

O'BIZ NEWS

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City of Oceanside
O'Biz News is a publication
of the Economic Development
Department. O'Biz News is dedicated
to a strong partnership with the City
of Oceanside, Economic Development
Commission, SBDC and the Chamber of
Commerce as well as business
& community leaders. We
welcome your input &
newsworthy information
for publication.

Small Business GLOBAL ACCESS

Support to Grow US Small Business Exports:

The Export-Import Bank of the U.S. (Ex-Im Bank) can help take the fear out of exporting – whether it's entering new foreign markets, worrying about getting paid, accessing credit, or extending terms to buyers.

Ex-Im Bank's Mission

Ex-Im Bank is an independent, self-sustaining federal government agency that helps create and maintain U.S. jobs. With 78 years of experience, the agency has strengthened U.S. export competitiveness and operates at no cost to taxpayers.

The Bank is focused on helping U.S. small businesses and has a dedicated team to assist them. In fiscal 2012, Ex-Im Bank supported a record \$6.1 billion in small business exports. More than 85% of transactions benefit small business exporters of U.S.-made goods and services and no transaction is too small.

How Ex-Im Bank Can Assist

Risk Protection – Making international sales is challenging enough without worrying about getting paid. Ex-Im Bank's export credit insurance policy provides payment coverage for both commercial risks (such as buyer default) and political risks (such as war). The Bank protects sales to a single buyer or an entire export portfolio.

Extend Credit to Buyers – The insurance policy also enables exporters to sell on competitive "open account" terms, instead of requiring cash-in-advance, credit cards, or costly and complicated letters of credit. Businesses will no longer forego sales because they cannot match the credit terms offered by global competitors. Furthermore, insured foreign receivables may be used to increase an exporter's borrowing base by assigning them to a lender, thereby accelerating cash flow.

Working Capital – Ex-Im Bank can help U.S. companies obtain vital loans to fulfill export orders. An Ex-Im Bank guaranteed credit line may be used to purchase finished products, pay for raw materials, supplies, labor and overhead, and even cover standby letters of credit used as performance or bid bonds. The Bank's guarantee turns an exporter's inventory into eligible collateral for the lender.

Term Financing – Foreign buyers may obtain financing at competitive rates and extended repayment terms to buy U.S.-made capital goods and services.

BUSINESS VISITATION PROGRAM

We would like to thank the businesses that participated in our Business Visitation Program last quarter which are discussed below.

Federal Heath Signs Corporate office is now located at 3609 Ocean Ranch Blvd. Their new office is located in the heart of Oceanside and supplies signs to corporate and local business from the manufacturing plants

Business Visitation Program cont on 2

located in: Oceanside, California; Jacksonville, Texas; Las Vegas, Nevada; Daytona Beach, Florida; and Delaware, Ohio. Federal Heath now also offers specialty contracting services to help with sign installations and tenant improvements. Contact Federal Heath at 1-800-527-9495 x224 if you need a new sign or help with tenant improvements.

Bounce Composites opened up their new business in Oceanside at 340 Via El Centro in April 2013. Bounce manufactures stand up paddle boards with a unique technology. This new technology can be used to make other hard surface-hollow core products. Contact James Hedgecock at james@bouncecomposites.com to find out if his technology can be applied to your project.

Legacy Brewing located at 363 Airport Rd. is a 4,300 sq. ft. facility with a 1,000 sq. ft. tasting room. Anticipated opening is late October 2013. The brewery will be able to produce 60 barrels of beer every two weeks, once fully operational.



Bounce Composites



Federal Heath



DID YOU KNOW?

City of Oceanside's Economic Development Division can provide you with information about specific sites and help with the entitlement, tenant improvement and business license processes. For site searches or site specific information call Patricia Mosher, Economic Development Specialist at 760-435-3357. For help with expansion opportunities and assistance with entitlement processing, contact Tracey Bohlen, Economic Development Manager at 760-435-3351.

The City of Oceanside's Green Oceanside team can help you green your business by recommending ways to reduce waste, recycle, and purchase in a sustainable manner. To schedule an appointment call 760-435-5015 to make your establishment an eco-friendly place. Also, call us if you would be interested in some free recycling containers for your business to help you get started on the path towards Zero Waste in Oceanside.

12 Great Tools and Apps to Grow Your Business

One of the great things happening in the digital world these days is the steady parade of helpful applications (apps), web-based tools and online services for small business. Here's our shortlist of some of the newest, most interesting or under-the-radar tools, services and apps you should know about:

- Appbistro (www.appbistro.com) is an app for finding apps. It's an easy-to-use marketplace (just search or browse) of Facebook business applications – some free; some fee – that can help you create a more engaging Facebook page for your local business.
- The ASBDC Loan Center is a new service that aims to connect small business owners with willing lenders. It's a partnership between the Association of Small Business Development Centers and BoeFly. Visit: www.boefly.com.
- Sign Up is a simple (yet flexible) app from North Social (www.northsocial.com) that lets you create contact forms and online surveys directly on your Facebook page so you can easily collect helpful marketing data. You can customize the appearance of the app by uploading a header image and choose whether people must "like" the page in order to view it.
- Work for Us (www.work4labs.com) lets you post job openings and even take applications right from your Facebook Page, for free. If your business isn't yet posting jobs online, this is a great way to get into the game. It also lets you leverage the power of social networking to create awareness of your job openings.
- Vimeo PRO (www.vimeo.com/pro) is a new service that makes it easy and affordable for small businesses to host their own high quality videos. This can help restaurants better showcase their food and atmosphere. Real estate agents will find it helpful to show higher quality home previews.
- Nefsis (www.nefsis.com) offers business-grade video conferencing, including Nefsis Basic, a free, cloud-based video service for small business.
- Buckaroo (www.buckaroo.com) has a new web-based tool that lets small businesses run custom email and social media promotions. Merchants can upload an email list and company logo, and send sharable promotions to customers.
- Schedulicity (www.schedulicity.com) has a new app called Deal Manager that helps appointment-dependant businesses control the flow of discounted services generated from a daily deal promotion.
- Batchbook (www.batchbook.com) is a handy contact management app lets you easily keep track of your business, personal, and social networking contacts and share them with others. Create a flexible contact database from scratch, or import contacts from another system.
- Dlvr.it (www.dlvr.it) is a nifty social syndication tool that can help you manage and distribute content to your blog, Facebook page, Twitter account and other social networking locations.
- Updater (www.updater.com) is a helpful online tool to manage your offline mail. This tool arms you with the ability to control who can access and use your postal mailing address, and gives you a way to stop unwanted paper mail. Also simplifies change of address.
- Carbonite (www.carbonite.com), a leader in online backup solutions, launched a Carbonite Business solution specially made to get small business into online backup, with anywhere-anytime access to stored files.



At Your Fingertips:

The Oceanside Public Library provides research services to small businesses looking for information on business start-up, marketing, technology, and more. Find help at 300 N Coast Hwy. or call 760-760-435-5600.

Small Business Development Center, (SBDC) is the leading provider of consulting services and workshops for small businesses in North San Diego County. We have the knowledge, resources and skills to help you build and maintain a successful business. Find help at 1823 Mission Ave. or call 760-795-8740