

*[For the best reading experience, view this email in your browser.](#)*



The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation statewide. CalOSBA's core mission is to provide resources to all California small businesses, disabled veteran business enterprises (SB/DVBEs), minority and women-owned businesses, and those individuals who own and operate businesses located in low-wealth and rural communities.

CalOSBA supports outreach and engagement efforts through advocacy, sharing resources, and building resilience through programs and our Technical Assistance Network that supports growth and business sustainability.

This month's newsletter highlights the ecosystem and CalOSBA's efforts to serve California businesses statewide.

### **In This Issue:**

- [Northern California](#)
- [Central California](#)
- [Southern California](#)
- [Inland Empire High-Speed Rail](#)

### **Is Your Small Business Ready for Valentine's Day? Here Are 7 Easy Ways to Boost Your Sales**

February is right around the corner! What a great opportunity for small business owners to do digital marketing outreach to engage with their customers, boost customer traffic to the website, and increase sales.

CalOSBA offers robust e-commerce resources to [grow your online presence](#) and the Digital Marketing Institute offers [14 Valentine's Day Marketing Ideas for Small Businesses](#) to get small business owners started.

Consider these highlights when planning your small business digital marketing outreach strategy for Valentine's Day:

- Buy One, Get One, or 2-for-1 Deals – this can be done for products or services
- Draft fun engaging emails and subject lines with a holiday theme that your customers can't help but read
- Add a romantic flair to your company's social media accounts
- Send customers digital Valentine's Day cards
- Offer to donate a portion of the proceeds for a particular product to a local non-profit
- Get customers to engage with your business on social media by asking a question; ask them to share a brief love story, or consider offering a prize
- Consider including single customers in your marketing
- Create and use unique hashtags for holiday posts

If you love the marketing recommendations then check out these three small business success stories from the [CalOSBA Small Business Development Center \(SBDC\) Network](#) to learn about how we were able to help these businesses thrive and how we might be able to help your business too.

---

## Northern California

### **How North Pacific Adventure is Making Waves in Mendocino County Thanks to "Absolutely Essential" Support**



Billy Arana, owner of North Pacific Adventure, offers sea cave kayaking, kayak fishing, and whale watching tours in Mendocino County. He has also worked as a guide and manager for other companies across the country. When Billy decided to start his business, a friend told him, it was “absolutely essential” that he start communicating with the [Mendo-Lake Small Business Development](#)

[Center \(SBDC\)](#). The SBDC was able to help Billy find out where to obtain a business license and to register his business.

Billy shared, “I couldn’t have employed someone to help guide me through starting my business and even today while continuing to grow, they offer free help and consulting... and guide you down the right path to success.”

Check out the North Pacific Adventure success story [here](#).

Visit the North Pacific Adventure website [here](#) to book your tour today.

---

### [Central California](#)

#### **Ish Brewing Company Starts Brewing Up Beer With A Little Help From Their Local SBDC**



The [Valley Community Small Business Development Center \(SBDC\)](#) was able to help Kevin Draughon and his business partner with their small business loan application. Moreover, they helped them bring their dream of “outside the box” brewing to life in Clovis, California.

I’ve never owned a business. I’ve never operated a business, explained the co-owner, so it’s a bit of a daunting endeavor to...open a business when you have no prior business experience. The SBDC was good as far as being able to obtain information from and ask questions, it...really helped us a lot, said Kevin Draughon.

Check out the Ish Brewing Company success story [here](#).

Visit the Ish Brewing Company Facebook page [here](#), or visit the brewery at 2700 Clovis Ave., Clovis, California.

---

## Southern California

### **Snoice Snow and Ice Desserts Had Cool Ideas for Expanding During Hard Times**



Diane Manansala and Jayrell Ringpis, co-owners of Snoice Snow and Ice Desserts, received small business guidance from the [Alliance Small Business Development Center \(SBDC\)](#). The SBDC helped them find local grants; they were able to open a second location in Kearny Mesa during the pandemic. The small business owners credit their support from the Alliance SBDC with helping them to regain an understanding of their business and where they should focus their growth efforts as they begin to explore franchising as part of their next great business adventure.

Check out the Snoice Snow and Ice Desserts success story [here](#).

Visit the Snoice Snow and Ice Desserts [website](#) to order online. Also, you can visit their store locations in Spring Valley at 8423 Paradise Valley Rd., Ste. B, Spring Valley, CA 91977, and Kearny Mesa at 7420 Clairemont Mesa Blvd., Ste 108, San Diego, CA 92111.

---

## High-Speed Rail is Bringing Contracting Opportunities to the Inland Empire



On January 11, 2023, CalOSBA Assistant Deputy Director and Southern California Small Business Local Engagement Specialist attended the high-

speed rail event sponsored by the County of San Bernardino. The event was hosted by the Inland Empire Regional Chamber of Commerce.

So, what does this mean for small businesses in SoCal? This means jobs – both temporary construction labor contracts and permanent fulltime jobs. How many? We're talking 1,000 permanent jobs, \$1 billion in tax revenue, and zero emission trains over 260 miles.

Certified Small Businesses and Disabled Veteran Business Enterprises may be eligible for contracts. More information about certifying with the Department of General Services can be found [here](#).

### KEY FACTS:



- Expected travel time is approx. 2 ¼ hours
- This route is 2x faster than driving
- Zero-emission, electric train sets
- Expected top speed is 180 mph
- 400,000 tons of CO2 removed annually by reducing 3 million vehicles
- Connections to Metrolink and planned future connection to California High-Speed Rail in Palmdale
- Convenient station location on the Vegas strip (I-15)

More info about the project may be found [here](#).

---

For more small business resources and information, visit [calosba.ca.gov](https://calosba.ca.gov)

[Submit a request to CalOSBA](#)



Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).