student's skill set, a match will be made with a client in need of assistance in the following areas:

- **Accounting**
- **Business management**
- **Financials**
- **Microsoft Office**
- **QuickBooks**
- **Website Development**

Technical assistance is a free resource that ACCION provides to current clients. Clients wishing to take advantage of these services should contact their loan officer, or Logan Lavachek at 619.685.1430 and llavachek@accionsandiego.org for more information.

ACCION San Diego 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!

Don't Forget About ASD Quick Loans!

ACCION San Diego currently offers small business loans up to \$35,000 for micro-entrepreneurs, but did you know that for a loan from \$300 - \$2,000 a small business owner can be approved within 48 hours through our Quick Loan process? Help us get the word out! We have also re-designed our online application so you can fill it out directly from your computer. Our customer service representative can help you decide if our Quick Loan Process is right for you! Call Iliana Farias today at 619.682.1305.

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**