



October 2009
Happy Halloween!



Welcome to ACCION San Diego's newsletter! We use this opportunity to keep our clients, community 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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CLIENT SPOTLIGHT: Adrienne Tolentino - The Lab A Salon



Paradise for the stylish: The Lab A Salon greets customers with a welcoming urban aesthetic.

The Lab A Salon
 San Diego, CA 92104
 (619) 543-9952
www.thelabasalon.com

Article and photos by: Claudette Toland, ACCION Volunteer

What if you could give *grass* a perm? You may never have asked this question before, but it does have an answer: Adrienne Tolentino would be working at a golf course instead of running The Lab A Salon, San Diego's up-and-coming fashion-forward salon!

At the age of 18, Adrienne was in the midst of studying golf course turf management when she realized that she needed a more creative outlet. One day she accompanied her mother to an appointment at a downtown salon. Coincidentally, the manager there needed an assistant, and after speaking with Adrienne, gave her the position.

It was then and there that Adrienne found the creative outlet she had been looking for. She stopped studying golf courses and instead embarked on a path that would train her to become a hair stylist.

After finishing her studies, Adrienne worked in a salon and not only gained experience, but built an impressive client list. She then took another jump and started her own salon, The Lab A Salon, with only a 1967 Chrysler to use as collateral. She used personal savings to lease a location in North Park.

As Adrienne remodeled her new space, she also recruited a variety of specialists to work with. It was only after renting out the booths that Adrienne had time to look around at her new salon, and realize that it was completely devoid of furniture, tools, and products.

Startled by the nightmare image of clients getting their hair cut while standing up, and with no remaining funds, Adrienne turned to ACCION San Diego. She acquired a loan that enabled her to buy the items she needed to complete her salon, including stylist chairs and retail inventory. She also purchased furniture that would suit the fashionista clientele she hoped to attract, and reflected the urban aesthetic of the nearby neighborhood.

In Adrienne's own words, ACCION San Diego allowed her to create a North Park "paradise for the stylish". ACCION saw her vision of what hair care in San Diego could be and took a chance by giving her a loan.

Now with a year under her belt, Adrienne's commitment to staying ahead of the fashion curve remains strong. The salon stylists have trained at places such as Vidal Sassoon and the Makeup Institute. The salon is also one of a handful of San Diego salons that is trained to provide the new Brazilian Blowout, a revolutionary conditioning treatment that keeps hair shiny and frizz free for months.

Today Adrienne not only works at continuing to grow her salon, but also giving back to the local community. She stays active in the North Park business community, partnering with other local businesses to stage charity fashion shows and provide haircuts to the less fortunate.

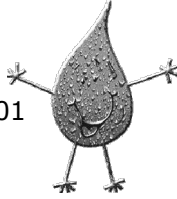


A cut above the rest: Adrienne styles a customer's freshly cut style.

SPECIAL EVENT

SD WATER AUTHORITY EVENT: Paths to Partnerships Regional Forum

WHEN: Tuesday, Oct. 20
TIME: 8:30am - 4:30pm
WHERE: Hilton San Diego Bay-front—1 Park Blvd., San Diego, 92101
COST: \$40 Pre-paid / \$50 On-site



Why Attend?

- Receive bid info totaling billions of dollars
- Attend valuable workshops by the State, Public - Agency Consortium, Regional Construction Procurement Committee and others
- Learn techniques to create collaborative teams
- Network with current business partners
- Establish new working relationships

For more information, call (858) 522-6515 or visit www.pathsreg.org.

SPECIAL ANNOUNCEMENT

GIVE BACK! Become an ACCION Volunteer!

Our **Volunteer Program** provides opportunities for individuals with varying levels of experience and education to work with ACCION and give back to the San Diego community.

The three-tier **LEAD** (Leadership, Entrepreneurial Administration & Development) program comprises the *Leadership & Mentoring Committee*, the *Entrepreneurial Training & Assistance Committee*, and the *Administration, Marketing & Outreach Committee*.

This is a great opportunity for college students, young professionals, experienced entrepreneurs, and retirees to contribute to the community!

Interested? Please contact Jessica at jvanderstad@accionsandiego.org or (619) 685-14-30.

COMMUNITY EVENT — FREE!

SAN DIEGO SMALL BUSINESS FAIR

WHEN: Wednesday, Oct. 21
TIME: 9:00am - 2:30pm
WHERE: Handlery Hotel & Resort - 950 Hotel Circle North, San Diego, CA 92108.
COST: **FREE!** Parking is \$3.00 with validation sticker available at the welcome table.

Hosted by: California State Board of Equalization

This special event is designed specifically for small business owners! Various federal, state, and local government agencies, as well as other organizations that support small businesses, will provide a **full-day of training for local small businesses!**

Learn about the **ABCs** for Small Business Success:

Answers: one-stop-shop with various participating agencies;

Building Blocks: planning, record keeping, marketing;

Connections: networking, free assistance, workshops;

Solutions: get it done right!



For more information or to register, please call (888) 847-9652.

COMMUNITY WORKSHOP — NEW!

RESTAURANT 101

WHEN: Tuesday, Oct. 13
TIME: 9:00am - 1:00pm
WHERE: Pt. Loma Nazarene Univ., Mission Valley Campus - 4007 Camino del Rio South, San Diego, CA 92108
COST: \$49 Pre-paid / \$59 On-site
Hosted by: SCORE San Diego

This workshop is a MUST if you are serious about owning and operating a restaurant!

Topics include:

- * Concept
- * Planning
- * Design
- * Contractors
- * Hiring
- * Training
- * Vendors
- * Accounting
- * And more!



Also, the importance of a comprehensive and effective marketing and advertising plan will be detailed, along with information regarding your interaction with regulatory agencies, including local, state, and federal government.

For more information or to register, please call (619) 557-7272.