

February 2009



Welcome to ACCION San Diego's February 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.

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Toby McDaniel: Your Friendly Tax-man

McDaniel Tax & Administrative Services has been providing personal and business accounting services to their clients for six years including: tax preparation and planning, notarizing, bookkeeping, legal document assistance, financial statements, contract compliance, and payroll.

Walking through the bright blue door facing Adams Ave., one is welcomed with a homey environment and warm smiles from Toby McDaniel and his business partner Anita Adiboye. At McDaniel Tax & Administrative Services, they add a personal touch to the industry which makes them unique and adds to their success. Their business model is to not think of each client as a number or a dollar sign, but as a person who is looking for advice and help in strengthening their financial situations. Along with Christmas cards to over 500 of their most prominent clients, Toby provides honest guidance to both private individuals and businesses in his services of tax preparation and planning, notarizing, bookkeeping, legal document assistance, financial statements, contract compliance, and payroll.

Before starting his own business, Toby McDaniel worked for a large tax company and found the speedy impersonal assistance he was forced to give his clients disheartening. As a result, Toby became an entrepreneur and began his business in 2003, working from his home. As his business grew, the need to relocate became imperative. Through a loan from ACCION San Diego in summer 2008, he was able to open and beautifully furnish his own location in Normal Heights. This new location has become a "home away from home" states Anita with a grin.

Toby has been very excited seeing returning clients who are continually satisfied with his assistance. Watching the improvements in his clients' finances gives him joy and fuels his passion to provide his services. With his expanding portfolio by client referrals, he has been able to hire 3 employees and hopes to continue a steady growth. His goal is to expand services to provide financial guidance to all his clients year-round.

To clients of ACCION, Toby and Anita have a few tips:

- Follow your instinct.
- If you have a passion, take a leap and do it for yourself.
- Be sure to have people around you that you trust and depend on, who also support you and your business.



Special Offer to ACCION Clients:
\$50 off services in Taxes and no set up fees for Payroll services to all ACCION clients. Guaranteed to beat all other businesses' prices.

McDaniel Tax & Administrative Services
www.tobytax.com
(619) 481-8115
3802 Adams Ave., San Diego, CA 92116

Feng Shui Your Business

Feng Shui TRUTH: BUSINESS in 2009 is "Collaborative, Mindful and Proactive" ENERGY, that serves the greater good of All.

Lesson #1: Businesses who build reliable teams, "vendor networks" and strategic alliances accelerate the growth of their businesses faster, better and with less effort.

Lesson #2: Businesses who willingly accept "feedback" from their target market accelerate the growth of their business.

Lesson #3: Businesses who "honk" at their staff and vendors with "encouragement," accelerate their personal productivity and business growth.

Lesson #4: Businesses who protect and educate their staff and clients in challenging times, "grow" their businesses even during economic down-swings.

Lesson #5: Businesses who show COMPASSION and SUPPORT to the people they serve, will survive and thrive in this "new world order" of collaborative CO-CREATION.

Lesson #6: There is NO RECESSION when you live and work "outside" the box of the mundane.

By Feng Shui Paradigms

ACCION Clients' Specials for Valentine's Day

Need some help making Valentine's Day special? Look at some of the products and services our clients offer for you and your loved one:

Cathedral Candles: Event Feb. 12th 5pm-9pm
Amy Capano (619) 296-4046
435 University
San Diego, CA 92103

Fifty Barrels: Carlsbad Coastal Winery
Brian Vitek 20% off all wines bought in
February. Call to order: (619) 871-7643
www.carlsbadcoastal.com

Douce Et Romantique Lingerie
Frederique Schilde (760) 632-8854
www.sweetandromantic.com
937 South Coast Highway 101, Ste. C101
Encinitas, CA 92024

Face-to-Face Photography
Victor Hoff (619) 270-8900
In-home/business glamour shot parties.
Make-up artist and costumes provided.
www.facetofacesandiego.com

Jewel Transportation Limo Services
Paulo Pereira (858) 531-3828
www.jeweltransportation.com

Escondido Wellness Center
Babette Farmer (760) 715-0028
1892 West El Norte Parkway
Escondido, CA 92026
Give the gift of health!

Surf Side Cuisine Chef Services
Billy Joyce (619) 992-7873
Avoid lines, and have an exquisite meal at the
comfort of your own home.
surfsidecuisine.com

Eva's Bakery : Valentine baked goods
Maria Solano (619) 690-0156
4184 Beyer Boulevard, #104
San Ysidro, CA 92173

ACCION Participates in Microfinance Events

Micro-Credit Craft Market

Presented by UN Association and UNICEF

February 8, 2009, 10am-4:30pm

2171 Pan America Plaza, UN Building at
Balboa Park, San Diego

*One-of-a-kind hand-made products, photo
exhibition of life in poverty, kids workshop, and
information on microcredit.*

For More information call 619-233-3970 or e-
mail alessandro.zolla@unasd.org

Microfinance California Conference **Microfinance as a Smart Investment for California**

Organized by Opportunity Fund, Kiva, and the
Silicon Valley Community Foundation.

Thursday, May 28th, 2009, 8am-7:30pm

The Frances C. Arrillaga Alumni Center at
Stanford University, Palo Alto, CA.

Learn more here:

www.microfinancecalifornia.org