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FALL 2005

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# WEB SMART

## USING THE INTERNET TO BOOST YOUR SALES

DISPLAY UNTIL DECEMBER 05, 2005

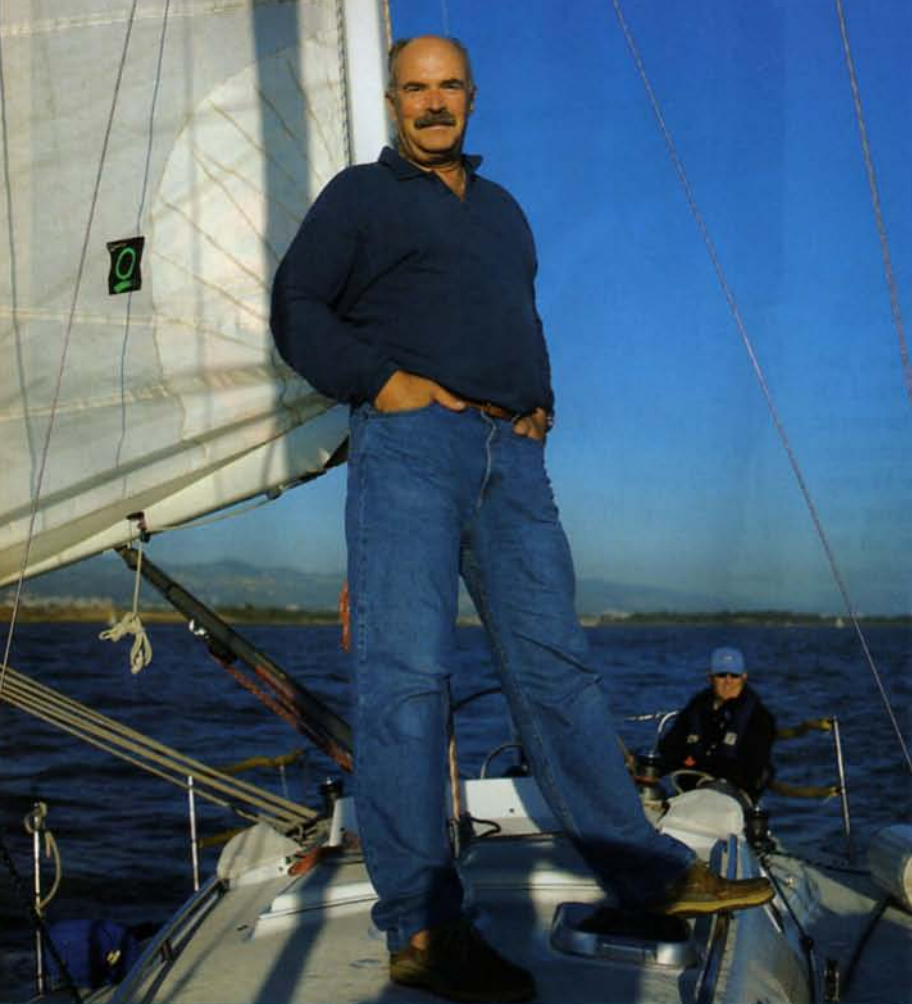
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STATES MAKE  
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CREATIVE



Arnold's Army." Wagner credits the newsletter with bringing in at least \$150,000 in sales last year, mostly through increased attendance at the brewery's special events. Revenues at the 15-employee brewery were \$1.8 million in 2004, up from \$1.5 million the previous year.

The newsletter works, Wagner says, because it does more than hawk beer. Wagner uses it to promote special events such as the Batch Brew Bash in June, a home brew competition, and to offer discounts on tickets to see the Aeros, Houston's American Hockey League team, including a pre-match party with free beer. He also uses it as a grassroots political tool, urging beer lovers to write their legislators about issues related to alcohol laws, such as a proposed state tax on beer.

Upgrading Saint Arnold's Web site to accept newsletter "subscriptions" was relatively simple, especially because Wagner had the help of a regular customer—and Web developer—who asked only the occasional free pint as payment. The two added a sign-up box to Saint Arnold's site and installed Dada Mail, a free download, to automate the mailings. The only ongoing expense is the \$90 monthly fee, up from about \$20, that Wagner pays a Web hosting company to maintain the site and handle e-mail. With any luck, Wagner will soon be paying the hosting company in free beer, too.

**SMOOTH SAILING:**  
Revenues at Sandberg's school are up 10%, to \$2 million

Web developer to add the video to the site. As before, Sandberg pays an outside Web developer \$15,000 a year to maintain the site.

Visitors to [www.ocscsailing.com](http://www.ocscsailing.com) now see a view of the bay from the company's clubhouse and a shot of its docks in the Berkeley Marina, both with a 10-second delay. Event planners can watch a video of corporate employees honing their team-building skills—and get an idea of what their clients might be in for—on a J/24 sailboat in a mock regatta.

Sandberg isn't stopping there. He recently spent about \$5,000 for a new digital camera that will let him post higher-quality images on the site. And in September, he paid a Web developer \$5,000 to add an hour-long tutorial on the fundamentals of navigation to the site, including nautical charts and an interactive quiz. (The quiz is at [www.sailing-schools.us/study\\_halls](http://www.sailing-schools.us/study_halls).) Sandberg says 60 clients have signed up with OCSC after checking out the tutorial, bringing in about \$60,000.

More tutorials are on the way. Over the next year, Sandberg plans to add one or two lessons a month on everything from engine repair to cooking on board. By beefing up his Web site, Sandberg is putting wind in his company's sails.

**JUST ADD SPRAY**

**BERKELEY SAILING SCHOOL  
OCSC USES VIDEO STREAMING TO  
REEL IN STUDENTS**

ANTHONY SANDBERG figured that if a single picture is worth a thousand words, streaming video could be valuable indeed. Especially for a sailing school trying to impress clients with the joy of open water and salt air.

How right he was. After Sandberg added streaming video to the Web site of his Berkeley (Calif.) OCSC Sailing School last year, revenues at the 72-person company grew about 10%, to \$2 million. "Since ours is a very visual sport, people need to get a sense of what this really is about," says Sandberg, OCSC's president and founder.

The cost of upgrading OCSC's Web site was minimal. The sailing school paid \$1,000 for the handheld and stationary digital-video cameras that Chief Operating Officer Max Fancher used to record the footage, plus \$300 to a

GL TO R: MATTHEW MAHON; MARK RICHARDS