

SMALL BUSINESS EXCHANGE

COMMUNITY OUTREACH	2
SMART WAYS TO WORK.....	2
ACCESS TO CAPITAL	3
SUB-BID REQUEST ADS	3-6
PUBLIC LEGAL NOTICES.....	9-11

4 YEARS

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Equipment Rental Industry: Trends & Predictions



Image Credit: pixabay.com

[Article was originally posted on www.constructconnect.com]

By Len McCluskey,

The equipment rental market has witnessed outstanding growth in the past years. In 2014, a survey showed that even if leasing was still a leading strategy for construction managers, heavy equipment rentals have increased 75% in 2013 to 2014 – with specialized equipment types showing even higher spikes in rental frequency.

While some equipment proved to be more popular than the other, the past trends showed an ascending direction towards renting instead of buying.

How are things this year, one may wonder, especially since the world builds bigger, better, faster, and more? To understand the trends and predictions for equipment renting industry better, we should look at things from multiple perspectives: rented equipment needs, big projects, national and international economic tendencies, and more.

What we build defines the market and sets the trends. According to recent data, the construction equipment renting market in the United States will see growth by 4% from 2018 to 2024,

while in the U.K. it will see an increase of 2.8% by 2019.

What are the Factors Contributing to the Equipment Rental Market Growth?

We live in a world that moves, changes, and evolves continuously. If we take into account the global tendency of building megastructures and implementing never-seen-before-projects, it is clear that the market growth comes with a series of explanations.

1. Governmental Projects set the Tone

When it comes to renting heavy equipment, some of the most significant infrastructure and administrative projects explain the ascending trend: we have the Comcast Technology Centre project, the Stockholm Bypass Project, the London Crossrail 2 Project – all great opportunities for the equipment rental industry to boom.

In other words, governments' tendency to invest in infrastructure all over the world is a clear sign that the equipment rental market's growth will be a progressively steady one since it will take years for such projects to arrive at their finish line.

Continued on page 9

Targeted Content Marketing, the Missing Link to a Successful Marketing Plan

Missing something? Your marketing plan did everything right by covering all the digital bases: social media, email, blogs, SEO, etc. The company's name is out there, all right, so the orders should be rolling in. Except they are not. What dropped between recognition and closed sales?

How about credibility? Name recognition isn't enough. Your customers must trust your integrity and expertise to provide a solution to their problem. In response, some companies are turning

to Targeted Content Marketing — a developing discipline within the field of public relations — in order to close the gap between recognition and closed sales.

“Immediately after an article appeared about our attention to detail and the customization that we do, a potential customer called from the opposite coast and asked for a quote,” said Tim Brando, the owner of an electrical device manufacturing business that sells six-figure products. “They

bought two products, and then two years later bought two more. This brought an immediate ROI and more than paid for the program.”

Filling in the trust gap

According to a January 26, 2017 story in Forbes, the U.S. digital marketing spend will near \$120 billion by 2021 and is on pace to consume 46% of all advertising by 2023. But all that expense doesn't necessarily translate into sales.

Here is where targeted content marketing steps in to make that transition, and it does so by making the dramatic jump across the threshold of known, to trusted.

Targeted content marketing is a form of PR that capitalizes on the adage that “content is king” by providing useful information in the form of articles to convey a company's message to its desired audience, without directly pushing them to buy a product or service. Stories that help potential customers do their job better, cheaper,

Continued on page 7



Dr. David Rizzo is a freelance writer and author of several published books. He is from Phoenix, AZ and has over 30 years of experience in marketing, public relations and business development.

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Community Outreach

To Fight Redlining, Community Should Lead CRA Reforms

By Rawan Elhalaby,

Once again, the Trump administration is advancing an agenda that favors banks to the detriment of communities of color. Office of the Comptroller of the Currency head Joseph Otting proposes to gut the Community Reinvestment Act — an over 40-year-old law created to fight redlining. The CRA requires banks to make investments in low-income neighborhoods through actions like making accessible home loans, having branches in low-income neighborhoods, and supporting small businesses in an attempt to make up for decades of race-based disinvestment.

Under the direction of Otting, a former banker and current friend to banks, the OCC has released an Advanced Notice of Proposed Rulemaking that essentially proposes to weaken the legislation and lessen its impact on communities that still carry the burden of redlining. Recent investigations by Reveal show that redlining never completely went away, and these historically underserved areas continue to fall behind in racial and economic equity indicators. We know a lot about why this is happening: Financial institutions continue closing branches at a rapid rate,

home lending to low-income borrowers and people of color lags behind their share of the population, small businesses in these communities struggle to access affordable capital, and few resources are being put towards affordable housing development.

Like many laws, the CRA could be improved — something that's been tried unsuccessfully a few times. The law is vague and lacks specific requirements, banks often view it as a regulatory burden, and with the rise of online banking and FinTech, many view the CRA as outdated.

But most important, this critical anti-redlining law has no racial lens. You simply cannot adequately remedy decades of race-based disinvestment without using race-based criteria. And right now, banks are not held accountable for making investments in people of color and are not penalized for engaging in activities that harm communities of color, like funding displacement and gentrification.

How is the OCC suggesting to update the CRA?

The OCC wants to redefine what counts towards a bank's CRA credit, while another suggestion

recommends expanding where banks should be making investments to low-income individuals. Expanding the definition of CRA investments will give banks credit for services they already provide and in regions that are easier for them to serve. Rather than making investments in particularly underserved communities—communities that some banks and commentators falsely brand as inherently risky—banks will be given a free pass to focus on activities that give them the “most bang for their buck.” This proposal will give banks CRA credit for home loans to wealthy home buyers in low-income neighborhoods and de-incentivize them from making home loans to borrowers with less established credit histories.

Another suggestion is to simplify the CRA exam by grading banks using a single metric: a ratio of a bank's community investments divided by the bank's investments. Instead of thoughtfully considering how a bank's CRA activities meet the needs of the local community, this suggested metric will lump all of a bank's CRA activity together and rob communities of investments where they actually need them. This “one size fits all” approach might end up benefiting no one.

We need community engagement for effective CRA reform

The Advanced Notice of Proposed Rulemaking asks consumers, banks, and community advocates to weigh in on the proposed changes to the CRA by writing letters to the OCC. This process to reform the CRA, as initiated by only one federal regulatory agency, undermines both other regulatory agencies and the community. Still, this is our opportunity to help build a stronger, more effective CRA and resist changes that would dilute it by responding to these proposed changes. Join the Greenlining Institute in writing to Joseph Otting and saying that we need a stronger CRA that keeps bank's accountable to the communities of color this law was intended to support. Submit comments to the Federal Register by November 19 to have your voice heard.

Rawan Elhalaby is Greenlining's Economic Equity Manager.

SOURCE: <http://greenlining.org>



Smart Ways TO WORK

by Odette Pollar

Communication Failure or True Disagreement

There is a famous scene in the movie Cool Hand Luke when the prison warden (the bad guy) says to Paul Newman, (the good guy) “What we have here”, spit, “is failure to communicate.” When two people disagree, it can be caused by not understanding each position. “I thought you said X” or “I thought you meant Y.” Once the X and Y are re-explained, which sometimes requires the help of a third party, the light bulb goes on over the heads of both, hands are shaken and the crisis is past. Sometimes, however, the misunderstanding is not based on miscommunication or a language

snafu. The problem is a genuine disagreement. In those cases, talking more can actually make the situation worse and drive the parties further apart.

David Stiebel, author of the book, When Talking Makes Things Worse! Resolving Problems When Communication Fails, says that we have traditionally learned that the best way to resolve disputes is for all parties to come right out and reveal their true interests. This will allow everyone to see how compatible they really are beneath their surface differences. The assumption is that deep down, after enough probing and honesty, we all basically agree with each other. This is not the case. When we talk more and insist upon our view, it can make the other person dig in all the more.

Inaccurate Language

The owner of an office building is negotiating the lease with a new tenant. The tenant wants new carpeting because the existing carpet is damaged in two places. In addition, the original office suite, which has been subdivided into three spaces, contains the fuse box for the entire floor. The tenant wants it rewired so that

electrical use can be fairly determined for each suite. The owner keeps saying, “I don't understand.” The tenant keeps explaining why the changes need to be made. In this interaction two things are occurring. First, the owner used the words “I don't understand” as a synonym for “I don't agree.” He perfectly understood and observed the worn carpet spots. Had the owner indicated disagreement with the tenant's desires, the tenant could have used a different strategy in trying to get his ideas across. A great deal of time was lost reiterating the same point in different ways to the complete frustration of both parties. The second issue was that the owner wanted to spend the minimum amount of money on a building that he was planning to sell later that year. Both parties wanted different things and those basic desires were incompatible.

Different Goals

Here is a common situation. The management team has made a decision and progress has begun on a course of action. Holding a meeting because the people affected asked for an opportunity to provide feedback can backfire.

Here is why. The group which requested the audience often means, 1) we want you to listen to our feelings/needs/concerns, and 2) we want to influence or change the decision process. Management is calling the meeting to give the group an opportunity to vent. The management team never sees the outcome of the meeting as a part of the decision process. When the meeting therefore falls apart, with everyone leaving more upset than when they arrived, management is often surprised, feeling that it was being responsive by listening. The group in turn, feels ignored and belittled.

Is it actually a misunderstanding or a true disagreement? This is a crucial distinction to make. David Stiebel suggests that you conduct this simple test to identify the nature of a dispute. A true disagreement will persist despite perfect understanding. If you succeeded in explaining yourself, would you change the other person's mind? Do your goals conflict? If you only listened and understood the other person, would he/she feel satisfied and stop opposing you? If the other person explained herself more to you, would you change your mind?

■ Continued on page 4

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Access to Capital

Alternative Financing



Family and Friends

The fact remains that the most common sources of funding for start-up, small businesses and entrepreneurs are from personal investment and funds generated through family and friends.

Business owners are reminded to look first at their own personal savings and then leverage of personal assets, such as home equity or investments. Many small business owners

get access to additional capital by borrowing from or pledging assets owned by family and friends.

Most professional capital providers' first look to see that the entrepreneur is "all in" and that those closest to the entrepreneur are backing the venture before he will consider an investment or loan.

Document the transaction:

- Although the initial funds may be generated from those closest to you, it is recommended that you treat the transaction professionally.
- For example, to avoid family strife and miscommunication, any capital infusion should be identified as to whether it is debt or equity, when and how it will be repaid and what the interest rate or return is. Simple loan agreements can be purchased at a local office supply store in the "Forms" section or samples can be found online.

A return on the investment is required:

- Even transactions between family and friends require a minimum interest rate, which is determined and published monthly by the IRS. When less than the minimum rate is charged, the difference may be imputed as additional income to the lender, which may be taxable. The borrower has a like amount of additional interest expense which, depending upon the nature of the interest may or may not be tax deductible.
- Many lenders neglect to charge interest on a loan to family and friends. Unfortunately, unless an IRS exception applies, the paper income and resultant tax could put a strain on a personal relationship.

Other personal loans & credit cards:

- Many entrepreneurs access personal credit lines and credit cards to purchase business basics such as supplies, meals, travel, even computer or telecommunications equipment.

- When possible, track the credit between personal and business needs by using separate cards. Begin to document the repayment and resulting business credit history by using company checks.

Creative use of family resources:

- By being creative, the entrepreneur can establish credit for the business early and maintain productive assets based on family financial objectives.
- For example, some entrepreneurs have access to family assets, such as certificates of deposit or stock which may be pledged as collateral for a bank loan instead of being lent or invested directly into the small business. This tactic usually requires an established deposit relationship with the bank and projections that show that the loan will be repaid through cash flow, not by liquidating the collateral.

SOURCE:

<https://www.mbda.gov/page/alternative-financing>

Important Message from Consulting Link 2000, Inc.
Small, Minority, and Woman Owned firms
Money for your business that will help you finance your goals to:

- Expand Your Business
- Bid on Contract Opportunities
- Secure Business Equipment, Vehicles and Business Real Estate
- Day to Day Business Operations

Call/email Consulting Link 2000, Inc. to learn how we can help you access Government and Private sector sources of loans.

Consulting Link 2000, Inc.
Email: mjuarez@link2000loans.com
Telephone: 415-824-6720

Important Message from Consulting Link 2000, Inc.
Small, Minority, and Woman Owned Businesses
Special federal, county and city certifications to help you to bid on and compete for government contract opportunities

- SBA 8(a) Business Development certification (Federal)
- City and County of San Francisco Local Business Enterprise (LBE) and PUC-LBE certification
- California Unified Certification Program (CUCP) certification
- Small Local Business Enterprise (SLBE) certification (Alameda County/Oakland)
- Supplier Clearing House certification to access California Public Utilities Contract opportunities
- BART Small Business Certification
- State of California Small Business (SB) Certification
- System for Award Management (SAM) Federal

Call or email Consulting Link 2000, Inc. to learn how we can help you to get your firm certified to compete for government contracts.

Consulting Link 2000, Inc.
Email: mjuarez@link2000loans.com
Telephone: 415-824-6720

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California Sub-Bid Request Ad



SYBLON REID
 General Engineering Contractors
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P.O. BOX 100 • Folsom, CA 95763
 Phone: (916) 351-0457 • Fax: (916) 351-1674
 Contact: Brad Schieckoff

Sub-Bids Requested From **MBE, WBE, SBE, SBRA, LSAF, HUB** Subcontractors & Suppliers for:

Owner: Delta Diablo Sanitation District
Pump Station Facilities Repair
Project Nos 17128, 17129, 17130, 17131, 17132
Location: Antioch, Pittsburg and Bay Point, CA
BID DATE: November 6th, 2018 @ 2:00 PM

Trades Solicited:

Survey, Water Truck, Demolition, Metals Supply, Roofing, Flashing, Door Supply, Door Install, Painting & Coating, Plumbing, HVAC, Electrical, Earthwork, Fencing and Gates, Pipe and Valve Supply, Construction Materials Supply, SWPP Materials Supply, Concrete Supply, Aggregates Supply, Paving

If a portion of the work is too large for you to handle, contact us and we will try and break it into smaller portions

Subcontractors and suppliers must be licensed to conduct business in the state of California. Must be able to provide payment and performance bonds provided by approved surety company. SRC will pay bond premium up to 1.5% of subcontract amount and will assist with insurance compliance. SRC will work with subcontractors on joint check agreements. Plans and specs are available for viewing at our Folsom office and upon request will provide FTP site for electronic viewing of project.

Bonding, insurance, lines of credit and any technical assistance or information related to the plans or specifications for the work will be made available. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered.



California Sub-Bid Request Ads

Request For Qualified DBE Subcontractors, Consultants and Suppliers For:
Caltrans Contract 03-3F5504
Replace Timber Fender System Surrounding Piers 6 and 7
In Yolo and Sacramento Counties in West Sacramento and Sacramento at Sacramento River Bridge (Tower Bridge)
Revised Bid Date: October 16, 2018 at 2:00 PM

Requesting quotes for but not limited to:
 Lead Compliance Plan, Prepare Water Pollution Control Program, Natural Resource Protection Plan, Fiberglass Reinforced Grating, Furnish Steel Pipe Piling, Structural Steel (Bridge), Plastic Lumber, Miscellaneous Metal (Bridge), Electrical Work/Materials & Supplies.

CEC is willing to breakout any portion of work to encourage DBE participation.

Plans and specs are available for viewing at our Pleasanton office.

They may also be viewed and downloaded from the Caltrans Website:

<http://www.dot.ca.gov/des/oe/weekly-ads/all-adv-projects.php>

100 % Payment & Performance Bonds will be required from a single, treasury-listed surety subject to our approval. CEC will pay bond premiums up to 1.5%. Subcontractors awarded on any project will be on CEC's standard form for subcontract without any modifications.

Please call for assistance in bonding, insurance, lines of credit, technical info, equipment and supplies or if any other assistance is needed.

California Engineering Contractors, Inc.
 20 Happy Valley Road, Pleasanton, CA 94566
 Phone (925) 461-1500 Fax (925) 461-0510
 Email: estimator@cecmain.com
 Estimator-Jeff Hollfelder

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JAMES E. ROBERTS-OBAYASHI CORP.
 20 Oak Court, Danville, CA 94526
 925-820-0600 FAX 925-820-1993

James E. Roberts-Obayashi Corporation is seeking proposals from all interested subcontractors and suppliers for the:

SomCan - Improvement of Tenants

Project Loc.: 1036 Mission Street - Ground Floor San Francisco, CA 94103

Bid Date: Thursday, October 25, 2018 at 5:00 p.m.

Start Date: December 3, 2018 (Duration 6 weeks)

Contact: Chuck Kaplan - chuckk@jercorp.com

This project consists of an improvement of tenants this is a prevailing wage project.

SBE/LBE/MBE/WBEs is encouraged to bid. Local **SBE/LBE** goals apply this project also has local hiring requirements.

WE ARE AN EQUAL OPPORTUNITY EMPLOYER



Barnard Bessac Joint Venture DBE Opportunities

Barnard Bessac Joint Venture, an Equal Opportunity Employer, is seeking quotes from interested and qualified Disadvantaged Business Enterprises (DBE's) and other subcontractors and suppliers for the following:

PROJECT:

Gravity Pipeline Progressive Design Build Project
OWNER: Silicon Valley Clean Water

Initial Publish Date: August 30, 2018

Proposal Deadline: October 1, 2018

Firms that are certified by one of the following programs are qualified: Entities owned and/or controlled by socially and economically disadvantaged individuals, MBE, WBE, SBE, SBRA, LSAF and HUB.

OPPORTUNITIES INCLUDE
(For October 1, 2018 Deadline):

Shaft - Slurry wall; Jet Grout; Earth Pressure Balance Tunnel Boring Machine fabrication & delivery; Concrete foundations (flat work); Concrete demolition & off-haul (shallow structures); Site clearing & grading; Site fencing; Trucking (spoils off-haul & disposal); Office Janitorial services; Office Supplies; Security; Quality control testing and other laboratory testing services; Trucking of materials & equipment; Equipment rental (Loaders, Skidsteers, Excavators, Manlifts, Forklifts); Raw material supply (iron/steel, consumables, fluids); Fabrication; Jobsite supplies (PPE, tools, etc.); Printing services (plotting / signs / banners); Traffic control supply and/or services; Utility relocation; Trench excavation and shoring; Potholing; Geotechnical investigation (Borings, CPT's); Instrumentation & Monitoring; Pre-condition surveys (buildings, roadways, utilities); Rebar supply and/or installation; Ready-Mix concrete supply; Street sweeping / cleaning; Utility inspections; Water treatment systems; Concrete pumping and placing; and Dimensional lumber supply.

Please contact either of the following names to get you name on the bidders list:

Shannon Cozino:

shannon.cozino@barnard-inc.com (site office)

Brittany McNamee:

brittany.mcnamee@barnard-inc.com (HQ office)

DESILVA GATES
 CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909
 Dublin, CA 94568-2909
 (925) 829-9220 / FAX (925) 803-4263
 Estimator: **JIM YACKLEY**
 Website: www.desilvagates.com
 An Equal Opportunity Employer

DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

CALTRANS ROUTE 185 - CONSTRUCTION ON STATE HIGHWAY IN ALAMEDA COUNTY IN AND NEAR SAN LEANDRO, FROM ORA LOMA DITCH TO HESPERIAN BOULEVARD
Contract No. 04-1K3404, Disabled Veteran Business Enterprise Goal Assigned is 5 %

OWNER:

STATE OF CALIFORNIA
DEPARTMENT OF TRANSPORTATION
 1727 30th Street, Bidder's Exchange, MS 26,
 Sacramento, CA 95816

BID DATE: OCTOBER 9, 2018 @ 2:00 P.M.

DGC is soliciting quotations from certified Disabled Veteran Business Enterprises, for the following types of work and supplies/materials including but not limited to:

CONSTRUCTION AREA SIGNS, CRACK SEALING, ELECTRICAL, MINOR CONCRETE, STRIPING, SWPPP/WATER POLLUTION CONTROL PLAN PREPARATION, TRAFFIC CONTROL SYSTEMS, TRUCKING, WATER TRUCKS, STREET SWEEPING, HOT MIX ASPHALT (TYPE A) MATERIAL, RUBBERIZED HMA (GAP GRADE) MATERIAL, ASPHALT OIL.

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is ftp@desilvagates.com and password is f7pa55wd) or from the Owner's site at www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php

Fax your bid to (925) 803-4263 to the attention of Estimator Jim Yackley. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: www.dir.ca.gov/Public-Works/PublicWorks.html

If you need DVBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center (www.transportation.gov/osdbu/SBTRCs). DGC is willing to breakout portions of work to increase the expectation of meeting the DVBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an equal opportunity employer.



O.C. Jones & Sons, Inc.
 1520 Fourth Street • Berkeley, CA 94710
 Phone: 510-526-3424 • FAX: 510-526-0990
 Contact: Jean Sicard

REQUEST FOR DVBE & SBE SUBCONTRACTORS AND SUPPLIERS FOR:

Cold In-Place Recycling and RHMA (Gap Graded) Overlay
Hwy 84 Yolo County
Caltrans #03-0G9904
BID DATE: October 11, 2018 @ 2:00 PM

We are soliciting quotes for (including but not limited to):

Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Water Pollution Control Program, Treated Wood Waste, Roadway Excavation, Shoulder Backing, Cold In-Place Recycling, Cement (Cold In-Place Recycling), Emulsified Recycling Agent (Cold In-Place Recycling), Asphaltic Emulsion (Cold In-Place Recycling), Sand Cover (Cold In-Place Recycling), Intelligent Compaction (Cold In-Place Recycling), Preparing Inertial Profiler, Grinding, Data Core, Tack Coat, Cold Plane AC, Adjust Frame and Grate to Grade, Adjust Monument Cover to Grade, Delineator, Pavement Marker, Milepost Marker, Midwest Guardrail System, Alternative in-Line Terminal System, Striping & Marking, Traffic Monitoring Station System, Fiber Roll, Check Dam, Inlet Protection and Construction Materials

An Equal Opportunity Employer

100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DVBE & SBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php.

CAHILL CONTRACTORS LLC
requests bids from Certified SBE, LBE, MBE, WBE Subcontractors and Suppliers for the following SELECT TRADES:

Driven Piles / Elevators / Mechanical / Electrical / Plumbing / Fire Sprinklers / Solar Hot Water / Tower Crane / Personnel Hoist

MISSION BAY BLOCK 6W - EARLY TRADES
691 China Basin Street, San Francisco, CA 94158

This is an OCII project with construction workforce and prevailing wage requirements.

BID DATE: 10/23/18 @ 12 PM

Voluntary Pre-bid Meeting: 10/9/18 @ 3 PM,
 Mission Creek Senior Community
 225 Berry Street, San Francisco, CA 94158

BID DOCUMENTS:

Please contact Colby for access to documents on BuildingConnected.

CONTACT:

Colby Smith at estimating@cahill-sf.com,
 (415) 677-0611.



5225 Hellyer Avenue, Suite #220
San Jose, CA 95138
Phone (408) 574-1400 Fax (408) 365-9548
Contact: Bryan Jones
Email: estimating@graniterock.com

REQUESTING SUB-QUOTES FROM QUALIFIED DBE FIRMS SUBCONTRACTORS/SUPPLIERS/TRUCKERS FOR:

Light Rail Track Intrusion Prevention Contract C18099F

Owner: Santa Clara Valley

Transportation Authority

Engineers' Estimate: \$3,500,000.

BID DATE: October 11, 2018 @ 2:00 PM

Items of work include but are not limited to: Traffic Control, Remove Striping & Markings, Concrete Barrier Wall, Slurry Seal, Chain Link Fence & Swing Gate, Metal Picket Fence & Sliding Gate, Signs, Striping & Markings, Electrical, Irrigation and Trucking.

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, DIR number, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project.

We are an Equal Opportunity Employer

Communication Failure or True Disagreement

Continued from page 2

Does the other person benefit by downplaying the problem?

When true disagreements occur, what then? One party must ultimately be willing to change so that negotiations can begin. Only then can the two parties begin to move forward. Let's sit down and talk about it, does not always work.

Odette Pollar is a nationally known speaker, author, and consultant. President of the management consulting firm, Smart Ways to Work based in Oakland, CA, her most recent book is Surviving Information Overload. Email to share your comments, questions and suggestions: odette@SmartWaysToWork.com.

Visit us at:

www.smartwaystowork.com

call: 1-800-599-8463.



California Sub-Bid Request Ads

TAFT ELECTRIC COMPANY
 1694 EASTMAN AVENUE, VENTURA, CA 93003
 Phone: (805) 642-0121 • Fax: (805) 644-1542
 Contact: Arnold Tostado • Email: atostado@taftelectric.com

Invites sub-bids from qualified DBE businesses for the following project:

Agency: The City of Palmdale
Upgrade Existing Un-Signalized Crosswalks with Ladder Style Crosswalk, Markings, Striping, & Signage and ADA Curb Ramp Construction
HISPL-5378(043)

Location: City of Palmdale, CA
BID DATE: October 23, 2018

Trades Seeking: Traffic Control, Strippers, Concrete

We are an Equal Opportunity Employer and intend to seriously negotiate with qualified Disadvantaged Business Enterprise subcontractors and suppliers for project participation.

Payment and performance bonds may be required. Please contact us at the above listed number for further information regarding bidding on this project. To the best of our abilities we will help with bonds/insurance/credit. Plans are available for viewing at our office.

We Are An Equal Opportunity Employer



SKANSKA • TRAYLOR • SHEA

Skanska-Traylor-Shea JV of 5055 Wilshire Blvd, Suite 700, Los Angeles, CA requests sub-bid quotes from certified DBE's for **Tunnel Gyroscopic Surveys (RFP No 072WS) and Concrete Masonry Unit (RFP No 059WS) on the Westside Subway Extension Section 1 project. Owner: LACMTA (Metro). Contract No. C1045 Bid Date: Oct 19, 2018 at 2:00pm.**

Plans & Specs can be viewed at our office Monday - Friday 8am to 4pm (call for appointment) or downloaded free at:

072WS Tunnel Gyroscopic Surveys: <https://skanskausa.sharefile.com/i/1a3bb60da43d421ca>

059WS Concrete Masonry Unit: <https://skanskausa.sharefile.com/i/15b738f3b9bf4e80a>

Should you have any questions or desire to quote on this project, please contact Teresa Maxwell, DBE Coordinator at 213.598.2237 or teresa.maxwell@skanska.com. Assistance in bonding, insurance, lines of credit or obtaining equipment, supplies and materials is available upon request. This advertisement is in response to Metro's DBE program. Skanska-Traylor-Shea JV intends to conduct itself in good faith with DBE firms regarding participation on this project. More info about this project is available at www.skanska-traylor-shea.com.

Skanska-Traylor-Shea JV is an EEO/AA/Vet/Disability Employer.

Turner Construction Company

Request for Qualification (RFQ) and Invitation to Bid (ITB)
RFQ/Bid Period: September 25, 2018 – October 16, 2018

Turner Construction Company (Turner) is seeking qualified Subcontractors for the following Public Works project:

Skyline College
Bid No. 86735
Boiler Plant Project

Turner has been awarded this project for a new 1,500 GSF CMU boiler plant will be located within an existing parking lot at the South end of Skyline College campus. The boiler plant will replace the existing boiler plant located in Building 1 and will serve the whole campus. Construction is scheduled to start early 4th quarter 2018 with completion in the middle of 2nd quarter 2019.

Only those Subcontractors who meet pre-qualification criteria and are deemed pre-qualified to perform work on their respective trades will be invited to submit a bid. Trade Subcontractors who are not pre-qualified will not be allowed to bid the project and their bids will be deemed non-responsive. Prequalification packages are encouraged to be submitted prior to bid or as soon as possible.

Turner is seeking RFQs and Bids for the following trade packages:

TRADE PACKAGE DESCRIPTION	EST. VALUE
<input type="checkbox"/> Selective Demo & Abatement	\$ 20,000
<input type="checkbox"/> Grading & Paving	\$40,000
<input type="checkbox"/> Site Utilities	\$ 200,000
<input type="checkbox"/> Site Concrete & Structural Concrete	\$160,000
<input type="checkbox"/> Masonry	\$125,000
<input type="checkbox"/> Structural Steel, Metal Decking & Misc Metals	\$75,000
<input type="checkbox"/> Roofing/Waterproofing	\$65,000
<input type="checkbox"/> Coiling Doors	\$15,000
<input type="checkbox"/> Painting	\$5,000

Prequalification: For information on how to Pre-Qualify with Turner, please contact Brittany Azevedo at 510.267.8231 or bazevedo@tcco.com.

Prevailing Wage: Pursuant to Labor Code Sections 1726-1861, et seq., including without limitation Labor Code Sections 1813 & 1776. Minimum wage rate for this project must comply with the current Highest General Prevailing Wage as determined by the State Department of Industrial Relations.

This is a Labor Agreement Project: This project is subject to the terms of the Program Stabilization Agreement (PLA) executed between the San Mateo County Community College District and the San Mateo County Buildings and Trades Council. Copies of the PLA are available on the District's Web at: <http://www.smccd.edu/facilities/community/>.

Plans and Specifications: Plans, Specifications, Requirements, and other job documents will be available August 6, 2018. Please go to <https://www.dropbox.com/sh/ggiu4lisyfalrrq/AACUMYc5DC0BD8YKRmsY3w-Ja?dl=0> to access the documents.

Requests for Information: Pre-Bid Requests for Information (RFIs) are due Tuesday, October 9th.

Emailed, faxed, or hand delivered bids are due no later than 2:00 p.m., TUESDAY, October 16, 2018.

EMAIL TO: avalencia@tcco.com
 FAX TO: 510-267-8214
 HAND DELIVER TO:
 Attn: Ana Valencia
 300 Frank H. Ogawa Plaza, Suite 510
 Oakland, CA 94612



Kiewit Infrastructure West Co.
 4650 Business Center Drive Fairfield, CA 94534
 Attn: Victor Molina • norcal.bids@kiewit.com
 Fax: 707-439-7301

Requests sub-bids from qualified California Unified Certification Program (CUCP) certified Disadvantaged Business Enterprise (DBE), Subcontractors, Consultants, and/or Suppliers seeking to participate in the Construction on State Highway in Modoc County near Adin at Butte Creek Bridge and at Ash Creek Bridge Project.

<http://www.dot.ca.gov/obeo/index.html>

Subcontractors and Suppliers for the following project:

SR-299 Modoc County Bridges Project
Contract No. 02-4F2104
Federal-Aid Project: ACSB1ST-P299(204)E
Owner: Caltrans

Bid Date: October 11, 2018 at 2:00 P.M.

Disadvantaged Business Enterprises (DBEs)

wanted for the following scopes, including, but not limited to:

AC Paving, Aggregate Supply and Install, Bridge Removal, Bat and Bird Exclusion Device, CIDH Piling, Clear and Grub, Cold Plane AC Pavement, Concrete Barriers, Concrete Pumping, Concrete Reinforcement, Concrete Supply, Concrete Washouts, Concrete Formliners, Concrete Staining, Crash Cushions, Bridge Railing, Earthwork, Erosion Control, Grind Existing Bridge Deck, Grind Existing Concrete Pavement, Guardrail, K-rail, Hydroseed, Joint Seal, Message Signs, Minor Concrete, Misc. Metals, Pavement Markings, Polyester Concrete Overlay, Precast Concrete, Prepare Bridge Deck Surface, Remove/Relocate/Install Sign Structures, Roadside Signs, Structural Shotcrete, Traffic Control, SWPPP, Survey, Biologist, Noise Monitoring, Environmental Compliance, Trucking & Hauling, Sweeping, Water Trucks.

Bonding, insurance and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested certified, DBE suppliers and subcontractors.

Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

Subcontractor and Supplier Scopes are due October 5, 2018 and

Quotes NO LATER THAN October 10, 2018 at 5 PM.

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid.

Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company and to be able to receive bidding information, view plans and specifications.

You can view the plans in our office during regular business hours by appointment.

Performance Bond and Payment Bonds may be required for subcontractors and a suppliers bond for suppliers.

Davis-Bacon Act Applies
 Buy America Requirements Apply
An Equal Opportunity Employer
 CA Lic. 433176
 DIR # 1000001147



Kiewit Infrastructure West Co.
 4650 Business Center Drive Fairfield, CA 94534
 Attn: Victor Molina • norcal.bids@kiewit.com
 Fax: 707-439-7301

Requests sub-bids from qualified California Unified Certification Program (CUCP) certified Disadvantaged Business Enterprise (DBE), Subcontractors, Consultants, and/or Suppliers seeking to participate in the Construction of Walerga Road Over Dry Creek Bridge Replacement Project.

<http://www.dot.ca.gov/obeo/index.html>

Subcontractors and Suppliers for the following project:

Walerga Road Bridge Replacement Project
Contract No. 000988
Federal-Aid Project: TCSP-E2CA(018)
Owner: County of Placer

Bid Date: November 1, 2018 at 11:00 A.M.

Disadvantaged Business Enterprises (DBEs)

wanted for the following scopes, including, but not limited to:

AC Paving, Aggregates, Bat and Bird Exclusion Device, CIDH Piling, Clear and Grub, Cold Plane AC Pavement/Dike, Concrete Pumping, Concrete Reinforcement, Concrete Supply, Concrete Washouts, Concrete Accessories, Concrete Staining, Bridge Railing, Block & Rock Wall, Demo, Earthwork, Erosion Control, Fencing & Gates, Field Office, Grind Existing Bridge Deck, Grind Existing Concrete Pavement, Guardrail, K-rail, Hydro-seed, Joint Seal, Landscaping, Minor Concrete, Misc. Metals, Pavement Markings, Piping and Valves, Polyester Concrete Overlay, Precast Concrete, Prepare Bridge Deck Surface, Rock Slope Protection, Sawcutting, Signage, Structural Concrete, SWPPP, Survey, Traffic Control, Tree Removal, Trucking & Hauling, Sweeping, Water Trucks.

Bonding, insurance and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested certified, DBE suppliers and subcontractors.

Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

Subcontractor and Supplier Scopes are due October 26, 2018 and Quotes

NO LATER THAN October 30, 2018 at 5 PM.

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company and to be able to receive bidding information, view plans and specifications

You can view the plans in our office during regular business hours by appointment.

Performance Bond and Payment Bonds may be required for subcontractors and a suppliers bond for suppliers.

Davis-Bacon Act Applies
 Buy America Requirements Apply
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 DIR # 1000001147

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 Subcontractors,
 Vendors,
 and Suppliers



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 Job Listings

Contact us at 800-800-8534 or sbe@sbeinc.com

California Sub-Bid Request Ads

Project: State Hwy in Yucaipa, San Bernardino County
Project # 08-0K2934
OWNER: CALTRANS – DBE GOAL 9%
ADOT Project Number: 101-B-(213)S; TRACS Number: F012101C
BID DATE: OCTOBER 9TH, 2018 BID TIME: 2:00 P.M.
Please respond by 5:00 p.m., OCTOBER 8TH, 2018

Coffman Specialties, Inc. (CSI) is requesting quotes from all qualified subcontractors and suppliers for the following items of work, including but not limited to:

- | | | |
|---|--|---|
| • TRUCKING / IMPORT BORROW, BASES ASPHALT | • EARTHWORK / GRADING / ROADWAY EXCAVATION | • ASPHALT / ASPHALT PAVING / ASPHALT DIKE |
| • EQUIPMENT RENTAL | • EROSION CONTROL | • COLD PLANING / PULVERIZING |
| • LEAD COMPLIANCE PLAN / ADL WORK | • METAL BEAM GUARD RAIL (MBGR) / FENCING | • CLEAR & GRUB |
| • SWPPP / WPC | • K RAIL | • ELECTRICAL |
| • SURVEY / QC | • CONCRETE SAWCUT & SEALING | • LANDSCAPING |
| • CONSTRUCTION AREA & ROADSIDE SIGNS | • STREET SWEEPING | • ROCK SLOPE PROTECTION |
| • PAVEMENT MARKING / STRIPING | • DISPOSAL OF SOILS, PAVEMENTS & DEBRIS | • STORMDRAIN / UNDERGROUND UTILITIES |
| • TRAFFIC CONTROL | • CONCRETE / MINOR CONCRETE | • AGGREGATE SUPPLY / AGGREGATE BASE |
| • WATER TRUCK | | • DEMOLITION / BRIDGE REMOVAL |
| | | • CONCRETE BARRIER |

Coffman Specialties, Inc. is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required, and will pay up to 1.5% for the cost of the bond. Waiver of Subrogation will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit/Equipment/Materials and/or supplies. **Subcontractors must provide a current contractor's license number and Department of Industrial Relations (DIR) current registration number with their quote.

Plans and specs are available at no cost to interested firms. Please contact our office @ (858) 536-3100, email us: estimating@coffmanspecialties.com or you can visit our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms.

**Please send quotes via email to estimating@coffmanspecialties.com or via fax to (858) 586-0164

If you have any questions or need further information, please contact Gus Rios or Marty Keane @ (858) 536-3100



9685 Via Excelencia, Ste 200 • San Diego, CA 92126

Phone: (858) 536-3100 • Bid Fax: (858) 586-0164 • e-mail inquiries to: estimating@coffmanspecialties.com

Project: State Hwy Santa Ana-Anaheim Grand Ave
Project # 12-0C8904
OWNER: CALTRANS – DBE GOAL 13%
BID DATE: OCTOBER 18TH, 2018 BID TIME: 2:00 P.M.
Please respond by 5:00 p.m., OCTOBER 17TH, 2018

Coffman Specialties, Inc. (CSI) is requesting quotes from all qualified subcontractors and suppliers for the following items of work, including but not limited to:

- | | |
|--|---|
| • TRUCKING, BASES ASPHALT | • CONCRETE SAW & SEALING |
| • EQUIPMENT RENTAL | • STREET SWEEPING |
| • LEAD COMPLIANCE PLAN / ADL WORK | • DISPOSAL OF SOILS, PAVEMENTS & DEBRIS |
| • SWPPP / WPC | • CONCRETE / MINOR CONCRETE |
| • SURVEY / QC | • ASPHALT / ASPHALT PAVING / ASPHALT DIKE |
| • CONSTRUCTION AREA & ROADSIDE SIGNS | • COLD PLANING / PULVERIZING |
| • PAVEMENT MARKING / STRIPING | • CLEAR & GRUB |
| • TRAFFIC CONTROL | • ELECTRICAL |
| • WATER TRUCK | • LANDSCAPING |
| • EARTHWORK / GRADING / ROADWAY EXCAVATION | • AGGREGATE SUPPLY / AGGREGATE BASE |
| • EROSION CONTROL | • CONCRETE BARRIER |
| • METAL BEAM GUARD RAIL (MBGR) / FENCING | |

Coffman Specialties, Inc. is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required, and will pay up to 1.5% for the cost of the bond. Waiver of Subrogation will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit/Equipment/Materials and/or supplies.

**Subcontractors must provide a current contractor's license number and Department of Industrial Relations (DIR) current registration number with their quote.

Plans and specs are available at no cost to interested firms. Please contact our office @ (858) 536-3100, email us: estimating@coffmanspecialties.com or you can visit our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms.

**Please send quotes via email to estimating@coffmanspecialties.com or via fax to (858) 586-0164

If you have any questions or need further information, please contact Gus Rios or Marty Keane @ (858) 536-3100



9685 Via Excelencia, Ste 200 • San Diego, CA 92126

Phone: (858) 536-3100 • Bid Fax: (858) 586-0164

e-mail inquiries to: estimating@coffmanspecialties.com



Proven Management, Inc.
225 3rd Street, Oakland, CA 94607
Phone: 510-671-0000 • Fax: 510-671-1000

PMI is requesting proposals/quotes from all qualified & certified Small & Disadvantaged Business Enterprises (SBE & DBE) subcontractors, material suppliers, and truckers for the following project:

**L TARAVAL IMPROVEMENT PROJECT
SF ZOO TO SUNSET BOULEVARD, SF
SFMTA Contract No. 1306
Bids: 11/14/2018 @ 3 pm**

10% SBE; 5% DBE; 5% WBE Participation Goals

Sitework; Demo; Temp Tree & Plant Protection; De-watering; Excavation Support Systems; Earthwork; Trenching & Backfill; AC Planing & Paving; Concrete Paving; Unit Pavers; Portland Cement Concrete Paving; Reinforced Concrete Pipes; Water Utility Distribution Piping; Polyethylene Encasement of Ductile Iron Pipe & Fittings; Repair & Replacement of Side Sewers for Water Work; Cured-in-Place Pipe for Water Work; Sewerage Systems; Tree Removal & Stump Grinding; Decorative Mosaic Tile; Site Furnishings; Planting; Volumetric Boulders; Concrete Reinforcement; Drilled Concrete Anchors; CIP Concrete; CIP for Sewer Work; Special Paving Area – Etched Text; Misc Metals; Handrails & Barrier Railings; Tapered Steel Trolley Poles & Accessories; Special Trackwork; Rail Welding; CIP Detectable Surface Tiles; Anti-Graffiti Coating; Painting & Coatings; Platform ADA Signage; Cathodic Protection; Electrical; Raceways; Wire & Cable; Traction Power Cable; Pull Boxes; Traffic Signals; Street Lighting; Overhead Contact System

Bonding, insurance, lines of credit and any technical assistance or information related to the plans & specifications & requirements for the work will be made available to interested SBE & DBE certified suppliers, subcontractors, and truckers. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered to interested SBE & DBE firms. PMI is signatory to the Operating Engineers, Carpenters & Laborers Collective Bargaining Agreements.

100% Payment & Performance bonds will be required from a single, Treasury-listed surety company subject to PMI's approval. PMI will pay bond premium up to 1.5%. Subcontractors awarded on any project will be on PMI's standard form for subcontract without any modifications. For questions or assistance required on the above, please call.

We are an Equal Opportunity Employer



DIVERSITY OUTREACH

- Advertise
- ITB to Targeted (NAIC/SIC/UNSPSC) Certified Business
- Telephone Follow-up (Live)
- Agency/Organization Letters
- Computer Generated Dated/ Timed Documentation
- Customized Reports Available

Visit this link for the
OUTREACH ORDER FORM:

www.sbeinc.com/services/diversity_outreach.cfm



PROJECT NAME: 415 Natoma
MEPF BID DATE – 10/26/2018

Swinerton is requesting quotations from certified LBEs (MBE, WBE, OBE).

The project has a 10% LBE Participation Goal. Provide "Local Hiring and Business Program Requirements".

Building Construction Estimate is: \$200M

Scopes: MEPF – Bid Date 10/26/18

BAS – Bid Date TBD

Shoring – Bid Date TBD

Earthwork – Bid Date TBD

Exterior Skin – Bid Date 10/26/18

Pre-Bid Meeting: Wednesday October 10th at 9:00am

260 Townsend street, San Francisco; 3rd floor

Project Description:

The 415 Natoma (5M) project is a 25 level office tower located at the corners of 5th and Mission Streets.

The project consists of two (2) levels of below grade parking and 25 levels of Class A office space. The main level will include a lobby spaces and retail space for future vendors. The building will consist of a structural steel frame with a curtainwall exterior over improvement soil and a mat foundation.

Assume project starts on June of 2019.

PLANS & SPECIFICATIONS:

<https://secure.smartinsight.co/#/PublicBidProject/402440>

WE REQUEST BIDS FROM ALL SUBS

Contact: Allen Terrell

Tel: (415) 269-4502

EMAIL TO: aterrell@swinerton.com

Please submit your bid to

Allen Terrell via email or by SmartBid

"Swinerton is an Equal Employment Opportunity, Minority, Women, Disability, and Veteran Employer"



**INVITATION TO PREQUALIFY FOR
CALIFORNIA STATE UNIVERSITY, FULLERTON
TOCA 090 PROJECT**

DUE DATE FOR PREQUALIFICATIONS

Requesting completed prequalification forms from Subcontractors by **Tuesday October 16th, 2018**

OUTREACH REQUIREMENTS:

10% DVBE and 30% SBEPROJECT

PROJECT INFORMATION AND DESCRIPTION:

CSUF TOCA 090 - ANTICIPATED PROJECT

BID DATE: October 23rd, 2018

CSUF Chilled Water Line - New Chiller Project

Estimated Budget: \$2.8 million

The primary scope of this project is to provide 480V service to the new chiller 'CH-3' and provide electrical service to new electric boilers and associated pumps. The goal is to provide the necessary electrical infrastructure to support electric boilers and chiller. Since the 4160V chillers are being demolished, the objective is to eliminate the 4160V service from the central plant and transform directly from 12.47kV to 480V to avoid multiple voltage levels on campus and minimize the potential points of failure.

The existing 12.47 – 4.16kV transformers will be demolished, 12.47kV will be routed to the central plant and new selector switch and substations will be provided to serve all loads in the central plant using 480V service

TRADES:

CSI Divisions 1 thru 32 Including but not limited to: Surveying, Abatement, Sawcutting, Demolition, Shoring, Electrical (Design Assist), Concrete, Misc. Metals, Signage, Sheet Metal, Clean up.

Required Submittals

Completion of Swinerton Master Service Agreement (MSA) Swinerton Prequalification

Subcontractors are encouraged to begin the Swinerton Prequalification process at:

<http://www.swinerton.com/subcontractors/subcontractor-prequal>

Prequalified Subcontractors will be eligible to bid the project.

For additional information on prequalification, please contact:

Veronica Miguel at vmiguel@swinerton.com or 213.896.3439

SMALL
BUSINESS
EXCHANGE

Targeted Content Marketing, the Missing Link to a Successful Marketing Plan

■ Continued from page 1

faster or smarter get read and increase the odds of transforming prospects into customers.

Corey Wainwright summed up the payoff in her story, *Content Marketing Strategy: A Comprehensive Guide for Modern Marketers*, when she wrote, “Targeted content is used to: expand customer base; generate or increase sales; engage a community of users; and, most importantly, increase brand credibility.”

While content marketing can be presented in a variety of formats — including trade magazines, websites, newsletters and even white papers — an emphasis on the word “targeted” means that the content is only offered to the precise media outlets that speak directly to your potential customers. As a result, marketing dollars are not wasted with a shotgun approach.

“We had done SEO, pay-per-click and inside telemarketing without much result,” recalls Brando. “Once we started using Rankin PR — a public relations company that utilizes targeted content marketing (rankinpr.com) — things quickly turned around. The stories they wrote, primarily case histories, got straight to the point by demonstrating that our service solves customer problems. Soon, the calls for more information came rolling in.

The actual content can take the form of how-to guides, articles addressing FAQ (Frequently Asked Questions), condensed white papers, new technology briefs, useful tips or case studies; the last item typically representing the best way to fully describe how your company can solve customer problems. Once created the information takes center stage to build trust.

“Targeted, informative content establishes you or your company as a resource, an expert in your industry,” explains Laura Godfrey, a former Director of Marketing at a large, publicly traded communications company, who recently decided to launch L.B. Godfrey Marketing Consultants, which is focused on website design and Search Engine Optimization and Marketing (SEO/SEM).

“It is a far more effective use of money because not only does it give a short term benefit in terms of informing your customers, but that impression of you being an expert doesn’t just go away the next day,” adds Godfrey. “Credibility is not something that erodes quickly.”

Why targeted content marketing works so well

Often overlooked in today’s instant electronic news world, informative story telling or how-to articles in print publications and their online equivalent could be viewed as old school by some, especially younger marketers who favor SEO and social media to attract customers. Big mistake.

Published articles actually drive SEO results by creating back-links to your website within the content of the story. Algorithms used by all popular search engines, such as Google, Bing, Yahoo, etc., are designed to track traffic between legitimate, respected websites and the links they use within their content. The more articles that get published about your product or service, the more links are established, and the higher your ranking within any search engine.

“Unless you have a Coca-Cola budget it can be very difficult to get the number of impressions that you need to be able to really have an effect

on the average consumer, or even on the more knowledgeable industry-based customer,” Godfrey points out. “But the marriage of PR and SEO are changing that now, making it more economical to get your company name to the forefront.”

Ironically, the success of legitimate targeted content marketing breathes new life into traditional PR publicity — and that includes print media and even television and radio — through its symbiotic relationship with today’s internet based sales channel.

“Being a small company, we are not a household name like GE so we can’t support huge marketing budgets,” adds Brando. “But with targeted PR content you get the right people to see those articles online and in print, and it leverages your SEO and pay-per-click spends. It all just flows together.”

So why isn’t everyone doing it?

Large or small, most every company has some kind of marketing department. But not all are equipped to handle targeted content marketing.

As pointed out by Rebecca Lieb in her book, *Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media*, “For content marketing, continuous delivery of large amounts of content is required, preferably within a content marketing strategy.”

“Great content can be expensive and time-consuming to create concurs Godfrey. “But I worked with Rankin PR to create targeted content marketing campaigns for the publicly traded company I worked at and now my own digital marketing company, and for me it is a two-for-one scenario because not only do we get the

content, but we get cost-effective placements in trade publications and websites which are incredibly important.”

Godfrey touches on the most difficult and time-consuming issue: writing good content. Respected media outlets only accept content that benefits their readers. Even then, it takes extensive resources, connections, and relationships built over years just to get a story considered for publication.

Targeted content marketing expected to grow

For all its effort, targeted content marketing is proving effective in building trust and generating sales, even by those who use it to find products and services they need.

“I read other people’s marketed content, and I’m more likely to do business with someone I read about in a trade journal,” says Godfrey. “Especially since I know how marketing works from the back end. As a bonus, we recycle one content marketing article six or seven different ways. We might use snippets or quotes in a blog post or for testimonials in an ad. We can use them on “social,” or videos. So we get a lot more mileage out of one story than we would just creating a brochure.”

In effect, targeted content marketing supplies the necessary ingredient of “trust” to fill in any well rounded marketing plan.

“We expect to continue with this kind of marketing well into the future,” adds Brando. “We’re seeing increased sales, so we want to keep the momentum up.”

For more information on targeted content marketing contact: Rankin PR at 323-490-5791 or greg@rankinpr.com or visit www.rankinpr.com

Architect - It's Not Just A Building, It's History

By Michael Russell,

If you’re ever out and about in your city; be sure to take a walk through the historic area. All if not most cities have an historic area. You know, that part of town with the older buildings and chances are some of those buildings may have been restored over the last few decades. When you look at those buildings and the detail that went into erecting such a building; you usually start to wonder about who actually designed the building. What was the thinking process that led to the result that you are now viewing in your city.

The person behind the thinking process is the architect. An architect is a person involved in the planning, designing and oversight of the construction of a building. An architect can design anything from a house to a skyscraper. Today, the word architect carries a lot of prestige with it, but in the early days, there was nothing prestigious about it. In fact, anyone from a carpenter to a bricklayer could call themselves an architect. This all started to change in 1857 when 13 architects came together to form what would become The American Institute of Architects. The whole purpose of their action was to promote the skill involved with their work and to elevate the status of being an architect.

The work of the original 13 architects that met that day, did pay off, because over time the AIA grew bigger and stronger, as more architects from around the country started to join. One of the greater accomplishments of the AIA came in 1866, when they helped create standardized contract documents to be used in the construction industry. In 1867, they turned their focus to education and debated on whether they could create a national school of architecture. Their idea never came about, but during the years that followed, architectural programs were being created at four institutions.

There was no legal definition of architect before 1897, but in that year, Illinois became the first state to adopt an architectural licensing law. And about 50 years later, all the states had licensing laws. Architects of today are required to have specialized education and documented work experience to get a license. The AIA did a great job in accomplishing their goals. The architect is now seen as a very unique and masterful professional, working in a field that not many people are qualified to do. The architect is even viewed, on some level, like an artist.

Not only have buildings and designs changed over the years, but so has the minds of those individuals whose job it is to produce such visual and thoughtful structures. What may look like an old building

to some, will appear as a work of art to others. When you view the present work of an architect, you never know if you’re looking at history. Because if an architect is great at his craft and the design is so creative, then the public will be talk-

ing about, writing about and taking photos of his designs for years to come.

SOURCE

<http://www.articlesphere.com/Article/Architect-It-s-Not-Just-A-Building-It-s-History/23173>



Image Credit: pixabay.com

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Public Legal Notices

OFFICE OF COMMUNITY INVESTMENT AND INFRASTRUCTURE (OCII)

**NOTIFICATION:
DEVELOPMENT OPPORTUNITY
Request for Proposals ("RFP") for Block 56
in the Hunters Point Shipyard Redevelopment
Project Area**

The Office of Community Investment and Infrastructure ("OCII"), the Successor to the San Francisco Redevelopment Agency ("SFRA"), is seeking submittals from qualified applicants to develop, own, and operate affordable rental housing. The housing will serve very low-income families at Block 56 (the "Project") in the Hunters Point Shipyard Redevelopment Project Area ("Project Area").

An applicant ("Applicant") is defined as a team comprised of only the following: a developer ("Developer"), a property manager, an architect and a Workforce and Contracting Action Plan ("WCAP") consultant (if an outside consultant is being proposed).

In accordance with the Bayview Hunters Point Employment and Contracting Policy as amended and the OCII Small Business Enterprise Program, the successful Applicant will be required to competitively solicit and select its other consultants and contractors, including general contractor and subcontractors, at subsequent and appropriate development stages of this Project. Firms not defined as an Applicant above but interested in participating in this Project are advised to contact the successful Applicant's WCAP representative after completion of this RFP. The selection of an Applicant is tentatively scheduled for April 2019 (subject to change) and announcement of the successful Applicant will be posted on the OCII website shortly thereafter.

Proposals will be accepted until **4:00 p.m., Thursday, November 15, 2018**. To obtain a copy of the RFP, please visit: <https://sfocii.org/rfp> or the Office of Community Investment and Infrastructure located at One South Van Ness Avenue, Fifth Floor, San Francisco, CA 94103.

For questions regarding this RFP, please contact Elizabeth Colomello at (415) 701-5518 or by email at elizabeth.colomello@sfgov.org.



SAN FRANCISCO HOUSING AUTHORITY

**REQUEST FOR PROPOSALS
FOR
SUNNYDALE ROOF LEAKS AND
STRUCTURAL REPAIRS
Solicitation : 18-050-IFB-0014**

The Housing Authority of the city and county of San Francisco will receive sealed bids for the Back Building Roof Replacement Project for the Sunnydale Housing Development in San Francisco. Construction cost ranges from 100,000 to 150,000.

On Tuesday October 16th, 2018, at 2:00PM, a site inspection will be held in front of the building at 149 Brookdale Avenue in San Francisco. Please submit all questions in writing to procurement@sfha.org. The last date for submitting questions regarding this solicitation is Friday October 19th, 2018 by 2:00 PM.

Sealed Bids will be received at 1815 Egbert Avenue, Contract/Procurement Division, San Francisco, CA 94124, until 2:00 PM on Friday October 26th, 2018. To review the IFB Document, go to <http://sfha.org/Procurement-bids.html>.

For technical questions, please e-mail procurement@sfha.org.

October 2018 Outreach Advertisements
Child support matters can be complicated, stressful, and confusing. The Department of Child Support Services helps parents understand the process so they know their rights and options for making and receiving support payments. Call us today at (866) 901-3212 or visit our office at 617 Mission Street to learn how we can help you. Information is also available online at www.sfgov.org/dcss.
2nd Annual City of San Francisco Preschool Fair!
Where: San Francisco City Hall, 1 Doctor Carlton B Goodlett Place, 1st floor - North and South Light Courts
When: Wednesday November 7, 2018 6 - 8 pm
The San Francisco Office of Early Care and Education (OECE) is hosting a free event for parents of young children to explore the many city-funded preschool and financial aid options offered by family child care homes and centers throughout San Francisco.
This event will be a fun opportunity for parents to connect with preschool educators and community resources. Free food and a kid's play zone will be provided. Register now at sfpreschoolfair18.eventbrite.com/!
On September 5, 2018, Board of Supervisors President Malia Cohen administered the Oath of Office to each member of the Youth Commission. Friends, family, community advocates, members of city departments, and members of the Board of Supervisors attended the swearing-in ceremony and celebrated the new cohort of young folks stepping into their power as agents of change. Following the swearing-in ceremony, the commission held its first meeting of the 2018 - 2019 term. We're super excited to see them grow as advocates for themselves & their peers.
Do you have an issue you think the Youth Commission should hear about? Contact the Youth Commission office to request agenda time, or come speak during general public comment at any meeting.
The Youth Commission meets regularly as a full body on the first and third Monday of every month. Meetings are usually held at 5:00 pm in room 416 of City Hall.
EXTRA TRANSFER TIME, MORE MUNI!
We want to make it easier to use Muni to get everywhere in San Francisco. That's why all Muni transfers now last two hours.
Muni riders just like you told us that having more time for city trips would improve their lives. That by extending transfers for single ride fares from a 90-minute window to two hours they could better connect to their work, families and communities.
We listened to that feedback and added more transfer time so you can reach your destination.
It's just one of the ways we're improving Muni.
Find out more about Muni fare changes introduced September 2018 at SFMTA.com/Fares.
GET FREE, TRUSTED HELP WITH YOUR CITIZENSHIP APPLICATION!
The San Francisco Pathways to Citizenship Initiative workshop provides free legal help from community immigration service providers. Resources for the citizenship application fee are available onsite. Volunteers needed!
Learn more at sfcitizenship.org
When: Saturday, October 27, 2018. Registration is open from 9:30 am - 12:30 pm. No appointment needed!
Where: UC Hastings College of the Law, 200 McAllister Street, San Francisco, CA 94102
CNS-3175370#



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Equipment Rental Industry: Trends & Predictions



Image Credit: pixabay.com

Continued from page 1

Moreover, it is more comfortable, safer, and more affordable for cities or governments to work with rental companies than owning their fleet of construction equipment. Besides not worrying about the costs of owning, storing, and maintaining such fleets, cities and governments do not have to deal with technical charges either.

2. Emerging Economies Make the Equipment Rental Business Rise

Another trend we have to watch out for is the shift in consumption patterns and consumers' behavior, leading to rising innovative projects in some parts of the world. Such example is China – a dominant economic power – that generates unprecedented require of heavy equipment renting services.

Moreover, the escalating infrastructure reconstruction activities in the Asia Pacific region as well as in emerging economies in Latin America and Eastern Europe lead to an increase in demand for large construction machinery.

In case you consider the equipment rental business bound to governmental projects, you have to find the other factors that lead to growth:

- Fast urbanization of areas in emerging countries and economies;
- Rise in demand for roads, railroads, bridges, and infrastructure in such freshly urbanized areas;
- The increase in residential, healthcare, touristic, and commercial projects in such areas;
- The rise in demand for industrial projects (new construction or refurbishing): gas pipelines, sewers, electricity, etc.

As consumers become more and more demanding, the bigger the projects get – if we do not build bigger homes, we indeed make more; you can also consider large shopping centers and malls (which tend to become larger and larger by the year), entertainment venues, and more.

From a financial, insurance, maintenance, and safety point of views, it makes more sense for institutions and companies to rent construction equipment than buying it.

3. Competition Makes things Move Forward

Back in 2014, you had a handful of big players in the equipment rental field sharing the market and trying to stay ahead of each other. Today, together with new technologies and local opportunities, we have a myriad of rental companies operating at a regional, national, or international level.

If you look at the database we mentioned above you will realize that even companies not traditionally involved in renting heavy construction machinery play now this game successfully (Home Depot, Hertz, etc.).

Since the market and its demand becomes larger, renting companies now race against each other and against time to come up with the better offer. Some rely on technologies nobody was dreaming of four years ago (like the Internet of Things or telematics), while others sell based on their reputation, good name, and experience in the field (Ashtead Group, Caterpillar, Ahern, etc.).

Competition, besides making things move faster, also makes things safer. All big companies invest millions in certified workers' training, insurance policies, workers compensation, seamless machinery maintenance, eco-friendly adaptations, and more.

Conclusion

While the equipment rental market has its fair share of threats, it also has opportunities never seen before. According to the ARA Rental Market Monitor forecast, the U.S. renting market shows a positive trend, just like Canada, the United Kingdom, and the Asia Pacific do. Moreover, it seems that the Tax Cuts and Jobs Act taking effect in 2018 will generate a rippling positive impact for U.S. rental companies and their international clients.

Len McCluskey is a technical writer and genuine handyman. Join him at EquipmentRental.org, where he reviews various top tool and equipment rental companies and their services. The main goal of the website is to help construction workers or DIYers to choose the best tools for their needs.

SOURCE:

<https://www.constructconnect.com/blog/equipment-rental-industry-trends-predictions/>

Fictitious Business Name Statements

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0382984-00

Fictitious Business Name(s):
415 Electric
Address
1215 Revere Avenue, San Francisco, CA 94124
Full Name of Registrant #1
Greg Barnes
Address of Registrant # 1
1215 Revere Avenue, San Francisco, CA 94124

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/30/2018**

Signed: **Greg Barnes**

This statement was filed with the County Clerk of San Francisco County on **9/5/2018**

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Jessa Lazo**
Deputy County Clerk
9/5/2018

9/13/2018 + 9/20/2018 + 9/27/2018 + 10/4/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383169-00

Fictitious Business Name(s):
1) Big Bus Tours
2) Big Bus Tours San Francisco
3) Open Top Sightseeing SF, LLC
Address
3240 3rd Street, San Francisco, CA 94124
Full Name of Registrant #1
Open Top Sightseeing San Francisco, LLC (DE)
Address of Registrant # 1
3240 3rd Street, San Francisco, CA 94124

This business is conducted by **A Limited Liability Company**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **N/A**

Signed: **Andrew Smith**

This statement was filed with the County Clerk of San Francisco County on **9/20/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Susanna Chin**
Deputy County Clerk
9/20/2018

9/27/2018 + 10/4/2018 + 10/11/2018 + 10/18/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383036-00

Fictitious Business Name(s):
Charterexpresstours.com
Address
500 Sutter Street, Suite 401, San Francisco, CA 94102
Full Name of Registrant #1
Chandulal Raja
Address of Registrant # 1
500 Sutter Street, Suite 401, San Francisco, CA 94102

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **9/10/2018**

Signed: **Chandulal Raja**

This statement was filed with the County Clerk of San Francisco County on **9/10/2018**

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Mariedyne L. Argente**
Deputy County Clerk
9/10/2018

9/13/2018 + 9/20/2018 + 9/27/2018 + 10/4/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383274-00

Fictitious Business Name(s):
CLEAN IT UP JANITORIAL SERVICES
Address
2500 Arelious Walker Dr., Apt #328, San Francisco, CA 94124
Full Name of Registrant #1
Willie Brown
Address of Registrant # 1
2500 Arelious Walker Dr., Apt #328, San Francisco, CA 94124

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **9/26/2018**

Signed: **Willie Brown**

This statement was filed with the County Clerk of San Francisco County on **9/26/2018**

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Mariedyne L. Argente**
Deputy County Clerk
9/26/2018

10/4/2018 + 10/11/2018 + 10/18/2018 + 10/25/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383047-00

Fictitious Business Name(s):
Harborview Restaurant & Bar
Address
4 Embarcadero Center, Lobby Level, San Francisco, CA 94111
Full Name of Registrant #1
Team Work Restaurant LLC (CA)
Address of Registrant # 1
2208 Hillside Drive, Burlingame, CA 94010

This business is conducted by **A Limited Liability Company**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **9/11/2018**

Signed: **Kinson Wong**

This statement was filed with the County Clerk of San Francisco County on **9/11/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Susanna Chin**
Deputy County Clerk
9/11/2018

9/20/2018 + 9/27/2018 + 10/4/2018 + 10/11/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383199-00

Fictitious Business Name(s):
HK Tea Kee Cafe
Address
2500 Noriega Street, San Francisco, CA 94122
Full Name of Registrant #1
HK Tea Kee Inc (CA)
Address of Registrant # 1
1524 Claudia Dr., Sacramento, CA 94822

This business is conducted by **A Corporation**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **9/1/2018**

Signed: **Daman Leung, CEO**

This statement was filed with the County Clerk of San Francisco County on **9/21/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Mariedyne L. Argente**
Deputy County Clerk
9/21/2018

9/27/2018 + 10/4/2018 + 10/11/2018 + 10/18/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383006-00

Fictitious Business Name(s):
HREAM
Address
279 Teddy Street, San Francisco, CA 94134
Full Name of Registrant #1
Douglas Blunt
Address of Registrant # 1
279 Teddy Street, San Francisco, CA 94134

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **8/29/2018**

Signed: **Douglas Blunt**

This statement was filed with the County Clerk of San Francisco County on **9/7/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Mariedyne L. Argente**
Deputy County Clerk
9/07/2018

9/13/2018 + 9/20/2018 + 9/27/2018 + 10/4/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383024-00

Fictitious Business Name(s):
Katsura Garden
Address
1581 Webster Street #110, San Francisco, CA 94115
Full Name of Registrant #1
Ritsuko Suzuki
Address of Registrant # 1
1531 Revere Avenue, San Francisco, CA 94124

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **9/10/2018**.

Signed: **Ritsuko Suzuki**

This statement was filed with the County Clerk of San Francisco County on **9/10/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Jessa Lazo**
Deputy County Clerk
9/10/2018

9/20/2018 + 9/27/2018 + 10/4/2018 + 10/11/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383184-00

Fictitious Business Name(s):
Thailand Restaurant
Address
438A Castro Street, San Francisco, CA 94114
Full Name of Registrant #1
Khomsak Panyapoemtaweesakul
Address of Registrant # 1
1051 Post Street, Apt #21, San Francisco, CA 94109

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **N/A**

Signed: **Khomsak Panyapoemtaweesakul**

This statement was filed with the County Clerk of San Francisco County on **9/21/2018**

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Sonya Yi**
Deputy County Clerk
9/21/2018

9/27/2018 + 10/4/2018 + 10/11/2018 + 10/18/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383078-00

Fictitious Business Name(s):
THG Commercial Real Estate
Address
577 2nd Street #202, San Francisco, CA 94107
Full Name of Registrant #1
The Hawthorne Group Commercial Real Estate Inc.
Address of Registrant # 1
577 2nd Street #202, San Francisco, CA 94107

This business is conducted by **A Corporation**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **Not Applicable**.

Signed: **Michael Halpren**

This statement was filed with the County Clerk of San Francisco County on **9/12/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Sonya Yi**
Deputy County Clerk
9/12/2018

9/20/2018 + 9/27/2018 + 10/4/2018 + 10/11/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383300-00

Fictitious Business Name(s):
The Shota
Address
115 Sansome Street, Suite 105, San Francisco, CA 94104
Full Name of Registrant #1
Communium Culinary Co. (CA)
Address of Registrant # 1
1800 Camino Leonor, San Jose, CA 95131

This business is conducted by **A Corporation**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **Not Applicable**.

Signed: **Ingi Son**

This statement was filed with the County Clerk of San Francisco County on **9/27/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Mariedyne L. Argente**
Deputy County Clerk
9/27/2018

10/4/2018 + 10/11/2018 + 10/18/2018 + 10/25/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383350-00

Fictitious Business Name(s):
Wordjet Transcription, LLC
Address
2837 Balboa Street, San Francisco, CA 94121
Full Name of Registrant #1
Stephanie L. Yee
Address of Registrant # 1
2837 Balboa Street, San Francisco, CA 94121

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/9/2016**

Signed: **Stephanie L. Yee**

This statement was filed with the County Clerk of San Francisco County on **10/1/2018**

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Maribel Jaldon**
Deputy County Clerk
10/1/2018

10/4/2018 + 10/11/2018 + 10/18/2018 + 10/25/2018

FICTITIOUS BUSINESS NAME STATEMENT

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0383259-00

Fictitious Business Name(s):
The Urban Paw
Address
512 Frederick Street #34, San Francisco, CA 94117
Full Name of Registrant #1
Emy Sakai
Address of Registrant #1
512 Frederick Street #34, San Francisco, CA 94117

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **Not Applicable**.

Signed: **Emy Sakai**

This statement was filed with the County Clerk of San Francisco County on **9/25/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Susanna Chin**
Deputy County Clerk
9/25/2018

10/4/2018 + 10/11/2018 + 10/18/2018 + 10/25/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0382945-00

Fictitious Business Name(s):
Apricot Analytics
Address
2261 Market Street, Unit 30, San Francisco, CA 94114
Full Name of Registrant #1
RQC Analytics LLC (CA)
Address of Registrant #1
2261 Market Street, Unit 30, San Francisco, CA 94114

This business is conducted by **A Limited Liability Company**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **8/20/2018**

Signed: **Paul Connolly, CEO**

This statement was filed with the County Clerk of San Francisco County on **8/31/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Sonya Yi**
Deputy County Clerk
8/31/2018

9/6/2018 + 9/13/2018 + 9/20/2018 + 9/27/2018

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0382975-00

Fictitious Business Name(s):
Phase AP
Address
855 Bryant Street, San Francisco, CA 94103
Full Name of Registrant #1
Yutong Zhang
Address of Registrant #1
1222 Harrison Street, Apt 2327, San Francisco, CA 94103

This business is conducted by **An Individual**.
The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **9/3/2018**

Signed: **Yutong Zhang**

This statement was filed with the County Clerk of San Francisco County on **9/5/2018**.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

Filed: **Fallon Lim**
Deputy County Clerk
9/5/2018

9/06/2018 + 9/13/2018 + 9/20/2018 + 9/27/2018

ABANDONMENT OF FICTITIOUS BUSINESS NAME

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

The registrant(s) listed below have abandoned the use of the fictitious business name(s):

1.) Katsura Garden
Located at **1581 Webster Street, San Francisco, CA 94115**

This fictitious business name was filed in the County of San Francisco on **May 24, 2018** under file **381605**.

Name and address of Registrants (as shown on previous statement)

Full Name of Registrant #1
Yoshimura, Nobuyuki
504 Cypress Avenue, Millbrae, CA 94030

This business was conducted by a **AN INDIVIDUAL**.

Signed: **Nobuyuki Yoshimura**

This statement was filed with the County Clerk of San Francisco County on

Filed: **Mariedyne L. Argente**
Deputy County Clerk
9/12/2018

9/20/2018 + 9/27/2018 + 10/4/2018 + 10/11/2018

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

The registrant(s) listed below have abandoned the use of the fictitious business name(s):

1.) Nails-N-Beauty
Located at **2385 Chestnut Street, San Francisco, CA 94123**

This fictitious business name was filed in the County of San Francisco on **02/08/2016** under file **2016-0369265**.

Name and address of Registrants (as shown on previous statement)

Full Name of Registrant #1
Mary Nguyen
1133 Scott Street, San Francisco, CA 94115

This business was conducted by a **AN INDIVIDUAL**.

Signed: **Mary Nguyen**

This statement was filed with the County Clerk of San Francisco County on

Filed: **Susanna Chin**
Deputy County Clerk
9/13/2018

9/27/2018 + 10/4/2018 + 10/11/2018 + 10/18/2018



Events and Seminars



CMAA
SOUTHERN CALIFORNIA CHAPTER

BREAKFAST OF CHAMPIONS



INLAND EMPIRE CITIES UPDATE

October 24, 2018

GUEST SPEAKERS

(confirmed as of Sept. 14, 2018)

Meg McWade, Director of Public Works, City of Pomona

Patrick Thomas, Director of Public Works, City of Temecula

DoubleTree by Hilton Ontario Airport
222 N. Vineyard Avenue, Ontario, CA

8:00 a.m. - 8:30 a.m. Registration, Continental Breakfast & Networking

8:30 a.m. - 9:30 a.m. Presentation

Register Now



Register by October 17
\$70/person CMAA Members - \$140/person Non-Members

Register After October 17
\$85/person CMAA Members - \$170/person Non-Members

Registration Policy: Payment must accompany registration. The Chapter does not invoice. Cancellations must be made in writing 48 hours prior to event: sccmaa@cmaasc.org. No-shows and cancellations made after this deadline will not be refunded. Registration is non-transferable to another event, please send a substitute if you are unable to attend.

Sponsorships Available!

Email Sara Costin Mockus at sccmaa@cmaasc.org

DIVERSITY OUTREACH

- Advertise
- ITB to Targeted (NAIC/SIC/UNSPSC) Certified Business
- Telephone Follow-up (Live)
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Visit this link for the OUTREACH ORDER FORM:
www.sbeinc.com/services/diversity_outreach.cfm





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- 34 years of history in connecting Primes, Corporations and Agencies with Small, Minority-Owned, Women-Owned, Disabled Veteran-Owned and DBE firms.
- “Vetted” Database including businesses certified by federal, state or local jurisdictions
- National trade / focus publications to community businesses and stakeholders
- Expertise in Diversity Outreach to identify firms, promote outreach events, and handle registration details.
- Archived search results

LINK TO OUTREACH ORDER FORM:

http://e8.octadyne.net/clientFiles/8023/SBE_Diversity-Outreach-Form.pdf

For more information contact:

Small Business Exchange, Inc. • 795 Folsom Street, 1st Floor, San Francisco, CA 94107
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