# DEVEN MCCARTY AND AMBER SCHMID FIRST CLASS WAX



FIRST CLASS **ENTREPRENEURSHIP**  Deven and Amber were two colleagues working in a La Jolla salon with one common goal.... the desire to become entrepreneurs. Although content with their past positions, these two estheticians, specialized in waxing, realized there were very few opportunities for growth. This being early on in their careers, they quit their jobs and set out to develop their own product, "Pureste," a post-hair removal treatment for ingrown hair and other common skin irritations. With business and marketing backgrounds and a basic knowledge of chemistry from esthetician school, they developed the perfect formula for "Pureste."

In order to fund their product, Deven and Amber continued to provide waxing services in a tiny room they rented in La Jolla, but needed to find a location that would better position them for growth. As start-up business owners, Deven and Amber lacked the qualifications to obtain a traditional bank loan and came to ACCION for assistance in opening their new business called First Class Wax. The partners were approved

for two loans in the amounts of \$8,000 and \$14,000, which they used toward renting the new space and conducting tenant improvements to reflect their style and first class treatment.

Now situated in a charming century-old house in the Bankers' Hill area of San Diego, First Class Wax offers a comfortable and relaxing environment and business is growing steadily. They have maintained existing clients from their old salon and increased new clientele through word of mouth and TV advertisement spots facilitated by ACCION San Diego. Pureste continues to be popular and Deven and Amber are looking to expand their product line further.

These business women pride themselves in providing excellent customer service, upholding the highest level of safety and sanitation, and creating a healthy environment. Deven and Amber work well together as business partners and enjoy each other's support. Thankful to ACCION for providing a service they couldn't find anywhere else, these two clients continue to be "first class entrepreneurs."

# KOSTA HOUDALAKIS LISKO IMPORTS



A NEW FOUND GOURMET FOR SAN DIEGANS

Kosta Houdalakis is a member of the Psomataki family which has been growing olives in Greece for more than 50 years. This long history of producing and consuming high- quality food inspired him with an entrepreneurial dream during a vacation to San Diego in 2006. Disappointed with the quality of gourmet food here, he tasted an opportunity that he could not bass up. Quickly, Kosta moved to San Diego and ventured into a new business with virtually no contacts, family, and little knowledge of doing ousiness in the U.S.

By late 2006, after much research, he created Lisko Imports, a business based on importing olive oil and olives from Greece. His business expanded quickly and inventory now includes delicious pickled vegetables and cheeses from Greece, fresh eggs from a farm in Ramona, homemade pasta from Temecula, and pastries from a French bakery. Initially selling his products only at farmer's markets, Kosta's entrepreneurial endeavor now stocks local restaurants, hotels and casinos with fresh gourmet foods.

Kosta's background in sales and management aided him in his new business venture, but it is his passion for good food which created a strong consumer base in San Diego. Attracting new clients was not difficult for Kosta, but what was difficult was obtaining a business loan. Kosta needed to increase his inventory, meet demand, and ensure a timely supply to his customers, but as a foreign investor he lacked credit history in the U.S. He turned to ACCION San Diego and received his first loan of \$5,000 in December 2006 which he used as additional working capital. By the middle of 2007, Lisko Imports' monthly sales increased ten-fold and Kosta applied for his second loan. He obtained a vacuum seal for his packaging facility in North Park and was able to develop his own website www.liskoimports.com. In less than a year, Kosta was able to establish credit and employ 11 additional people, therefore contributing to his

As a proud entrepreneur, Kosta is very optimistic about his business and is already expanding to Orange County, planning on serving all of California in the next several years.

local community.

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CITY OF SAN DIEGO, SBEP GRANT

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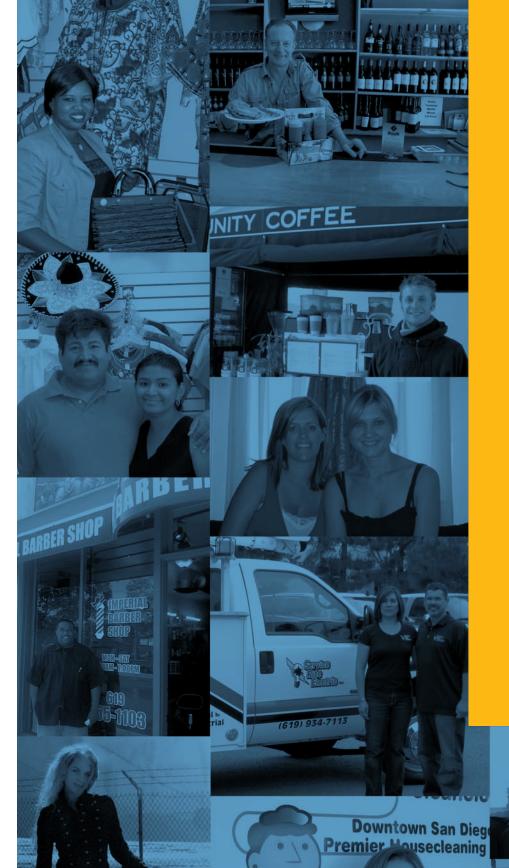
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**Board Chair** 

The 2007 national mortgage and housing crisis affected Americans across the nation, resulting in subsequent local economic ramifications and financial difficulties for many. During these challenging times, ACCION San Diego served as a strong resource for business owners and encouraged the entrepreneurial spirit that shines through economic downturns. We are proud to report financial assistance provided to over 100 new start-up and existing business owners through our loan program.

In a focused effort to mitigate our own program's risk and ensure that we can continue to provide lasting resources to our community, ACCION San Diego's Board of Directors and Staff developed many new initiatives in 2007. Our staff worked diligently to increase twoway interaction with our current borrowers, offering ongoing communication, resources and guidance to assist them in minimizing their risks and maximizing their strengths. We provided one-on-one client assistance and referrals, helping our borrowers make positive financial choices and boosting their opportunity for access to capital that supported their particular needs. By developing partnerships during the year with State of California loan programs such as Cal Cap and Cal Southern, ACCION San Diego implemented loan loss reserve and guarantee programs to assist in

mitigating our loan portfolio losses, thereby enabling further recirculation of our loan funding capital.

Despite the current challenges the economy presents, ACCION San Diego is focused on providing a hand-up to small business owners in becoming self-sufficient. Thanks to our supporters, partners and friends, we are a leader in microfinance and a vital program for the San Diego business community. We offer many thanks to our Board of Directors, volunteers, supporters and partners as we continue our mission of providing capital, as well as technical assistance, to our clients.

Sincerely,

Gordon Boerner 2007 Board Chair **ACCION San Diego** 

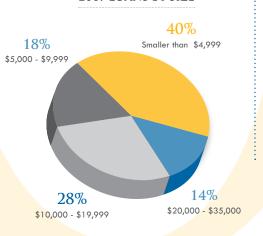
The mission of ACCION San Diego is to provide economic opportunity for low-to-moderate-income business owners who lack access to traditional sources of credit. Through business loans and support services, we strengthen the roots of emerging entrepreneurs and help them to thrive in their communities, creating social and economic change.

#### IMPACT

From home-based daycares and farmer's market vendors to restaurants and retail shops, ACCION San Diego supported local business owners of all types in various stages of their businesses throughout 2007. It is our continued goal to provide the necessary tools and access to capital to help these spirited entrepreneurs in their paths to success.

In 2007, ACCION San Diego disbursed 142 loans to 108 new clients, totaling more than \$1,265,121. As many small business owners faced economic struggles during the subprime crisis that affected our nation, our staff was there for support and serviced over 1,100 customers, assisting them with helpful business and finance information. ACCION San Diego ended the year with 317 active clients and a portfolio of \$1.9 million.

### 2007 LOANS BY SIZE

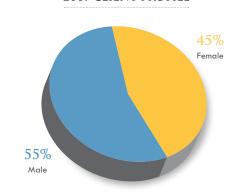


#### PROGRAM UPDATES

In 2007, ACCION San Diego was selected to participate in a Citigroup Foundationfunded research project coordinated by the Aspen Institute. As one of 25 organizations across the nation, ACCION San Diego's research intern conducted a survey of clients who received services in 2005, evaluating the impact of ACCION's program on selected borrowers. Resulting survey statistics demonstrated that over 94% of the businesses surveyed were still in business two years after receiving assistance through ACCION San Diego, 75% showed an increase in household income and there was a 60% reduction in the number of people in poverty.

Volunteers were hard at work with ACCION San Diego throughout 2007 as we implemented our new in-house volunteer mentoring service through our microlending program. The program consists of seasoned entrepreneurs, community professionals and students who work with ACCION to mentor clients in marketing, business management and financial skills. The program grew from one participant to 25 during the year and ACCION clients were able to gain valuable knowledge and skills through this new initiative. In partnership with University of San Diego, ACCION San Diego enrolled many graduate students in the mentoring program, allowing for their education and skills to be put to practical use by assisting our borrowers.

## 2007 CLIENT PROFILE



## ACCION SAN DIEGO IN THE COMMUNITY

When local San Diego entrepreneurs dream, ACCION San Diego is there to encourage and support their endeavors, but this would not be possible without the collaboration and synergy of working with our many community, banking, educational and governmental partners. ACCION thanks each of our partners for their valued work, commitment to helping the small business community and we look forward to working together on future initiatives.

Alliance for African Assistance Business Associations CAMEO Cal Cap

Cal Southern

CDC Small Business Finance Chambers of Commerce

City of San Diego

East County Economic Development Council

Foundation for Women

International Rescue Committee

KUSI Television MAAC Project

Money Management International

San Diego Banking Partners San Diego BID Council

San Diego Contracting Opportunity Center

Small Business Administration

Small Business Development Centers South County Economic Development Council Southwestern College

Springboard

University of San Diego

Women's Business Center of California

| Balance Sheet | DEC. 2007 | DEC. 2006 |
|---------------|-----------|-----------|
| ASSETS        |           |           |

CASH AND FOLLIVALENTS

FINANCIAL SUMMARY

| CASH AND EQUIVALENTS                | \$1,52 <mark>0,281</mark>  | \$1,801,270 | NEW CLIENTS                             |
|-------------------------------------|----------------------------|-------------|---|
| CONTRIBUTIONS AND GRANTS RECEIVABLE | \$ 11 <mark>6,263</mark>   | \$ 101,215  | NUMBER OF LOANS DISBURSED               |
| MICROENTERPRISE LOANS RECEIVABLE    | \$1,80 <mark>3,163</mark>  | \$1,626,600 | AMOUNT LOANED                           |
| (NET OF ALLOWANCES FOR LOAN         |                            |             | ACTIVE PORTFOLIO (AT 12/31/07           |
| LOSSES OF \$128,557 IN 2007         |                            |             | ACTIVE CLIENTS (AT 12/31/07)            |
| AND \$91,069 IN 2006.)              |                            |             | AVERAGE LOAN SIZE                       |
| FIXED ASSETS (NET OF ACCUMULATED    | \$ 27,885                  | \$ 42,201   | PORTFOLIO AT RISK*                      |
| DEPRECIATION OF \$20,633 IN 2007    |                            |             | LOSS RATE                               |
| AND \$100,967 IN 2006.)             |                            |             | PERCENTAGE SELF-SUFFICIENCY**           |
| OTHER ASSETS                        | \$ 29,430                  | \$ 28,051   |   |
| TOTAL ASSETS                        | \$3 <mark>,50</mark> 3,022 | \$3,659,337 |   |
|                                     |                            |             | CUMULATIVE TOTALS TO DATE               |
| LIABILITIES                         |                            |             | CLIENTS SERVED                          |
| AC <mark>CRUED EXPENSES AN</mark> D | \$ 1 <b>7,</b> 233         | \$ 37,389   | NUMBER OF LOANS DISB <mark>URSED</mark> |
| ACCOUNTS PAYABLE                    |                            |             | AMOUNT DISBURSED                        |
| NOT <mark>ES PAYABLE</mark>         | \$1,450,000                | \$1,450,000 | HISTORICAL LOSS RATE                    |
| TOTAL LIABILITIES                   | \$1,467,233                | \$1,487,389 |   |
|                                     |                            |             |   |

| TOTAL  | LIABILITIES         | \$       | 1,467,233 | \$1,487,389 |
|--------|---------------------|----------|-----------|-------------|
|        |                     |          |           |             |
| NET A  | SSETS               |          |           |             |
| UNREST | RICTED              | \$       | 1,948,289 | \$1,824,448 |
| TEMPO  | RARILY RESTRICTED   | \$       | 87,500    | \$ 347,500  |
| TOTAL  | NET ASSETS          | \$       | 2,035,789 | \$2,171,948 |
| TOTAL  | LIABILITIES & NET A | SSETS \$ | 3,503,022 | \$3,659,337 |
|        |                     |          |           |             |



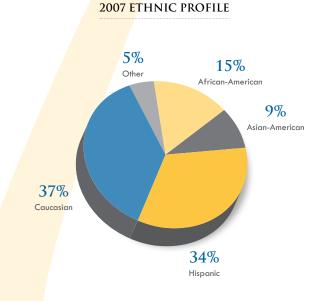
| AL PUBLIC SUPPORT AND CONTRIBUTIONS | \$<br>91 <i>5</i> ,977 |
|-------------------------------------|------------------------|
| ENSES                               |                        |
| GRAM SERVICES                       | \$<br>836,349          |

| EXPENSES                  |              |                             |
|---------------------------|--------------|-----------------------------|
| PROGRAM SERVICES          | \$ 836,349   | \$<br>680,70 <mark>1</mark> |
| SUPPORTING SERVICES       |              |                             |
| Fundraising               | \$ 32,058    | \$<br>28 <mark>,</mark> 394 |
| Grants And Administration | \$ 183,729   | \$<br>14 <mark>8,813</mark> |
| Total Supporting Services | \$ 215,787   | \$<br>1 <i>7</i> 7,207      |
| TOTAL EXPENSES            | \$1,052,136  | \$<br>857,908               |
| CHANGE IN NET ASSETS      | \$ (136,159) | \$<br>295,972               |

| INDICATOR                      | 2007        | 2006       |
|--------------------------------|-------------|------------|
| NEW CLIENTS                    | 108         | 96         |
| NUMBER OF LOANS DISBURSED      | 142         | 154        |
| AMOUNT LOANED                  | \$1,265,121 | \$1,045,66 |
| ACTIVE PORTFOLIO (AT 12/31/07) | \$1,931,720 | \$1,717,66 |
| ACTIVE CLIENTS (AT 12/31/07)   | 317         | 336        |
| AVERAGE LOAN SIZE              | \$8,909     | \$6,790    |
| PORTFOLIO AT RISK*             | 10.2%       | 6.6%       |
| LOSS RATE                      | 10.4%       | 7.9%       |
| PERCENTAGE SELF-SUFFICIENCY**  | 38%         | 42%        |
|                                |             |            |
| CUMULATIVE TOTALS TO DATE      | 2007        |            |
| CLIENTS SERVED                 | 1,235       |            |

2,259

\$11,154,734



COMPLETE FINANCIAL STATEMENTS, AUDITED BY NICHOLAS M. PASCALL, CPA, ARE AVAILABLE UPON REQUEST THROUGH ACCION SAN DIEGO.

\$1,153,880

\* PORTFOLIO AT RISK IS EQUAL TO THE TOTAL OUTSTANDING LOAN BALANCE OF LOANS PAST DUE MORE THAN 30 DAYS DIVIDED BY THE TOTAL LOAN PORTFOLIO. \*\* SELF-SUFFICIENCY IS CALCULATED BY DIVIDING REVENUE FROM LENDING OPERATIONS (INCLUDING WRITE-OFF RECOVERIES) BY TOTAL EXPENSES (LESS IN-KIND).