

May 2009



Welcome to ACCION San Diego's 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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FRANK BOSS: Power Find Strategic Consulting

Frank Boss talks about ACCION with pride, on both a professional and personal level. He first came to ACCION to grow his company, Power Find Strategic Consulting. As a businessman, Frank's company gathers statistics through market research and analyzes competitive companies for the needs of an organization. Their services entail: strategic planning management, business and competitive intelligence, E-consulting, and information and industrial security. As a virtual corporation, they are able to provide quality service worldwide through collaboration and partnerships with other quality companies.



Frank has always been an achiever, full of drive and ambition. Growing up in a home that was not financially stable, Frank dreamed of owning his own successful business. From his experience as an Intelligence Analyst in the Marine Corps and earning a bachelor's degree in business, Frank gained the competitive marketing skills and knowledge necessary to pursue his passion. In 2000, Frank started Power Find Strategic Consulting. Since its inception, the business has seen continual growth.

As Frank looked to expand, he came to ACCION San Diego for a loan in 2007. Frank received his first loan in the amount of \$800 for the purchase of equipment, marketing materials, and software. A year later, in 2008, Frank received a second loan of \$800 to help stabilize his cash flow. These loans have given him the capital needed for equipment and relieved stress from inconsistent cash flow. As Frank looks to his future, he wants to be able to outsource his services and let the business run itself.

But Frank's story doesn't end there. Frank has used his partnership with ACCION to not only grow his own business, but to help other businesses. As an active volunteer, Frank uses his skills, knowledge, and experience to help other ACCION clients. He provides one-on-one assistance, guidance, and advice to help others run their businesses more effectively. He has provided clients training in marketing, business organization, and tactics on expanding customer base. Frank sees volunteering with ACCION as a win-win situation. It is an opportunity for him to give to his community while at the same time building a reputation and spreading the word about his company. His advice to those he helps is simple: "Be the owner, prioritize, be organized, and have a plan for the future of your business".

Talk about full circle! Frank proves that giving can be just as rewarding as receiving. ACCION San Diego is happy to help Frank with growing his business, and thankful he takes the time to serve others.

Contact Frank Boss at www.power-find.com

For more information on volunteering with ACCION, please contact Jessica van der Stad at: jvanderstad@accionsandiego.org.

San Diego Microfinance Summit

1st San Diego Microfinance Summit

Hosted By The San Diego Microfinance Alliance

Keynote Speaker: Lynn McMullen

Learn about Microfinance locally and internationally. Enjoy lunch and the marketplace provided by local San Diego microcredit clients.

Thursday, May 7 from 8:30am–2pm

USD The Joan Kroc Institute for Peace and Justice

Cost: General \$25, Students \$10

RSVP at www.sdmicrofinancesummit.org

First CA State-wide Conference

"Microfinance, CA" Conference

ACCION is partnering with Opportunity Fund, KIVA, and Silicon Valley Community Foundation.

When: Thursday, May 28

Where: Stanford University, Palo Alto

Cost: FREE (Parking available for \$3)

Learn about domestic microfinance, visit microfinance borrowers, and attend informative and interactive workshops

Visit www.microfinancecalifornia.org

Advice from Frank Boss

Frank Boss' blog , "QuickBreif" is a summarized monthly online business journal, where he posts marketing ideas, online consumer trends, market intelligence, research papers on E-commerce, tips and articles on business strategies.

[How to get low cost or free effective advertising!](#)

Posted April 18, 2009

Business owners are always looking to save especially when it comes to advertising. So how can you save and get the most leverage for your ad dollar? There are many different solutions and there are also very inexpensive ways to promote and market your business.

- 1. Start a blog.** Subscribe to Wordpress en.wordpress.com/signup/ or with other blog services. But don't just start any blog! For it to be successful it has to have a purpose and be interesting to the reader.
- 2. Get VLogIt by Adobe!** www.adobe.com/products/vlogit/ . This is a fantastic way to produce quality video for your website or business. It's easy to use and is great for a novice who's never produced a video before.
- 3. Get a student to put your ads together.** Have a college student copy write or design your ads for you. Most colleges or universities have an [online employment page](#) where you can get interns or paid employees.
- 4. Social Media** is becoming more and more of a smart investment to advertise in. Create a following in Facebook or MySpace or Twitter. Find people that share an interest in what you do and get them to tell others (viral marketing).
- 5. Research your customers.** www.103bees.com is an inexpensive tool to use in order to track your customers on the web

For more business tips go to power-find.com/wordpress