

# SMALL BUSINESS EXCHANGE

- COMMUNITY OUTREACH ..... 2
- BUSINESS TOOLKIT ..... 2
- ACCESS TO CAPITAL ..... 3
- SUB-BID REQUEST ADS ..... 3-5
- SUB-BID REQUEST AD WYOMING .. 5
- THE HISTORY OF BLACK HISTORY MONTH ..... 7
- TECHNOLOGY AND INCLUSION ..8-9
- PUBLIC LEGAL NOTICES ..... 10-11

Vol 33, Edition 46

Weekly Publication 

February 8, 2018

## How African American Entrepreneurs Can Power the Economy



Photo by: <http://www.512tech.com>

By *Jeremy Quittner*,

For the last three decades, the rate of new business creation has been on a steady decline in the U.S., according to various researchers.

Some potential causes include the growing power of entrenched and larger companies, slowing population growth, and more recently, the financial crisis, which wiped out hundreds of thousands of businesses.

That's bad news for anyone who understands that entrepreneurship, with its power to create jobs, has profound effects on the economy. Small business provides about half of all private sector jobs in the U.S., per the Small Business Administration.

One exception seems to be businesses started by minority entrepreneurs, and African American entrepreneurs in particular. The Kauffman Foundation's 2015 startup index shows dramatic changes in the composition of new entrepreneurship since 1996—new business owners are now 40% Asian, black and Latino, compared to 23% two decades ago.

More recently, Babson College's Global Entrepreneurship Monitor, released in July, found black business owners are creating businesses at a higher rate than their white counterparts and other minorities.

Babson examined a metric called "total entrepreneurial activity", or TEA, among nearly 6,000 would-be and actual business owners in the U.S. For the purposes of that study, TEA includes formulating plans for a new business, opening a new business, and maintaining an existing business. The highest TEA rates were found among African Americans, followed by whites, Latinos and Asians.

It turns out that African American entrepreneurs are more likely to be "necessity-based" business owners, who start businesses out of need, because they may have attained lower educational levels in general, which may curtail work opportunities, Donna Kelley, a professor of entrepreneurship at Babson College and a co-author of the report, said in an email. Additionally blacks have an unemployment rate that's twice that of

**Continued on page 9**

## By the Numbers: Hispanic Women in the Workforce

By *Tracie Sanchez*,

In recognition of Hispanic women's significant contributions to the labor force, here are six statistics demonstrating their growing influence as drivers of economic productivity and entrepreneurs.

### Strong labor force participation

- In 2016, there were 11.4 million Hispanic women in the civilian labor force. That's 1 in 7 women, and 7.2 percent of the total labor force.
- By 2024, Hispanic women's participation is projected to increase to almost 14 million, or 8.5 percent of the total labor force.

- Nearly 1 out of 3 Hispanic women were employed in service occupations in 2016, but managerial and professional occupations have had the largest increase in Hispanic women's representation since 2000, according to the Bureau of Labor Statistics.

### A spirit of entrepreneurship

Entrepreneurship among Hispanic women also has grown. In 2012, the most recent year for which data is available:

- About 1 out of every 7 women-owned businesses was owned by a Hispanic woman.

- Forty-four percent of all Hispanic owned businesses were owned by women, up from 34 percent in 2002.
- In 2012, Hispanic women-owned businesses generated \$78.7 billion in sales and employed over 470,000 people.

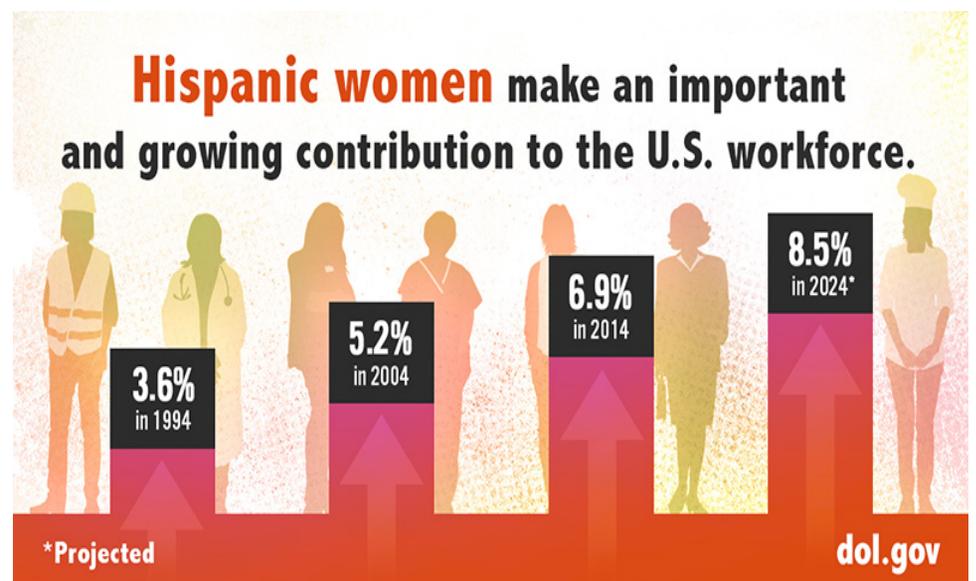
This National Hispanic Heritage Month, join us at the Women's Bureau in celebrating Hispanic women's vital contributions to the nation's continued innovation and economic productivity. Find more resources and statistics on Hispanic women on the Women's Bureau website.

**Continued on page 9**

This is a Complimentary Copy. Paid subscribers receive first class mail.

PUBLISHED BY SMALL BUSINESS EXCHANGE, INC.  
795 Folsom Street, 1st Floor, San Francisco, CA 94107

PSRST STD  
U.S. Postage  
PAID  
San Fran CA 941  
Permit No. 820



# Community Outreach

## SBA's Emerging Leaders Initiative to Help Growing Entrepreneurs

The U.S. Small Business Administration announced the launch of the 2018 Emerging Leaders initiative for executives of small businesses poised for growth in emerging markets. Local area recruitment for the 2018 training cycle is currently ongoing at designated SBA District Offices. Classes are scheduled to begin this spring with specific dates differing by location. Interested small business owners can learn more regarding eligibility, how to apply, and class schedules at the SBA's Emerging Leaders website.

The Small Business Administration's Emerging Leaders initiative provides free entrepreneurship education and training for executives of small, poised-for-growth companies that are potential job creators. This intensive executive entrepreneurship series includes nearly 100 hours of classroom time. It also provides opportunities for small business owners to work with experienced coaches and mentors, attend workshops, and develop connections with their peers, local leaders, and the financial community.

Since its inception in 2008, the SBA's Emerging Leaders Initiative has trained over 5,000 small business owners, creating over 6,500 jobs, generating over \$300 million in new financing, and securing over \$3.16 billion in government contracts.

"Given the success of SBA's Emerging Leaders, we have expanded the initiative to include a total of 60 locations to help growing entrepreneurs in emerging markets," said Allen Gutierrez, associate administrator of the SBA's Office of Entrepreneurial Development. "I am excited for the positive economic impact that each of this year's Emerging Leaders participants will make when using this training to take their business to the next level."

Business Executives who want to join the 2018 Emerging Leaders can find locations online at [www.sba.gov/emergingleaders](http://www.sba.gov/emergingleaders), or by contacting your local SBA district office.

### About the U.S. Small Business Administration

The U.S. Small Business Administration (SBA) was created in 1953 and is a Cabinet-level agency



of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public

and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more about SBA, visit [www.sba.gov](http://www.sba.gov).

**SOURCE: U.S. Small Business Administration**

## Business Toolkit

### Creativity and Innovation in the Workplace

By: *Ryan May*,

There was a time when the concept of creativity was only associated with writers, painters, musicians and similar people in artistic professions. But with the ever-increasing necessity of cultivating a unique brand personality, the need for creative thinking has transitioned from the arts into everyday business. In addition, the act of producing a product that distinguishes itself from competitors in a marketplace where differences are often hard to come by demands a high degree of creativity both in innovation and marketing.

As a result, it's now become commonplace for companies - both large and small - to adopt poli-

cies that foster creativity and thereby promote innovation.

But what is meant by creativity? And how can it be harnessed effectively?

#### Defining the Creative Environment

Creativity is the mental and social process used to generate ideas, concepts and associations that lead to the exploitation of new ideas. Or to put it simply: innovation. Through the creative process, employees are tasked with exploring the profitable outcome of an existing or potential endeavor, which typically involves generating and applying alternative options to a company's products, services and procedures through the

use of conscious or unconscious insight. This creative insight is the direct result of the diversity of the team - specifically, individuals who possess different attributes and perspectives.

It's important to note that innovation is usually not a naturally-occurring phenomenon. Like a plant, it requires the proper nutrients to flourish, including effective strategies and frameworks that promote divergent levels of thinking. For example, by supporting an open exchange of ideas among employees at all levels, organizations are able to inspire personnel and maintain innovative workplaces.

Therefore supervisors must manage for the creative process and not attempt to manage the creativity itself, as creativity typically does not occur exclusively in an individual's head but is the result of interaction with a social context where it's codified, interpreted and assimilated into something new. Within this system, incentives are paramount - ranging from tangible rewards such as monetary compensation to the intangible, including personal satisfaction and social entrepreneurship.

■ Continued on page 11

**Editorial Staff**  
President & CEO:  
Gerald W. Johnson  
[gwj@sbeinc.com](mailto:gwj@sbeinc.com)

**Production Manager:**  
Nabil Vo  
[nvo@sbeinc.com](mailto:nvo@sbeinc.com)

**Graphics Design:**  
Domingo Johnson  
[doming0@mac.com](mailto:doming0@mac.com)

**Webmaster:**  
Umer Farooq  
[umer@octadyne.com](mailto:umer@octadyne.com)

**Marketing:**  
Kim Johnson  
[kjita1@gmail.com](mailto:kjita1@gmail.com)

**Managing Editor:**  
Valerie Voorhies  
[vvv@sbeinc.com](mailto:vvv@sbeinc.com)

**Diversity Outreach Manager:**  
Rosalie Vivanco  
[rvivanco@sbeinc.com](mailto:rvivanco@sbeinc.com)

**Marketing:**  
Tim Rosaire  
[tim.rosaie@earthlink.net](mailto:tim.rosaie@earthlink.net)

**Writer:**  
Cheryl Hentz  
[cheryl.hentz@gmail.com](mailto:cheryl.hentz@gmail.com)

**SBE Northeast Manager:**  
Leslie McMillan  
[lmcmillan@sbeinc.com](mailto:lmcmillan@sbeinc.com)

**Contact Info:**  
Small Business Exchange, Inc.  
795 Folsom Street, 1st Flr, Room 1124, San Francisco, CA 94107  
Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com) • Website: [www.sbeinc.com](http://www.sbeinc.com)  
Phone: (415) 778-6250, (800) 800-8534 • Fax: (415) 778-6255

**CALIFORNIA CERTIFICATIONS**  
CDOT UCP DBE #5988 • CA DGS SBE #1789941

**EDITORIAL POLICY**—The Small Business Exchange is published weekly. Publication is extended by one day for weeks in which holiday occurs on a Monday.

Copyright © 2018 Small Business Exchange, Inc.

The Small Business Exchange is adjudicated as a newspaper of general circulation by the Superior Court of the City and County of San Francisco, State of California, under the date January 29, 1988.

Organized 1984.

**NOTICE:** SBE is not liable to any subscriber or any other user for any damages or any other costs incurred in connection with the utilization of, or any other reliance upon, any information contained in its newspapers. The information contained herein may be subject to typographical error in the transcribing and/or printing of its contents. Information contained in this publication is intended only as notification to its subscribers of available bidding and contracting opportunities. The SBE reserves all rights in connection with this publication and prohibits the duplication of the contents herein without the expressed written consent of the SBE. Subscription fees are nonrefundable.

ISSN 0892-5992



# Access to Capital

## TaxSlayer Teams Up With Kabbage To Provide Small Businesses Easy Access To Working Capital

TaxSlayer, a leading online and professional tax and financial technology company, today announced a strategic partnership with Kabbage, Inc., a global technology and data platform powering small business lending. The collaboration offers qualified small business customers hassle-free access to lines of credit up to \$250,000 from Kabbage, and exclusive tax resources, including tips, promotions and discounts from TaxSlayer.

“Providing access to Kabbage’s network of small business perks, educational content and lending products is another way we can make things easier for our customers during tax season,” said Josh Gaudin, Head of Strategic Partnerships at TaxSlayer. “This partnership will help ensure that both TaxSlayer and Kabbage customers have access to the best resources to make tax filing a stress-free experience.”

### TaxSlayer customers will have access to:

- Lines of credit from Kabbage up to \$250,000 for qualified borrowers

- Promotions from Kabbage, including a \$100 gift card after qualification
- Partner offers through the Kabbage Customer Perks network
- Tips and insight on small business lending and finance

### Kabbage customers will have access to:

- Small business and personal tax tips from TaxSlayer
- Market leading tax-filing support from TaxSlayer
- Unique promotions and discounts from TaxSlayer, including 20 percent off services

“This partnership brings together market leaders in online tax filing and small business lending to empower the hard-working small business owners driving America’s economy,” said Michelle Lisowski, Head of Brand and Growth at Kabbage. “We are thrilled to partner with TaxSlayer, and most importantly, we are excited to serve

both customer bases through our shared network of perks and opportunities.”

### About TaxSlayer

TaxSlayer makes life simpler and less stressful for millions of Americans with exceptional, easy-to-use technology. Trusted for over 50 years, TaxSlayer saves business owners, tax professionals and individual consumers time and money with high-quality, high-value financial products. In addition to offering the top-rated tax preparation software, support, and tools, TaxSlayer’s products are radically transforming the legal, bookkeeping, and HR/payroll arenas, helping small business owners better serve their customers.

The company successfully completed more than 10 million state and federal e-filed tax returns in 2017, representing a 200% increase over the past three years. TaxSlayer’s software was ranked #1 for five straight years in numerous categories, including overall satisfaction by the National Association of Tax Professionals (NATP).

### About Kabbage

Kabbage Inc., headquartered in Atlanta, has pioneered a financial services data and technology platform to provide automated funding to small businesses in minutes. Kabbage leverages data generated through business activity such as accounting data, online sales, shipping and dozens of other sources to understand performance and deliver fast, flexible funding in real time. With the largest international network of global-bank partnerships for an online lender, Kabbage powers small business lending for ING, Santander and Scotia Bank across Canada, Mexico, Spain, the U.K., Italy and France. Kabbage is funded and backed by leading investors, including SoftBank Group Corp., BlueRun Ventures, Mohr Davidow Ventures, Thomvest Ventures, SoftBank Capital, Reverence Capital Partners, the UPS Strategic Enterprise Fund, ING, Santander InnoVentures, Scotiabank and TCW/Craton. All Kabbage U.S.-based loans are issued by Celtic Bank, a Utah-Chartered Industrial Bank, Member FDIC. For more information, please visit [www.kabbage.com](http://www.kabbage.com).

## California Sub-Bid Request Ads



**BROSAMER & WALL, INC.**

An Equal Opportunity Employer is requesting quotations from all qualified DBE Professional services, sub-contractors, material suppliers and trucking for the following project:

**Contract No. 04-2640N4**  
Construct HOV Lanes

**FOR CONSTRUCTION ON STATE HIGHWAY IN MARIN AND SONOMA COUNTIES IN AND NEAR PETALUMA FROM 0.6 MILE SOUTH OF SAN ANTONIO CREEK BRIDGE TO 0.3 MILE SOUTH OF EAST WASHINGTON STREET OVER CROSSING**  
**Bid Closing Date: February 28, 2018 @ 2:00 PM**  
**DBE GOAL: 12%**

**CONTACT:**  
**Robert Rosas**  
**Brosamer & Wall Inc.**  
**1777 Oakland Blvd, Suite 300 • Walnut Creek, California 94596**  
**PH: 925-932-7900 • FAX: 925-279-2269**

**PROJECT SCOPE:**

We are requesting bids for the following trades and/or material suppliers:

Brosamer & Wall Inc., is requesting quotes from all qualified subcontractors and suppliers including certified DBE firms for all items of work type, including but not limited to:

- ASPHALT PAVING
- MINOR CONCRETE
- CAST IN DRILLED HOLE (CIDH)
- REBAR
- CLEAR & GRUB
- ROADSIDE SIGNS
- COLD PLANE
- SHOTCRETE
- CONCRETE BARRIER
- STORM DRAIN UNDERGROUND
- CONCRETE MATERIALS – CURE, DOWELS, ETC
- STREET SWEEPING
- CONSTRUCTION AREA SIGNS
- STRIPING
- EARTHWORK/GRADING/ROADWAY EXCAVATION
- STRUCTURE CONCRETE
- DEMOLITION
- SWPPP/WPC
- ELECTRICAL
- TRAFFIC CONTROL
- EROSION CONTROL – PERMANENT AND TEMPORARY
- AGGREGATES SUPPLY
- FENCE
- TRUCKING
- GRINDING (COLD MILL)
- WATER TRUCK
- LANDSCAPING
- WATER DIVERSION
- METAL BEAM GUARD RAIL (MBGR),

**For the complete list of the Actual Project Bid Items go to:**  
<http://www.dot.ca.gov/des/oe/weekly-ads/oe-biditems.php?q=04-4G8504>

**Requirements:** Brosamer & Wall, Inc. will work with interested subcontractors/suppliers to identify opportunities to break down items into economically feasible packages to facilitate DBE Participation. Brosamer & Wall, Inc. is a union signatory contractor. Subcontractors must possess a current contractor’s license, insurance coverage and worker’s compensation for the entire length of the contract.

All subcontractors will be required to sign our standard Subcontract Agreement. 100% payment and performance bonds may be required. If you have any questions regarding this project or need assistance in obtaining/ waiving insurance, bonding, equipment, materials and/or supplies please call or email Robert Rosas contact information below.

Plans and specifications can be viewed at our office located at 1777 Oakland Blvd Suite 300, Walnut Creek, Ca. 94596 or at no cost from Caltrans website. B&W will also make plans electronically please email [rrosas@brosamerwall.com](mailto:rrosas@brosamerwall.com) for free online link. Brosamer & Wall INC., intends to work cooperatively with all qualified firms seeking work on this project. If you are interested in submitting a subcontractor bid for this project, you may contact Robert Rosas Chief Estimator at 925-932-7900 or fax us your quote at 925-279-2269. PLEASE SUBMIT A COPY OF YOUR CURRENT DBE CERTIFICATION WITH YOUR BID. Subcontractors, Dealers/Suppliers and Brokers please provide your designation code to us on or before the bid date. B&W, INC., IS AN EQUAL OPPORTUNITY EMPLOYER.

**PROJECT: RTE 40 – LUDLOW – CRUCERO ROAD TO BADGER WASH – REGRADE MEDIAN CROSS SLOPES – SAN BERNARDINO COUNTY - CALTRANS CONTRACT # 08-0R1604**  
**\*\*THIS PROJECT HAS A 13 % DBE GOAL\*\***  
**BID DATE: FEBRUARY 21ST, 2018 • BID TIME: 2:00 P.M.**

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

- TRUCKING
- REBAR
- EQUIPMENT RENTAL
- CONCRETE
- LEAD COMPLIANCE PLAN
- MINOR CONCRETE
- CONSTRUCTION AREA SIGNS
- BIOLOGIST
- ROADSIDE SIGNS
- CLEAR & GRUB
- TRAFFIC CONTROL
- LANDSCAPING
- WATER TRUCK
- ROCK SLOPE PROTECTION
- EARTHWORK/GRADING/ROADWAY EXCAVATION
- STORM DRAIN UNDERGROUND
- EROSION CONTROL
- SWPPP/WPC
- METAL BEAM GUARD RAIL (MBGR)
- AGGREGATE SUPPLY – AGGREGATE BASE
- STREET SWEEPING
- SURVEY/QC

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. Subcontractors must provide contractor’s license number and Department of Industrial Relations (DIR) registration number with their quote. Plans and specs are available at no cost to interested DBE firms from the CALTRANS WEBSITE using the Project ID # 08-0R1604 and/or our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms.

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

If you have any questions or need further information, please contact Marty Keane @ (858) 536-3100 or email [estimating@coffmanspecialties.com](mailto:estimating@coffmanspecialties.com)



**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](mailto:estimating@coffmanspecialties.com)**

## With SBE you can:



**FIND**  
Subcontractors,  
Vendors,  
and Suppliers



**REACH**  
Diverse Audiences



**ADVERTISE**  
Sub-Bid Request Ad  
Public Legal Notices  
Job Listings

**Contact us at 800-800-8534 or [sbe@sbeinc.com](mailto:sbe@sbeinc.com)**



# California Sub-Bid Request Ads



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

REQUEST FOR DBE  
SUBCONTRACTORS AND SUPPLIERS FOR:  
**Construct HOV Lanes**  
Hwy 101 Marin & Sonoma Counties  
Caltrans #04-2640N4  
**BID DATE: February 28, 2018 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Develop Water Supply, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Temporary Creek Diversion System, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Sweeping, Water Quality Sampling, Analysis and Monitoring, ADL Burial Location Report, Treated Wood Waste, Noise Monitoring, Clearing & Grubbing, Erosion Control, Roadway Excavation (Type Y-I Aerially Deposited Lead), Structure Excavation, Structure Backfill, Concrete Backfill, Lean Concrete Backfill, Planting & Irrigation, Lean Concrete Base, Data Core, AC Dike, Tack Coat, Cold Plane AC, CIDH Concrete Pile, Minor Concrete, Fractured Rib Texture, Precast Concrete Lagging, Soldier Pile Wall, Soil Nail Wall, Concrete Retaining Walls, Precast Box Culvert, Bar Reinforcing Steel, Structural Shotcrete, Clean and Paint Steel Soldier Piling, Underground, Adjust Utilities, Rock Slope Protection, Misc. Iron & Steel, Prepare & Paint Concrete, Fencing, Pavement Marker, Object Marker, Roadside Signs, Sign Structures, Midwest Guardrail System, Double Thrie Beam Barrier, Transition Railing, Crash Cushion, Concrete Barrier, Striping & Marking, Electrical and Construction Materials.

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 DBE 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](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php).



**O.C. Jones & Sons, Inc.**  
1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
Contact: Mike Crowley  
An Equal Opportunity Employer

REQUEST FOR DBE  
SUBCONTRACTORS AND SUPPLIERS FOR:  
**Multi-Modal Improvements**  
Bicycle and Pedestrian Improvements  
**BART Way & Gateway Plaza Project**  
City of Fremont  
City Project No. 8868 (PWC)  
Federal Project No. STPL-5322(055)  
**BID DATE: February 13, 2018 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Traffic Control, Portable Changeable Message Signs, Clearing & Grubbing, Erosion Control, Tree Removal, Adjust Utilities to Grade, Cold Plane AC, Minor Concrete, Storm Drain Manhole, Electrical, Slurry Seal, Roadside Signs, Object Marker, Striping & Marking, Tree Grates, Concrete Pavers, Site Furnishings, Import Topsoil, Planting & Irrigation and Construction Materials

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 DBE Participation. Plans & Specs are available for viewing at our office.

**McGuire and Hester**  
9009 Railroad Avenue • Oakland, CA 94603  
Phone: (510) 632-7676 • Fax: (510) 562-5209  
Contact: Kevin Exberger

Sub Bids Requested From Qualified DBE  
Subcontractors & Suppliers for  
**City of Oakland - 7th Street West Oakland  
Transit Village Phase II Streetscape Project**  
Project # 1001035  
**Bid Date: 3/1/18 @ 2:00 PM**

**McGuire and Hester is seeking qualified subcontractors in the following trades:**  
SWPPP, Trucking, Grinding, Electrical, and Striping.  
We will pay up to and including two percent (2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.  
**An Equal Opportunity Employer**



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

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

**WPCP ASPHALT REHABILITATION**  
Project No. 2015.0260, Bid No. 17-18.021  
**Local Business Enterprise Goal**  
Assigned is 25%

OWNER:  
**CITY OF SAN LEANDRO**  
835 East 14th Street, 2nd Floor,  
San Leandro, CA 94577

**BID DATE: FEBRUARY 15, 2018 @ 3:00 P.M.**

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

**AC DIKE, ELECTRICAL, HAZARDOUS MATERIAL, CEMENT TREATMENT, MINOR CONCRETE, SLURRY SEAL, UNDERGROUND, TRUCKING, HOT MIX ASPHALT (TYPE A) MATERIAL.**

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://ftp%25desilvagates.com> and password is [f7pa55wd](ftp://ftp%25desilvagates.com)) or from the Owner's site at <http://www.sanleandro.org/depts/finance/purchasing/bids>.

Fax your bid to (925) 803-4263 to the attention of Estimator Alan McKean. 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](http://www.dir.ca.gov/Public-Works/PublicWorks.html)

If you need LBE 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](http://www.transportation.gov/osdbu/SBTRCs)). DGC is willing to breakout portions of work to increase the expectation of meeting the LBE 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.

**Mission Bay Development Group, LLC is actively seeking General Contractors for the upcoming Mission Bay Blocks 29-32 Public Improvements Scope 5 (16th Street, South Street, Terry Francois Blvd.) project.**

The project is subject to the Office of Community Investment and Infrastructure (OCII's) 50% SBE/LBE participation goal for construction subcontracting, suppliers and truckers with first consideration given in the following order: 1) SBEs located in the project area. 2) San Francisco-based SBEs/LBEs. 3) Non-San Francisco-based SBEs which should be used to satisfy the 50% SBE participation goal only if San Francisco-based SBEs are not available, qualified, or if their bids or fees are significantly higher.

To help satisfy the 50% SBE goal, Local Business Enterprises (LBEs) certified by the City and County of San Francisco will be recognized and count towards the overall SBE goal on this project.

To search for certified LBEs/SBEs, please use:  
[http://mission.sfgov.org/hrc\\_certification](http://mission.sfgov.org/hrc_certification)

The project manual and bid documents will be made available to each interested General Contractor. Please contact Cathy Serrano of Townsend Management, Inc., at (415) 355-6644 to pick up a set at the Mission Bay Office, 410 China Basin Street, San Francisco, CA 94158.

Proposed scope of work for this project includes but is not limited to demolition, storm drain, sewer, low pressure water, reclaimed water, joint trench, rough and fine grading, concrete roadbase, asphalt wearing surface, concrete curb/gutter, concrete sidewalk, irrigation, street trees, security bollards, and site furnishing work.

A pre-bid conference will be held at the Construction Manager's Trailer at 410 China Basin Street, San Francisco, CA on Thursday, February 1, 2018 at 2:00 PM. MBE, WBE, LBE, and SBE subcontractors are strongly encouraged to attend.

**For additional information,  
please contact Cathy Serrano at  
(415) 355-6644**



**REQUEST FOR QUALIFICATIONS & BIDS  
SOMA HOTEL**  
100 Channel Street, San Francisco, CA

Hathaway Dinwiddie has been selected as the General Contractor for the SOMA Hotel project, a new 17-story building with 250 hotel guest rooms, meeting rooms, lobby and restaurant café at ground floor, rooftop community space with bar and hotel support facilities. The structure comprises a 3-story podium structure containing public and back of house spaces and a 14-story tower structure containing guest rooms and suites.

The Office of Community Investment and Infrastructure (OCII) has established a subcontracting and supplier participation goal for this project at 50% with first consideration for San Francisco-based LBEs, MBEs, WBEs and SBEs. We are currently requesting qualifications/bids for the following trades:

Smoke Guard Doors • Special Coatings •  
Doors, Frames & Hardware •  
Overhead Doors • Framing, Drywall, Access  
Doors, Insulation & Firestopping • Site Concrete •  
Landscape, Site Furnishings & Irrigation •  
Loading Dock Equipment • Dumbwaiter

Bid documents will be provided to subcontractors that have been prequalified per Hathaway Dinwiddie's standards. To prequalify, please visit [www.hdcco.com/contact/subcontractors/](http://www.hdcco.com/contact/subcontractors/).

For additional project information, email Project Manager, Alex Ojeda ([ojedaa@hdcco.com](mailto:ojedaa@hdcco.com)) and Preconstruction Manager, Sam Mesikepp ([mesikepps@hdcco.com](mailto:mesikepps@hdcco.com)). For questions regarding subcontracting goals, email Workforce Diversity Administrator, Leticia Avalos ([avalosl@hdcco.com](mailto:avalosl@hdcco.com)).

**HATHAWAY DINWIDDIE CONSTRUCTION COMPANY**  
275 Battery Street, Suite 300  
San Francisco CA 94111  
Phone 415-986-2718 • Fax 415-956-5669  
An Equal Opportunity Employer



Requests quotes from qualified and certified DBE Subcontractors, Suppliers, and Service Providers for the following (but not limited to) work:

Signs, Erosion Control, Fencing, Landscape, Trucking, Rip Rap, Guardrail, Traffic Control, Treated Wood Waste, Rebar, Steel Pipe Arch, Corrugated Steel Pipe

**FOR CONSTRUCTION ON STATE HIGHWAY IN NEAR LUDLOW  
FROM 0.3 MILES EAST OF CRUCERO ROAD TO 0.4 MILE WEST  
OF BADGER WASH**

In District 08 On Route 40

Contract No. 08-0R1604 Federal-Aid Project ACHSIM-040-1(084)E

DBE Goal 13%

**BID DATE: February 21, 2018 @ 2:00 p.m.**

Sub & Vendor Scopes and Bids Due Prior

**Sukut Construction, LLC**

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Jerry Pabbuwee

Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: [estimating@sukut.com](mailto:estimating@sukut.com)

Plans/specs are available for viewing at our office by appointment, via Sukut's FTP site, or may be obtained from Owner. Subcontractors must be prepared to furnish 100% performance and payment bonds and possess current insurance and workers' comp coverage. Sukut Construction will assist Qualified Subcontractors in obtaining bonds, insurance, and/or lines of credit. Please contact Sukut for assistance in responding to this solicitation. Subcontractors/Vendors will be required to sign Sukut's Standard Subcontract/Purchase Order. Copies are available for examination.

Sukut Construction's listing of a Subcontractor in its bid to the agency is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with Subcontractor's price quotes. Quotations must be valid for the same duration as specified by Owner for contract award.

**Sukut Construction, LLC**  
**An Equal Opportunity Employer**

# California Sub-Bid Request Ads

**D'Arcy & Harty Construction, Inc**  
 (415) 822-5200 Phone • (415) 822-0747 (Fax)  
 Estimator : willie@darcyhart.com  
**Rodeo Sanitary District**  
**Sewer Year 3C Improvements**  
**Rodeo, CA**  
**Bids: 2/27/2018 at 2:00 PM**  
 DBE sub-bids requested for:  
**Traffic Control, Saw-cutting, Trucking**  
**Paving and Concrete sidewalk**

 **Kiewit**  
**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 Subcontractor, Consultants, and/or Suppliers seeking to participate in the Sacramento Regional County Sanitation District of Sacramento County, Tertiary Treatment Facilities Project (TTF) Project in Elk Grove, CA.  
<http://www.epa.gov/> / <http://www.sba.gov/> / [www.californiaucp.org](http://www.californiaucp.org)  
 Subcontractors and Suppliers for the following project:  
**Tertiary Treatment Facilities Project**  
**Contract No. 4283**  
**Owner: Sacramento Regional County Sanitation District**  
**Bid Date: February 16, 2018 @ 11:00 A.M.**  
**Disadvantaged Business Enterprises (DBEs)**

Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Small Business in a Rural Area (SBRA), Labor Surplus Area Firm (LSAF), or Historically Underutilized Business (HUB) Zone Businesses wanted for the following scopes, including, but not limited to:

**Asphalt Paving, Aggregates, Bird Control Devices, Carpentry, Cathodic Protection, Minor Concrete, Concrete Pumping, Concrete Ready-mix, Concrete Reinforcement Supply & Install, Concrete Forms, Precast Concrete, Cast in Place Concrete, Concrete Accessories, Clear & Grub, Grouting, Demolition, Dewatering, Earthwork, Erosion Control, Equipment, Finishes, Furnishings, Fire-Suppression Systems & Protection, Geosynthetics, HVAC, Masonry, Metals, Openings, Paintings & Coatings, Plumbing, Piping & Valves, Public Address System, Quality Control, Specialties, Signage, Street Sweeping, SWPPP, Support of Excavation, Structures, Thermal & Moisture Protection, Trucking & Hauling..**

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 CUCP, MBE, SBE, SBRA, LSAF or HUB Certified DBE business 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 February 9, 2018 and Quotes NO LATER THAN February 15, 2018 at 4 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 to be able to receive bidding information.

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

100% Performance Bond and Payment Bonds are required for this project.

**Davis-Bacon Act**  
**Buy American Requirements Apply**  
**Owner Controlled Insurance Program (OCIP) Applies**  
**An Equal Opportunity Employer**  
 CA Lic. 433176  
 DIR # 1000001147

 **Kiewit**  
**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 City of Stockton, Woodward Island Bridge Project in San Joaquin County, CA.

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

Subcontractors and Suppliers for the following project:  
**Woodward Island Bridge Replacement Federal Project No. BRNBIF-5929 (154)**  
**Owner: City of Stockton**  
**Bid Date: March 1, 2018 at 1:30 P.M.**  
**Disadvantaged Business Enterprises (DBEs)**

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

AC Paving, Aggregates, Biologist, Bridge Bearings, Cable Railing, Minor Concrete, CIDH/CISS, Concrete Supply, Concrete Reinforcement, Prestressing Concrete, Post Tensioning, Structural Concrete, Precast Concrete, Concrete Forming, Concrete Pumping, Concrete Washouts, Clear & Grub, Demolition, Earthwork, Electrical/Lighting System, Erosion Control, Fish Protection, Hydroseeding, Joint Sealant, K Rail, Marine Navigational Equipment, Metals, Painting & Coatings, Pavement Markings, Piling, Pipe Supply, Quality Control, Structural Steel, Street Sweeping, SWPPP, Signage, Surveying, Temp Facilities/Offices, Traffic Control, Trucking & Hauling, Underwater Acoustic Monitoring & Water Truck.

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 February 23, 2018 and Quotes NO LATER THAN February 28, 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

 **SWINERTON BUILDERS**

**INVITATION TO PREQUALIFY FOR CALIFORNIA STATE UNIVERSITY, LONG BEACH TOCA 004 PROJECTS**

**DUE DATE FOR PREQUALIFICATIONS**

Requesting completed prequalification forms from Subcontractors by Friday February 16, 2018

**OUTREACH GOALS: 8% DVBE Requirement, 30% SBE Goal**

**PROJECT INFORMATION AND DESCRIPTION: CSULB TOCA – ANTICIPATED PROJECTS:**

**\$20 million dollars' worth of Multiple Tenant Improvement, Deferred Maintenance, Site Improvement & other Misc. projects.**

- Central Chiller Plant upgrade
- MSX-DESN and TA Dust Collector Replacement
- Fine Arts 3 Dust Collector Replacement
- MIC HVAC Upgrade
- Soroptomist House Demo & Removal / New Sustainability Living Center
- MSX Parking Lot refurbishment
- MSX – Campus Wide ADA Upgrade project
- DC Studio/Lab HVAC upgrades
- MSX Parking Structure Security Cameras
- Multiple other undefined projects

**Trades**  
 CSI Divisions 1 thru 32 Including but not limited to: Surveying, Electrical, HVAC, Plumbing Underground Utilities, Roofing, Concrete, A.C. Paving, Misc. Metals, Wheelchair Lifts, Toilet Partitions, Theatre Seating, Signage, Floor Covering, Landscape & Irrigation, Fire Sprinklers, Sheet Metal, Glass & Glazing, Striping, Framing & Drywall, Painting, Masonry, Doors, Waterproofing, Pavers, Doors Frames & HW, Millwork, Demolition, Clean up, Acoustical Ceilings, Audio-Visual.

TBD per Project Requirements / Scope

**Required Submittals**

Swinerton Prequalification

Project List including CSU/ Swinerton projects completed within the past 5 years

List of two projects completed in California within the past 5 years

Personnel Labor Rates- Apprentice though Project Manager with escalation through 2 years.

Subcontractors will be scored on the following: Past Projects Completed, Bond Rate, EMR, Personnel Rates, DVBE, SBE Certifications.

Subcontractor must be Prequalified with Swinerton Builders to bid

If interested in prequalifying, please contact Veronica Miguel at [vmiguel@swinerton.com](mailto:vmiguel@swinerton.com) or 213.869.3400 for the prequalification forms.

 **Hathaway Dinwiddie**

**REQUEST FOR QUALIFICATIONS & BIDS SOMA HOTEL**

**100 Channel Street, San Francisco, CA**

**Bid Due Date 3/21/2018 @ 2:00 PM**

**PreBid Meeting - February 21, 2018 at 10:00AM / Mission Creek Pavilion, 290 Channel Street**

Hathaway Dinwiddie has been selected as the General Contractor for the SOMA Hotel project, a new 17-story building with 250 hotel guest rooms, meeting rooms, lobby and restaurant café at ground floor, rooftop community space with bar and hotel support facilities. The structure comprises a 3-story podium structure containing public and back of house spaces and a 14-story tower structure containing guest rooms and suites.

The Office of Community Investment and Infrastructure (OCII) has established a subcontracting and supplier participation goal for this project at 50% with first consideration for San Francisco-based LBEs, MBEs, WBEs and SBEs. We are currently requesting qualifications/bids for the following trades:

- Architectural Millwork • Wall Paneling & SS Countertops • Interior Glazing • Tile • Acoustical Ceilings & Specialty Ceilings • Flooring • Painting • Misc. Specialties (Partitions, Accessories, Lockers, Corner Guards, FRP, FEC's) • Food Service Equipment • Data & Communications • Audio Visual • Security/Access Control

Bid documents will be provided to subcontractors that have been prequalified per Hathaway Dinwiddie's standards. To prequalify, please visit [www.hdcco.com/contact/subcontractors/](http://www.hdcco.com/contact/subcontractors/).

For additional project information, email Project Manager, Alex Ojeda ([ojedaa@hdcco.com](mailto:ojedaa@hdcco.com)) and Preconstruction Manager, Sam Mesikepp ([mesikepps@hdcco.com](mailto:mesikepps@hdcco.com)). For questions regarding subcontracting goals, email Workforce Diversity Administrator, Leticia Avalos ([avalosl@hdcco.com](mailto:avalosl@hdcco.com)).

**HATHAWAY DINWIDDIE CONSTRUCTION COMPANY**  
 275 Battery Street, Suite 300  
 San Francisco CA 94111  
 Phone 415-986-2718 • Fax 415-956-5669  
 An Equal Opportunity Employer

## ADVERTISE YOUR AD HERE

**Advertise your Sub-Bid Requests in the Small Business Exchange**

**With a monthly readership of 75,000, SBE reaches a diverse audience, cutting across ethnic and gender lines as well as traditional industry segments.**



## Pine Haven, Wyoming Sub-Bid Request Ad

Sub Bids Requested from **DBE** Subcontractors and Suppliers for:

**Project – Town of Pine Haven 3 Well Drilling January 2018 – WWDC Level III Project - Location: Pine Haven, Wyoming Bid Due February 27th, 2018, 3:00pm**

DBEs include minority business enterprises (MBEs) and women's business enterprises (WBEs). MBEs and WBEs must be certified as such in order to participate as a DBE. Certification can be through the Wyoming Department of Transportation (WYDOT) under its DBE program, through the Small Business Administration (SBA) under its 8(a) Business Development Program or its Small Disadvantaged Business (SDB) Program, or through other valid government or private organizations.

Seeking: Dirt/Site Work, Grading, Disposal Trash and Cuttings, Traffic Control, Temporary Restrooms, Fluid Hauling, Geophysical Logging, Cementing, Caisson Drilling, Site Restoration and seeding

Davis Bacon Wage Rates Apply

**Hydro Resources**  
 13027 County Road 18, Unit C • Fort Lupton, CO 80621  
 Phone: 303-857-7540  
 Fax: 303-857-3826  
 Contact: Jasen Decker  
 Email: [jdecker@hydroresources.com](mailto:jdecker@hydroresources.com)

## DO YOU KNOW ABOUT THE 3-FOR-1 AD OFFER IN THE SMALL BUSINESS EXCHANGE?

**SPECIAL OFFER**

**SBE increases the value of a single ad ... by 3!**

**We will make it worth your while using  
our value-added services!**

### 3 ADS FOR ONE PRICE

- 1 paid in the SBE weekly newspaper and you receive
- 1 in the Friday daily e-Newsletter
- 1 on the website (running until bid date).

*(Proof of Publication will be included for all)*

**3 for 1**

Email ad copy to **Nabil Vo** at [nvo@sbeinc.com](mailto:nvo@sbeinc.com)

#### **SBE IS CERTIFIED BY:**

- California DGS

- California UCP

- New Orleans RTA (Louisiana UCP)

- New York UCP

Adjudicated newspaper of general circulation in the City and County of San Francisco (Gov. C. 6023)  
Outreach periodical contract with the San Francisco OCA (Resolution No. 26 7-17)

**SMALL**  
**BUSINESS**  
**EXCHANGE**

795 Folsom Street, 1st Floor  
San Francisco, CA 94107  
Phone: 800-800-8534 • Fax: 415-778-6255  
[www.sbeinc.com](http://www.sbeinc.com)

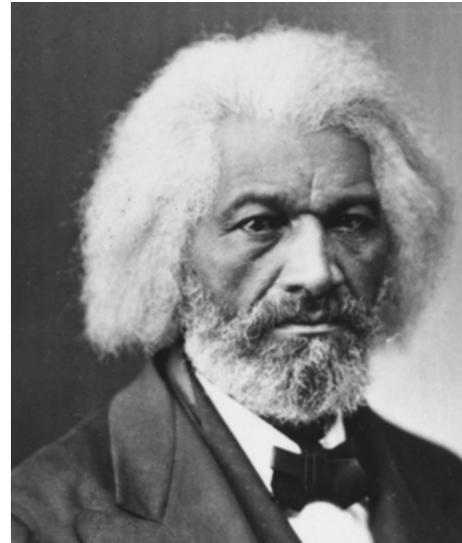
# The History of Black History Month



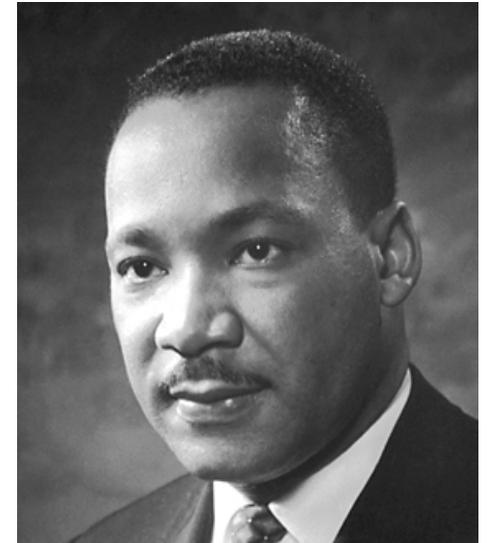
Carter G. Woodson



Harriet Tubman



Frederick Douglass



Martin Luther King Jr.

*In the following article Daryl Michael Scott, Professor of History at Howard University and Vice President of Program for the Association for the Study of African American Life and History, describes the history of the Black History Month Celebration.*

The story of Black History Month begins in Chicago during the late summer of 1915. An alumnus of the University of Chicago with many friends in the city, Carter G. Woodson traveled from Washington, D.C. to participate in a national celebration of the fiftieth anniversary of emancipation sponsored by the state of Illinois. Thousands of African Americans traveled from across the country to see exhibits highlighting the progress their people had made since the destruction of slavery. Awarded a doctorate in Harvard three years earlier, Woodson joined the other exhibitors with a black history display. Despite being held at the Coliseum, the site of the 1912 Republican convention, an overflow crowd of six to twelve thousand waited outside for their turn to view the exhibits. Inspired by the three-week celebration, Woodson decided to form an organization to promote the scientific study of black life and history before leaving town. On September 9th, Woodson met at the Wabash YMCA with A. L. Jackson and three others and formed the Association for the Study of Negro Life and History (ASNLH).

Carter G. Woodson believed that publishing scientific history would transform race relations by dispelling the wide-spread falsehoods about the achievements of Africans and peoples of African descent. He hoped that others would popularize the findings that he and other black intellectuals would publish in *The Journal of Negro History*, which he established in 1916. As early as 1920, Woodson urged black civic organizations to promote the achievements that researchers were uncovering. A graduate member of Omega Psi Phi, he urged his fraternity brothers to take up the work. In 1924, they responded with the creation of Negro History and Literature Week, which they renamed Negro Achievement Week. Their outreach was significant, but Woodson desired greater impact. As he told an audience of Hampton Institute students, "We are going back to that beautiful history and it is going to inspire us to greater achievements." In 1925, he decided that the Association had to shoulder the responsibility. Going forward it would both create and popularize knowledge about the black past. He sent out a press release announcing Negro History Week in February, 1926.

Woodson chose February for reasons of tradition and reform. It is commonly said that Woodson selected February to encompass the birthdays of two great Americans who played a prominent role in shaping black history, namely Abraham Lincoln and Frederick Douglass, whose birthdays are the 12th and the 14th, respectively. More importantly, he chose them for reasons of tradition. Since Lincoln's assassination in 1865, the black community, along with other Republicans, had been celebrating the fallen President's birthday. And since the late 1890s, black communities across the country had been celebrating Douglass'. Well aware of the pre-existing celebrations, Woodson built Negro History Week around traditional days of commemorating the black past. He was asking the public to extend their study of black history, not to create a new tradition. In doing so, he increased his chances for success.

Yet Woodson was up to something more than building on tradition. Without saying so, he aimed to reform it from the study of two great men to a broader examination of a great race. Though he admired both men, Woodson had never been fond of the celebrations held in their honor. He railed against the "ignorant spellbinders" who addressed large, convivial gatherings and displayed their lack of knowledge about the men and their contributions to history. More importantly, Woodson believed that history was made by the people, not simply or primarily by great men. He envisioned the study and celebration of the Negro as a race, not simply as the producers of a great man. And Lincoln, however great, had not freed the slaves—the Union Army, including hundreds of thousands of black soldiers and sailors, had done that. Rather than focusing on two men, the black community, he believed, should focus on the countless black men and women who had contributed to the advance of human civilization.

From the beginning, Woodson was overwhelmed by the response to his call. Negro History Week appeared across the country in schools and before the public. The 1920s was the decade of the New Negro, a name given to the Post-War I generation because of its rising racial pride and consciousness. Urbanization and industrialization had brought over a million African Americans from the rural South into big cities of the nation. The expanding black middle class became participants in and consumers of black literature and culture. Black history clubs sprang up, teachers demanded materials to instruct their pupils, and progressive whites stepped in and endorsed the efforts.

Woodson and the Association scrambled to meet the demand. They set a theme for the annual celebration, and provided study materials—pictures, lessons for teachers, plays for historical performances, and posters of important dates and people. Provisioned with a steady flow of knowledge, high schools in progressive communities formed Negro History Clubs. To serve the desire of history buffs to participate in the re-education of black folks and the nation, ASNLH formed branches that stretched from coast to coast. In 1937, at the urging of Mary McLeod Bethune, Woodson established the Negro History Bulletin, which focused on the annual theme. As black populations grew, mayors issued Negro History Week proclamations, and in cities like Syracuse, New York, progressive whites joined Negro History Week with National Brotherhood Week.

Like most ideas that resonate with the spirit of the times, Negro History Week proved to be more dynamic than Woodson or the Association could control. By the 1930s, Woodson complained about the intellectual charlatans, black and white, popping up everywhere seeking to take advantage of the public interest in black history. He warned teachers not to invite speakers who had less knowledge than the students themselves. Increasingly publishing houses that had previously ignored black topics and authors rushed to put books on the market and in the schools. Instant experts appeared everywhere, and non-scholarly works appeared from "mushroom presses." In America, nothing popular escapes either commercialization or eventual trivialization, and so Woodson, the constant reformer, had his hands full in promoting celebrations worthy of the people who had made the history.

Well before his death in 1950, Woodson believed that the weekly celebrations—not the study or celebration of black history—would eventually come to an end. In fact, Woodson never viewed black history as a one-week affair. He pressed for schools to use Negro History Week to demonstrate what students learned all year. In the same vein, he established a black studies extension program to reach adults throughout the year. It was in this sense that blacks would learn of their past on a daily basis that he looked forward to the time when an annual celebration would no longer be necessary. Generations before Morgan Freeman and other advocates of all-year commemorations, Woodson believed that black history was too important to America and the world to be crammed into a limited time frame. He

spoke of a shift from Negro History Week to Negro History Year.

In the 1940s, efforts began slowly within the black community to expand the study of black history in the schools and black history celebrations before the public. In the South, black teachers often taught Negro History as a supplement to United States history. One early beneficiary of the movement reported that his teacher would hide Woodson's textbook beneath his desk to avoid drawing the wrath of the principal. During the Civil Rights Movement in the South, the Freedom Schools incorporated black history into the curriculum to advance social change. The Negro History movement was an intellectual insurgency that was part of every larger effort to transform race relations.

The 1960s had a dramatic effect on the study and celebration of black history. Before the decade was over, Negro History Week would be well on its way to becoming Black History Month. The shift to a month-long celebration began even before Dr. Woodson's death. As early as 1940s, blacks in West Virginia, a state where Woodson often spoke, began to celebrate February as Negro History Month. In Chicago, a now forgotten cultural activist, Fredrick H. Hammaurabi, started celebrating Negro History Month in the mid-1960s. Having taken an African name in the 1930s, Hammaurabi used his cultural center, the House of Knowledge, to fuse African consciousness with the study of the black past. By the late 1960s, as young blacks on college campuses became increasingly conscious of links with Africa, Black History Month replaced Negro History Week at a quickening pace. Within the Association, younger intellectuals, part of the awakening, prodded Woodson's organization to change with the times. They succeeded. In 1976, fifty years after the first celebration, the Association used its influence to institutionalize the shifts from a week to a month and from Negro history to black history. Since the mid-1970s, every American president, Democrat and Republican, has issued proclamations endorsing the Association's annual theme.

What Carter G. Woodson would say about the continued celebrations is unknown, but he would smile on all honest efforts to make black history a field of serious study and provide the public with thoughtful celebrations.

**SOURCE:** <http://www.blackpast.org>

# Technology and Inclusion

## Being Black In The Tech Industry

Professor, author and CEO of Clearly Innovative, Aaron Saunders talks about the challenges of being African-American in the tech industry.

### ERIC WESTERVELT, HOST:

Today, we're going to dig into the challenges people of color face when it comes to navigating the tech industry. For African-Americans, rising through the ranks of the tech world is challenging on its own. Aaron Saunders is taking what he's learned and using it to prepare young black programmers-in-training for the tough realities of a career where almost everyone is white. As part of our Black History Month series called BlackAnd, where we bring you stories of people navigating more than one identity, today we're going to talk about being black in the tech industry. Aaron Saunders is CEO of Clearly Innovative, a tech company here in Washington, D.C., that builds a range of digital products. He joins us in our studio in Washington. Aaron, welcome to the program.

**AARON SAUNDERS:** Thank you very much.

**WESTERVELT:** So tell us your story. You're in your 50s. Growing up, did you have a mentor that guided you toward tech, or did you find it on your own?

**SAUNDERS:** Actually, it is a funny story. I found tech on my own in school. I was small, got picked up quite frequently. And so I chose to stay in the library during lunch time. There was a large box sitting in the corner which happened to be a Commodore 64 that the librarians did not really understand what to do with it. So I said hey, can I open it up? So I opened up the box, read the manuals, taught myself how to program in BASIC. And that's kind of where it all started. And that was in sixth grade.

**WESTERVELT:** Started schooling the librarians a little bit...

**SAUNDERS:** Yeah.

**WESTERVELT:** ...On how to use their computer?

**SAUNDERS:** (Laughter) Yes, yes.

**WESTERVELT:** In your early years starting out, how common was it to run into other African-Americans in the tech field?

**SAUNDERS:** It was nonexistent. In the early years and even after - you know, when I was working in New York in the '80s, I was a consultant for IBM. And I would go into meetings, and they were literally no other people of color in the room on either side of the table in most cases. I was senior-level architect. I would lead teams; I would lead projects and I spent a lot of time doing client-facing work. I would usually go into meetings and sit down and far too often, the client assumed that the person next to me was Aaron Saunders and that I was not Aaron Saunders the architect. And the person next to me was not African-American. It was very frustrating because especially in the consulting business, you're basically selling yourself, right? You're walking in a room; you're telling the client hey, we're going to get this done for you. Please pay us a lot of money to do this before you even do any work. And I think for African-Americans it's a huge challenge because people come to the table with preconceived notions about our capabilities and what we can do. So you have to try even harder to get that point across that yes, I can get this done for you, yes, I am capable, yes, I belong here.

**WESTERVELT:** Silicon Valley tech companies

have pledged to do more to create a more diverse workforce. Why do you think it's taking so long and it's so hard for them?

**SAUNDERS:** Because there aren't any black people there. I mean, you're - you know what I mean? It's real simple. As well-intentioned as they are, right, it's still challenging for a room full of nondiverse people to figure out how to address diversity, right? I know there's a big push right now to address the lack of diversity in tech through HBCUs.

**WESTERVELT:** Historically black colleges and universities.

**SAUNDERS:** Yes. The bulk of the HBCUs are on the East Coast. The bulk of the tech companies are on the West Coast. You're not going to solve this problem by just dropping in for a weekend or for a job fair. It's going to take a committed kind of - for lack of a better word, you know, on-the-ground war.

**WESTERVELT:** When you meet tech companies there and talk about diversity, do you feel like you're coming at it from really different places?

**SAUNDERS:** I think as an African-American when I discuss tech and tech diversity, I definitely am coming from a different place than most of the people that I'm talking to because you're discussing things with them that they simply can't wrap their head around. For example, take a person of color who's grown up in a black community, went to high school in a prominent black community, probably went to a predominantly-black college. And even if they got that job at that great tech company now, it's a complete culture shock. Beyond even what they're capable of doing technically, they now need to kind of

handled this, you know, this dualism of who they are and who they believe they need to be to be successful in the workplace.

**WESTERVELT:** It's not just as simple as hiring? It's...

**SAUNDERS:** It's not just as simple as hiring.

**WESTERVELT:** You're also teaching in Howard University's computer science department. How do you approach preparing young students of color not just technically but in a tech world that's still not inclusive?

**SAUNDERS:** So one of the things that I do when I first start my class is I ask my students how much programming experience they have. And the very first semester that I taught, what I found interesting was that some of my students had never programmed before they'd got to college. And I clearly articulated to them that if you want a job in the Valley, the people that you're competing with for those jobs, a lot of them probably started programming sixth, seventh, eighth grade and have been doing it for years. And so it's a focus on making that extra effort and that extra commitment to kind of get back on track to be successful and be competitive.

**WESTERVELT:** Aaron Saunders is CEO of Clearly Innovative. He joined us in our Washington, D.C. studios. Aaron's story BlackAnd in tech is the final part of our Black History Month series BlackAnd, which features different voices of those balancing multiple identities. To look back on the series, you can search for #BlackAnd on Twitter as well as on npr.org. Aaron, thanks for coming in.

**SAUNDERS:** Thank you very much.

**SOURCE:** [www.npr.org](http://www.npr.org)

## Segregated Valley: The Ugly Truth about Google and Diversity in Tech

By Julia Carrie Wong,

Google has spent much of the past years insisting its commitment to diversity is “unequivocal” after the internal publication and subsequent leak of an anti-diversity polemic by a Google engineer. The unidentified software engineer argued, among other things, that biological differences between men and women account for the extreme gender imbalance at Google and other technology companies.

“We are unequivocal in our belief that diversity and inclusion are critical to our success as a company,” said Danielle Brown, Google’s vice-president of diversity, integrity and governance.

“Building an open, inclusive environment is core to who we are, and the right thing to do,” added Ari Balogh, the company’s vice-president of engineering, “Nuff said.”

Google might prefer the discussion to end there, but the reality is there is a lot more to say about the company’s commitment to diversity.

The public relations blitz may be a corporate necessity given the virulent backlash against the document by many of Google’s own employees. On Monday night, Bloomberg reported that the engineer said he had been fired; Google declined to comment on individual employee cases.

But public commitments to diversity from Google executives do not tally with the company’s workforce data.

Google’s workforce is, by its own accounting, 69% male and just 2% African American. Just 20% of technical jobs are held by women. Google may be unequivocal in its “belief” about diversity, but the figures make its shortcomings clear. The company tends to hire white and Asian men over women and other racial minorities.

Lack of diversity in Silicon Valley is an old story. Eighteen years ago, civil rights leader Jesse Jackson first launched a campaign to encourage the region’s tech companies to hire black and Latino workers. At the time, he was accused of

“terrorism” by Scott McNealy, the co-founder of early Silicon Valley giant Sun Microsystems.

Tech leaders may have changed their tune in the intervening decades – all the top CEOs today loudly proclaim a commitment to “diversity and inclusion” – but in other ways not much has changed in almost two decades.

McNealy, now the chairman of a digital marketing startup, stands by his statements on Jackson, though he concedes that “terrorism” might have been an overstatement. “Probably the right word is blackmail,” he told the Guardian. “I just don’t have time for race baiters. Stop baiting me.”

Google is the subject of an investigation by the US Department of Labor, which has accused the technology corporation of systematically discriminating against women (the company denies the charge.) Much of Uber’s top tier of executives has left the company amid complaints of systematic sexual harassment and gender discrimination. And the tech industry has lately

been shaken by allegations that high-profile venture capitalists have abused their position to prey on female startup entrepreneurs.

Meanwhile, the representation of black, Latino, and female employees at top Silicon Valley technology firms remains so disproportionately low that a government report published last year described the problem with the same word that Jackson uses: “segregation”. For all its forward looking technologies, Silicon Valley is in many ways mired in the ugliest practices of the American past.

### A tale of two tech cities

Picture a technology hub where more than 17% of high-tech workers – from programmers to security analysts to software and web developers – are African American.

This isn’t some kind of utopian diversity thought experiment. It is the greater Washington DC metropolitan area, home to more than 200,000

■ Continued on page 9

## How African American Entrepreneurs Can Power the Economy

Continued from page 1

whites, currently a seasonally adjusted 8.2% as of June, according to the U.S. Department of Labor.

Yet Babson also found blacks had a much lower rate of established businesses than whites, of 5%, compared to 9%. So while African Americans may have more entrepreneurial activity than other ethnicities, their businesses may not stick around as long.

A prime reason may be that blacks are starting businesses with less long-term potential, Babson suggests, or less access to financial resources to continue operating, or in environments that are less favorable to promoting business survival.

So what does this mean for policy makers or others in positions of influence, who want to promote widespread economic growth inclusive of minorities through entrepreneurship?

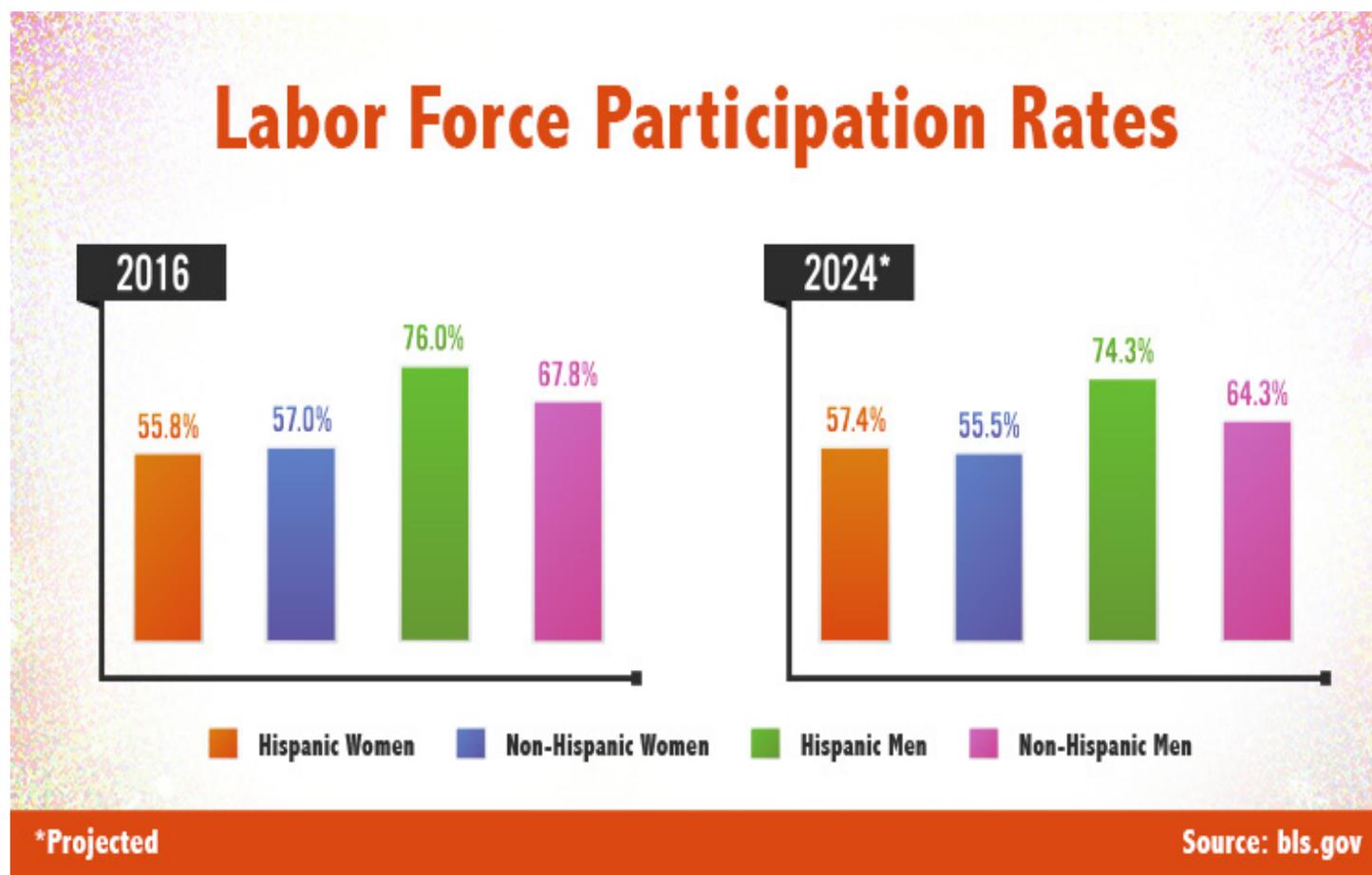
Places to lend support would seem to be in increasing educational opportunities for minority entrepreneurs, skills development, network building and, of course, improving access to capital, Kauffman suggests.

And it could be an awareness problem, that African American business owners may need some assistance planning to keep their businesses functioning for the long haul, so they can support themselves, their families, and communities.

“The environment may present constraints that limit the ability of black entrepreneurs to continue running and growing businesses,” Kelley said. “The businesses themselves may be less sustainable, and black entrepreneurs may not have the training or intention to run longer term ventures.”

SOURCE: <http://fortune.com>

## By the Numbers: Hispanic Women in the Workforce



Continued from page 1

Tracie Sanchez is a program analyst.

**Graphic 1:** Hispanic women make an important and growing contribution to the U.S. workforce. The background is of women workers representing different occupations. A bar chart shows Hispanic women's representation in the workforce over time: 3.6% in 1994, 5.2% in 2004, 6.9% in 2014, and projected 8.5% in 2024.

**Graphic 2:** A bar chart compares labor force participation rates in 2016 with projected rates in 2024 for different demographics as follows. 76% percent of Hispanic men were in the labor force in 2016 and 74.3% are projected to be in the labor force in 2024. 67.8% of non-Hispanic men were in the labor force in 2016 and 64.3% percent are projected to be in the labor force in 2024. 57.0% of non-Hispanic women were in

the labor force in 2016 and 55.5% percent are projected to be in the labor force in 2024. All of those groups are projected to decline. However, Hispanic women's participation is projected to increase from 55.8% in 2016 to 57.4% in 2024 - the only demographic expected to increase.

SOURCE: [blog.dol.gov/](http://blog.dol.gov/)

## Segregated Valley: The Ugly Truth about Google and Diversity in Tech

Continued from page 8

high tech jobs, many of them with the federal government or government contractors.

“You’d be hard pressed to have someone out here who thinks that blacks doing computer work is weird,” said William Spriggs, a professor of economics at Howard University. And lest you think that the computing in DC is less advanced than that in Silicon Valley, he adds: “We don’t do Mickey Mouse stuff out here. This is the number one place if you want to do cyber security.”

The DC area is a kind of mirror image to Silicon Valley when it comes to hiring African Americans. Overall, blacks make up 14.4% of the workforce nationwide and 7.4% of high-tech employment. In the DC metro area, which includes parts of Virginia, Maryland, and West Virginia, blacks hold 17.3% of the jobs in 12 computing occupations, according to government employment data.

But cross over to the west coast, and in Silicon Valley African Americans hold just 2.7% of the jobs in the same categories. At premiere employ-

ers like Google and Facebook, black representation in technical jobs drops below 2%.

To Spriggs, there is simply no excuse for Silicon Valley's failure to hire a more diverse workforce. “The thing that always irritates me is that they say, ‘We can’t find them,’” he said. “You run a freaking search engine!”

So how did Silicon Valley end up with fewer than 5,000 black people in highly technical jobs, while DC has more than 35,000?

One obvious difference between northern California and the mid-Atlantic region is the underlying demographics. The DC metro area is approximately 25% black, while Silicon Valley is about 6.5% black.

But companies like Google, Facebook and Apple are known to recruit aggressively across the country – and throughout the world. And the fact that northern California's workforce is heavily Latino (more than 20%) is not reflected in the area's tech companies (about 6% Latino).

Spriggs argued that a significant difference is that in DC, the tech industry grew up around the

federal government. Affirmative action provisions for federal contracting encouraged African Americans to start businesses in computing or data processing in the late 1970s and early 1980s. The first domain name registrar for the internet, for example, was the black-owned company, Network Solutions, which was founded in northern Virginia in 1979.

“Having black-owned companies helped get people in,” Spriggs said. “It’s partly entrepreneurship, partly because the federal government does not discriminate, partly because you have to have [security] clearance, which favors American citizens, and partly because the area is heavily black.”

Schools in the region focused on preparing their students for technology jobs with government contractors as well.

“The industry [has been] reaching out to and working with the historically black colleges and universities in the area,” said Ben Jealous, the former president of the NAACP who is now a partner at venture capital firm Kapor Capital.

“Morgan State, Virginia State, the University of Baltimore Maryland – all of those schools are Stem schools that have focused on providing people to legacy tech companies.”

The relationships are advanced enough, Jealous said, that companies will inform universities what kind of skills they project needing five-years out, so that curricula can be adapted to ensure a trained workforce.

The result is a technology hub that looks like what Silicon Valley, a supposed wellspring of innovation, claims to want. Yet it is not just demographics that differ 3,000 miles away – the politics is different too.

**‘Few are making progress’**

Where the DC tech industry grew in a symbiotic relationship with government, many of the pioneers of Silicon Valley were techno-libertarians, ideologically opposed to government regulation and oversight.

Visit link below for the full article

[www.sbeinc.com/resources/cms.cfm?fuseaction=news\\_detail&articleID=2265&pageID=25](http://www.sbeinc.com/resources/cms.cfm?fuseaction=news_detail&articleID=2265&pageID=25)

# Fictitious Business Name Statements

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379481-00

Fictitious Business Name(s):  
**chottomotto**  
Address  
**1366 Turk Street Apt #7C, San Francisco, CA 94115**  
Full Name of Registrant #1  
**Miho Yamagami**  
Address of Registrant # 1  
**1366 Turk Street Apt #7C, San Francisco, CA 94115**

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

Signed: **Miho Yamagami**

This statement was filed with the County Clerk of San Francisco County on **1/16/2018**

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**  
**1/16/2018**

**2/1/2018 + 2/8/2018 + 2/15/2018 + 2/22/18**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379801-00

Fictitious Business Name(s):  
**Christines Flowers**  
Address  
**250 Montgomery Street, San Francisco, CA 94104**  
Full Name of Registrant #1  
**William Pappas**  
Address of Registrant # 1  
**3124 Diablo View Road, Lafayette, CA 94549**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **1/31/2018**

Signed: **William Pappas**

This statement was filed with the County Clerk of San Francisco County on **1/31/2018**

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: **Fallon Lim**  
**Deputy County Clerk**  
**1/31/2018**

**2/8/2018 + 2/15/2018 + 2/22/2018 + 3/1/2018**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379641-00

Fictitious Business Name(s):  
**Fleur Luxe Social Club**  
Address  
**275 Turk Street, San Francisco, CA 94102**  
Full Name of Registrant #1  
**Sharika Y.L. Etheart**  
Address of Registrant # 1  
**275 Turk Street, 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 **1/23/2018**

Signed: **Sharika Y.L. Etheart**

This statement was filed with the County Clerk of San Francisco County on **1/23/2018**

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**  
**1/23/2018**

**1/25/2018 + 2/1/2018 + 2/8/2018 + 2/15/2018**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379522-00

Fictitious Business Name(s):  
**Geovive**  
Address  
**160 Brannan Street, Apt 402, San Francisco, CA 94107**  
Full Name of Registrant #1  
**Cepand, Inc. (CA)**  
Address of Registrant # 1  
**160 Brannan Street, Apt 402, 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 **1/17/2018**

Signed: **Babak Soltanian**

This statement was filed with the County Clerk of San Francisco County on **1/17/2018**

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**  
**1/17/2018**

**1/18/2018 + 1/25/2018 + 2/1/2018 + 2/8/2018**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379592-00

Fictitious Business Name(s):  
**Proactive Physical Therapy**  
Address  
**1489 Webster Street #210, San Francisco, CA 94115**  
Full Name of Registrant #1  
**AK Sharma Physical Therapy Inc. (CA)**  
Address of Registrant # 1  
**444 Francisco Street Apt 201, San Francisco, CA 94133**

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: **Akriti Sharma, President**

This statement was filed with the County Clerk of San Francisco County on **1/19/2018**

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**  
**1/19/2018**

**1/25/2018 + 2/1/2018 + 2/8/2018 + 2/15/2018**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379731-00

Fictitious Business Name(s):  
**Pyramid Residences**  
Address  
**640 Clay Street, San Francisco, CA 94108**  
Full Name of Registrant #1  
**640 Clay LLC (CA)**  
Address of Registrant # 1  
**2149 Powell Street, San Francisco, CA 94133**

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 **9/1/2017**

Signed: **Tony Brett Kelly**

This statement was filed with the County Clerk of San Francisco County on **1/26/2018**

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: **Fallon Lim**  
**Deputy County Clerk**  
**1/26/2018**

**2/1/2018 + 2/8/2018 + 2/15/2018 + 2/22/18**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379800-00

Fictitious Business Name(s):  
**Sketchbook Studio**  
Address  
**3316 22nd Street, San Francisco, CA 94110**  
Full Name of Registrant #1  
**Angie Kim**  
Address of Registrant # 1  
**237 Serravista Avenue, Daly City, CA 94015**  
Full Name of Registrant #2  
**Stephanie Benetua**  
Address of Registrant # 2  
**859 Cuesta Drive, Mountain View, CA 94040**

This business is conducted by **A General Partnership**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **8/1/2017**

Signed: **Angie Kim**

This statement was filed with the County Clerk of San Francisco County on **1/31/2018**

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: **Susanna Chin**  
**Deputy County Clerk**  
**1/31/2018**

**2/8/18 + 2/15/18 + 2/22/18 + 3/1/18**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379479-00

Fictitious Business Name(s):  
**Squid Eye Entertainment**  
Address  
**334 Prague Street, San Francisco, CA 94112**  
Full Name of Registrant #1  
**Stephen P. Pacheco**  
Address of Registrant # 1  
**334 Prague Street, San Francisco, CA 94112**  
Full Name of Registrant #2  
**George Webber**  
Address of Registrant #2  
**201 Harrison Street #316, San Francisco, CA 94105**

This business is conducted by **A General Partnership**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **1/2/2018**

Signed: **Stephen P. Pacheco**

This statement was filed with the County Clerk of San Francisco County on **1/16/2018**

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**  
**1/16/2018**

**1/18/2018 + 1/25/2018 + 2/1/2018 + 2/8/2018**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379405-00

Fictitious Business Name(s):  
**Wild SF Gardening**  
Address  
**1605 Church Street, San Francisco, CA 94131**  
Full Name of Registrant #1  
**Amber Irene Hasselbring**  
Address of Registrant # 1  
**4150 Apt. A 25th Street, San Francisco, CA 94114**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/1/2017**

Signed: **Amber Hasselbring**

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

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

**2/1/2018 + 2/8/2018 + 2/15/2018 + 2/22/2018**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0379426-00

Fictitious Business Name(s):  
**Your Town Local**  
Address  
**2042 31st Avenue, San Francisco, CA 94116**  
Full Name of Registrant #1  
**Saoirse Freedom LLC (CA)**  
Address of Registrant # 1  
**2042 31st Avenue, San Francisco, CA 94116**

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 **1/11/2018**

Signed: **David Rooney**

This statement was filed with the County Clerk of San Francisco County on **1/11/2018**

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: **Mariedyne L. Argente**  
**Deputy County Clerk**  
**1/11/2018**

**1/18/2018 + 1/25/2018 + 2/1/2018 + 2/8/2018**

## 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.) The Greater Hood**  
Located at **1448 Bush Street Apt #2A, San Francisco, CA 94109**

This fictitious business name was filed in the County of San Francisco on **10/18/2016** under file **0373117-00**

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

Full Name of Registrant #1  
**Katya Hoogerhuis**  
**1448 Bush Street 2A**  
**San Francisco, CA 94109**

Full Name of Registrant #2  
**Shawn Cordeiro**  
**1448 Bush Street 2A**  
**San Francisco, CA 94109**

This business was conducted by a **A GENERAL PARTNERSHIP**.

Signed: **Shawn Cordeiro**

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

Filed: **Sonya Yi**  
**Deputy County Clerk**  
**12/27/2017**

**1/18/18 + 1/25/18 + 2/1/18 + 2/8/18**

Visit [www.sbeinc.com](http://www.sbeinc.com)  
to download the latest SBE  
Newspaper and Newsletter



# Public Legal Notices



CITY & COUNTY OF SAN FRANCISCO  
DEPARTMENT OF PUBLIC WORKS

**Contract No. 1000008793  
E.S.E.R. BOND 2014 MEP PACKAGE 2 -  
BAYVIEW & TENDERLOIN  
POLICE STATION**

Sealed bids will be received at 1155 Market Street, 4th Floor, San Francisco, California 94103 until **2:30:00 p.m. on February 28, 2018**, after which they will be publicly opened and read. Digital files of Bid Documents, Plan Holders Lists, and Addenda may be downloaded at no cost from the Public Works Electronic Bid Documents Download site at [www.sfpublishworks.org/biddocs](http://www.sfpublishworks.org/biddocs). Please visit the Contracts, Bids and Payments webpage at [www.sfpublishworks.org](http://www.sfpublishworks.org) for more information (click on Resources > Contractor Resources). Notices regarding Addenda and other bid changes will be distributed by email to Plan Holders.

The Work at Tenderloin Police Station includes but is not limited to emergency generator and fuel tank replacement, hazmat abatement, HVAC work including new cooling system for selected areas, concrete vehicular ramp and roll-up door replacement, and architectural finish replacement at affected areas. Please refer to contract drawings and specifications for complete scope of work. The Work at Bayview Police Station includes but is not limited to emergency generator replacement, HVAC work including chiller and AHU replacement, new AC unit in Telephone room, and architectural finish replacement at affected areas. Please refer to contract drawings and specifications for complete scope of work. The time allowed for completion is 300 consecutive calendar days. The Engineer's estimate is approximately \$2,580,000. For more information, contact the Project Manager, **Lisa Zhuo** at 415-557-4699.

**On July 1, 2014, the registration program under section 1725.5 of the California Labor Code went into effect. The program requires that all contractors and subcontractors who bid or work on a public works project register and pay an annual fee to the California Department of Industrial Relations ("DIR").**

**No contractor or subcontractor may be listed in a bid or awarded a contract for a public works project unless registered with the DIR as required by Labor Code section 1725.5 [with limited exceptions from this requirement for bid purposes only under Labor Code section 1771.1(a)].**

This Project shall incorporate the required partnering elements for **Partnering Level 1**. Refer to Section 01 31 33 for more details.

Pursuant to San Francisco Administrative Code ("Administrative Code") Section 6.25 and Chapter 25 of the Environment Code, "Clean Construction" is required for the performance of all work.

This Contract is subject to the requirements of Administrative Code Chapter 12X, which prohibits the City from entering into any Contract with a Contractor that has its United States headquarters in a state with laws that perpetuate discrimination against LGBT populations ("Covered State") or where any or all of the work on the contract will be performed in any of those states. A list of states on the Covered State List can be found at: <https://oag.ca.gov/ab1887>.

The Specifications include liquidated damages. Contract will be on a Lump Sum Bid Items basis. Progressive payments will be made.

The Contract will be awarded to the lowest responsible responsive bidder.

A bid may be rejected if the City determines that any of the bid item prices are materially unbalanced to the potential detriment of the City.

Bid discounts may be applied as per Administrative Code Chapter 14B. LBE Subcontracting Participation Requirement is **21%**. Call Finbarr Jewell at 415-274-0511 for details. In accordance with Administrative Code Chapter 14B requirements, all bidders shall submit documented good faith efforts with their bids, except those who exceed the above stated LBE Subcontracting Participation Requirement by 35%. Bidders must achieve 80 out of 100 points to be deemed responsive. Bidders will receive 15 points for attending the pre-bid conference, if scheduled. Refer to CMD Form 2B.

A pre-bid conference will be held on **February 8, 2018 from 1:30pm to 4:30pm**, which includes a site walk at 201 Williams Ave, San Francisco CA (Bayview Police Station) followed by a site walk at 301 Eddy Street, San Francisco, CA (Tenderloin Police Station).

For information on the City's Surety Bond Program, call Jennifer Elmore at (415) 217-6578.

A corporate surety bond or certified check for ten percent (10%) of the amount bid must accompany each bid. Administrative Code Section 6.22(a) requires all construction greater than \$25,000 to include performance and payment bonds for 100% of the contract award.

**Class "B"** license required to bid.

In accordance with Administrative Code Chapter 6, no bid is accepted and no contract in excess of \$600,000 is awarded by the City and County of San Francisco until such time as the Mayor or the Mayor's designee approves the contract for award, and the Director of Public Works then issues an order of award. Pursuant to Charter Section 3.105, all contract awards are subject to certification by the Controller as to the availability of funds.

Minimum wage rates for this project must comply with the current General Prevailing Wage as determined by the State Department of Industrial Relations. Minimum wage rates other than applicable to General Prevailing Wage must comply with Administrative Code Chapter 12P, Minimum Compensation Ordinance.

This Project is subject to the requirements of the San Francisco Local Hiring Policy for Construction ("Policy") as set forth in Administrative Code Section 6.22(g). Bidders are hereby advised that the requirements of the Policy will be incorporated as a material term of any contract awarded for the Project. Refer to Section 00 73 30 of the Project Manual for more information.

Bidders are hereby advised that the Contractor to whom the Contract is awarded must be certified by the Contract Monitoring Division as being in compliance with the Equal Benefits Provisions of Chapter 12B of the Administrative Code within two weeks after notification of award.

If a bidder objects on any ground to any bid specification or legal requirement imposed by this Advertisement for Bids, the bidder shall, no later than the 10th working day prior to the date of Bid opening, provide written notice to the Contract Administration Division, San Francisco Public Works, setting forth with specificity the grounds for the objection.

Right reserved to reject any or all bids and waive any minor irregularities.

2/8/18  
**CNS-3095799#**  
**SMALL BUSINESS EXCHANGE**



**REQUEST FOR PROPOSALS FOR THE AIRPORT  
AUTOMATED RETAIL CONCESSION LEASE AT  
SAN FRANCISCO INTERNATIONAL AIRPORT**

The Airport Commission has commenced the Request for Proposals (RFP) process for the Airport Automated Retail Concession Lease. The Request for Proposals includes a total of fourteen (14) automated retail locations throughout the airport.

The proposed minimum financial offer is \$175,000.00 with a term of five (5) years. Rent for the Airport Automated Retail Lease shall be the higher of the Minimum Annual Guarantee or the sum of the percentage rent structured as follows: 12% of Gross Revenues achieved up to and including \$500,000.00; plus 14% of Gross Revenues achieved over \$500,000.00. Small, local and disadvantaged businesses are encouraged to participate.

The Informational Conference will be held on Wednesday, February 21, 2018 at 1:30 p.m. at the Aviation Conference Room at the SFO Business Center at San Francisco International Airport, located at 575 North McDonnell Road, San Francisco, CA 94128.

Please see <http://www.flysfo.com/business-at-sfo/current-opportunities> for additional information or call Scott Blood, Principal Property Manager, Revenue Development and Management Department, (650) 821-4500.



**REQUEST FOR PROPOSALS FOR THE AIRPORT  
CONCIERGE SERVICE LEASE  
AT SAN FRANCISCO INTERNATIONAL AIRPORT**

The Airport Commission has commenced the Request for Proposals (RFP) process for the Airport Concierge Service Lease. This Lease is for the operation of VIP and concierge-style services at San Francisco International Airport. The Minimum Annual Guarantee (MAG) for this Lease is \$10,000.00.

The term is three years with one two-year option to extend exercisable at the Airport Commission's discretion. Annual Rent shall be the higher of the Minimum Annual Guarantee or 8% of Gross Revenues.

An Informational Conference will be held on Wednesday, February 14, 2018, at 10:30 a.m. PST at the SFO Business Center, 575 N. McDonnell Road, Third Floor, Suite 3-313, Aviation Management's Conference Room, at San Francisco International Airport. Small, local and disadvantaged businesses are encouraged to participate.

Please see website <http://www.flysfo.com/business-at-sfo/current-opportunities> for additional information or call John M. Reeb, Sr. Principal Property Manager, Revenue Development and Management, (650) 821-4512.

**CNS-3095446#**

**Outreach  
February 2018**

**Did you know that there is a daily pill to prevent HIV?**

Find out about PrEP, a daily pill to prevent HIV, through an automated mobile texting conversation. You can learn about PrEP, have concerns addressed, and even find out where you can get PrEP! You can also refer friends to find out about PrEP through the texting service.

Text "CITYPREP" to 213-33 (messaging and data rates apply). Email [prep@sfph.org](mailto:prep@sfph.org) or visit <http://sfcityclinic.org/services/preparep/asp> for more information.

This program is sponsored by the Population Health Division of San Francisco Department of Public Health (SFDPH).

The Assessment Appeals Board resolves legal and value assessment issues between the Assessor's office and property owners. We have two vacancies on Board 1, which oversees all downtown properties - high rise residential, office, commercial, hotels. Board 1 also oversees all properties over \$50 million in assessed value throughout the City.

Assessment appeal hearings are quasi-judicial, conducted in a manner similar to a court setting, with evidence and testimony presented by the parties. The Board then evaluates the evidence and testimony, and renders its decision.

To be eligible for seat appointment, you must have a minimum of five years professional experience in California as either: (1) public accountant; (2) real estate broker; (3) attorney; or (4) property appraiser accredited by a nationally recognized organization, or certified by either the Office of Real Estate Appraiser or the State Board of Equalization.

For more information regarding the Assessment Appeals Board call (415) 554-6778.

San Francisco International Airport has commenced the Request for Proposals (RFP) process for the following concession opportunities:

**Terminal 1 Retail Concession Leases**

The Request for Proposals includes 2 Newsstand Leases, 1 Newsstand and Convenience Store Lease (2 locations), 1 Electronics Store Lease, 1 Regional Gift Store Lease, 1 Bath & Beauty Store Lease and 1 Sunglass Store Lease.

**Terminal 1 Food and Beverage Concession Leases**

The Request for Proposals includes 5 Quick Serve Restaurant Leases, 2 Sit-Down Restaurant and Bar Leases, 1 Café & Market Lease and 1 Café Lease.

Small, local and disadvantaged businesses are encouraged to participate.

Proposals will be received through the Airport's RFP Web Portal from 2:00 p.m. on Wednesday, April 25, 2018 until 2:00 p.m. on Wednesday, May 2, 2018.

For more information about each concession opportunity, please visit our website at [www.flysfo.com/business-at-sfo/current-opportunities](http://www.flysfo.com/business-at-sfo/current-opportunities) or please contact:

• Terminal 1 Retail Concession Leases, call Ms. Clarissa Mamaril, Principal Property Manager, RDM at (650) 821-4500 or via e-mail at [clarissa.mamaril@flysfso.com](mailto:clarissa.mamaril@flysfso.com).

• Terminal 1 Food and Beverage Concession Leases, call Mr. Tomasi Toki, Principal Property Manager, RDM at (650) 821-4500 or via e-mail at [tomasi.toki@flysfso.com](mailto:tomasi.toki@flysfso.com).

The City and County of San Francisco encourage public outreach. Articles are translated into several languages to provide better public access. The newspaper makes every effort to translate the articles of general interest correctly. No liability is assumed by the City and County of San Francisco or the newspapers for errors and omissions.

**CNS-3091559#**

## Creativity and Innovation in the Workplace

Continued from page 2

### How to Set Up a Creative Work Space to Foster Innovation

Establishing a creative environment takes more than just turning your employees loose and giving them free reign in the hope they'll hit on something valuable. As with any other system, the process of creativity requires the proper framework to operate effectively, which also enables management to evaluate the profitability of the results.

### Popular approaches to fostering innovation through creativity include:

- Create a stimulating environment. Offices that include stimulating objects such as journals, art, games and other items - some of which may not even be directly related to your business - serve as sources of inspiration. In addition, structuring the work area by removing physical barriers between people will improve communication and promote creative interaction.

- Reward efforts through positive psychological reinforcement. Encourage your employees to take risks, rewarding them for creative ideas and not penalizing them when they fail. In doing so, you'll enable people to more readily take on assignments that stretch their potential (and that of your organization), discussing in advance any foreseeable risks and creating the necessary contingency plan. Encourage employees at all levels to contribute suggestions for improving current business operations.
- Foster different points of view through outside perspectives. Innovation can often spring from a review of how your customers view and use your products and services. Soliciting their opinions can provide valuable insight into potential areas for improvement as well as areas where you're succeeding (essential knowledge for positioning against competitors). Other perspectives might include: vendors, speakers from other industries or consumers using a competitor's products or services.

SOURCE: <http://www.businessdictionary.com>



# SBE PROJECT PARTNERS IN BUSINESS & COMMUNITY OUTREACH

- 33 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](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  
Phone: 415-778-6250 • Toll Free: 800-800-8534  
Fax: 415-778-6255 • Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com) • Website: [www.sbeinc.com](http://www.sbeinc.com)