

SMALL BUSINESS EXCHANGE

Voice of Small, Emerging Diversity Owned Businesses Since 1984
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May 17, 2012

Fact Sheet: Small Business Network of the Americas

**"small businesses are the backbone of our economy and the cornerstones of our Nation's promise."
President Obama**

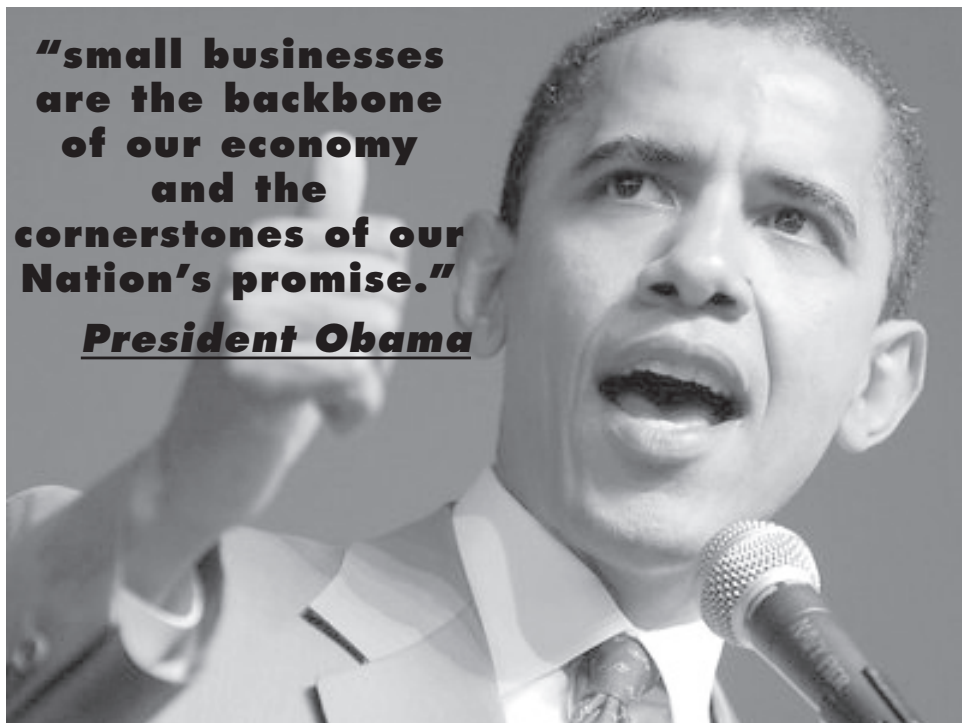


Image Credit: Google Image

President Obama has noted that "small businesses are the backbone of our economy and the cornerstones of our Nation's promise." The same is true throughout the Western Hemisphere, where the small business sector plays a critical role in job creation and broad-based economic growth.

Announced today in Tampa, the Small Business Network of the Americas (SBNA) will promote and support job creation in small and medium-sized enterprises (SMEs) and encourage greater trade among these businesses throughout the Western Hemisphere. The SBNA will expand the pool of available resources for business development, enhance access to business counseling services for entrepreneurs, and foster SME growth by providing a framework to connect businesses across the hemisphere.

To achieve these goals, SBNA will promote progress and strengthen networks by:

- **Expanding the successful Small Business Development Center (SBDC) model to other countries in the hemisphere:** SBDCs provide individualized, long-term business counseling, group training, and market research services. The United States currently has nearly 1,000 SBDC service locations throughout the country. Other examples include the Mexican Association of SBDCs, which has 104 SBDCs serving 32,000 businesses annually throughout Mexico. El Salvador also has 10 SBDCs operating to-date, planning 4 more to cover each state, and an international trade specialty SBDC this year.

- **Connecting the more than 2,000 SBDCs and similar SME support centers throughout the hemisphere:** These centers already serve approximately two million small business clients, and we will continue to work to encourage new trading partners to join this network. SBDCs helped created nearly 20,000 jobs in the United States in FY 2011.
- **Providing matchmaking services and export counseling through U.S. Export Assistance Centers (USEACs) and other platforms to SBDC clients seeking business partners in other countries.** Through ongoing referrals, SBDCs connect export-ready SME clients with the USEACs to receive in-depth export counseling and leverage the Department of Commerce's Domestic and Foreign Commerce Service network of export and industry specialists located in more than 100 U.S. cities and 70 countries worldwide to provide counseling and assist small business export their products and services.
- **Enhancing the use and availability of virtual trade platforms like SBDCglobal.com:** These platforms help SBDCs expand their international relationships, allowing SME clients to access information on buyers and sellers in other countries.

The President also pledged to encourage diaspora entrepreneurship in the United States by:

- **Leveraging the dynamism of diaspora communities through the Latino American Idea Partnership (La IdEA) and the Caribbean Idea Marketplace (CIM) business competition platforms:** These competitions will award grants to the most transformative ideas for business and investment and promote the development of business relationships among entrepreneurs in the United States, Latin America, and the Caribbean.
- **Providing working capital grants in association with La IdEA and CIM**

Continued on page 9

Comcast Honored as Top 10 Company For its work with Veteran-Owned Businesses



— For the sixth consecutive year, Comcast Corporation, (Nasdaq: CMCSA, CMCSK), one of the nation's leading providers of entertainment, information and communications products and services, has been honored as one of the top 10 U.S. corporations for doing business with companies owned by military veterans. The National Veteran-Owned Business Association (NaVOBA) recognizes large corporations that most successfully engage the nation's three million veteran-owned businesses as suppliers.

"The Top 10 corporations that earn a spot on this exclusive list are the best in the U.S. at recognizing how well the military prepares business leaders through teaching leadership, teamwork, resolve, integrity and ingenuity," said NaVOBA President Chris Hale. "In a tough economy corporate America is eager to partner with business leaders who embody those intangibles along with exemplary skills and dedication. We're delighted to highlight and honor them."

In addition to including veteran-owned businesses in their supplier diversity initiatives, Comcast and NBCUniversal have been standing up for veterans for years, including them in their hiring practices and community investments, honoring them in their programming and valuing them as consultants and advisors. The two companies spent a combined \$60 million with veteran-owned businesses in 2011 and have trained countless VOBs on how to do business with both companies over the past few years.

"We are once again proud to be recognized for our commitment to create opportunities for the veterans who have sacrificed so much for our country," said Peter Kiriacoulacos, Chief Procurement Officer, Comcast and NBCUniversal. "Our supplier diversity program is focused on creating equal access for all potential vendors. And in the case of veterans and their businesses, we believe it is our duty to help them be

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California Small Business No. 27118

Human Rights Commission No. HRC 071410535, *Minority-Owned SF Local Business*

Department of Transportation (DOT) No. 35208, *Disadvantaged Business Enterprise (DBE)*

LBE-PUC (Public Utilities Commission) NPE No. 52662, *Minority-Owned (MBE) Firm*

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Editorial Staff

Editor in Chief:

Gerald W. Johnson [gwj@sbeinc.com]

Managing Editors:

Valerie Voorhies [vvh@sbeinc.com];
Fungai Muzunze [fmuzunze@sbeinc.com]

Marketing & Sales Staff

Sales Director:

Willie Lewis-Sims [wsims@sbeinc.com]

Strategic Development:

Wilson Chang [wchang@sbeinc.com]

Production Staff

Production Manager:

Nabil Vo [nvo@sbeinc.com]

Graphics Design:

Tyler Chen [tchen1129@gmail.com]

Webmaster:

Dana Honn [dhonn@telarts.com]

Writer:

Cheryl Hentz [cheryl.hentz@gmail.com]

Staff:

Shirley Cherry [scherry@sbeinc.com]
Amy Diorio [adiorio@sbeinc.com]

703 Market Street, Suite 1000
San Francisco, CA 94103

Email: sbe@sbeinc.com
Website: www.sbeinc.com
Telephone: (415) 778-6250, (800) 800-8534
Fax: (415) 778-6255
Office Hours: 8:00 a.m. - 5:00 p.m.

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Shoestring
MARKETING
by Alf Nucifora

Instead of Reducing Prices, Offer More Services

Businesses small and large can no longer ignore the need to gird themselves for tough times. After all of the knee-jerk protective measures have been taken, e.g. restricting travel, slashing ad budgets, delaying approved capital expenditures etc., smart marketers will revisit the fundamentals that tend to be forgotten by lemming marketers on their panic pilgrimage to the cliffs.

One such basic is Customer Relationship Management (CRM), the process of better managing and optimizing the value of the existing client/customer relationship while approaching the prospect solicitation with a more rational and compelling message and value proposition

According to the Peppers and Rogers Group (www.ltol.com), one of the preeminent management consulting firms specializing in customer-focused business issues and the organization that first popularized the term "one-to-one marketing," there are three primary reasons why focusing on CRM makes good sense in a downturn:

Managing customer relationships represents a "cheap growth" option... more effi-

ciency and less waste.

Investments in CRM process changes or implementation can be made incrementally in small bites with the possibility of each incremental investment generating immediate cash flow benefit.

Locking in valuable customer relationships is a strategic capability that will determine the competitive performance of a company in both good and bad times.

CRM Is "Cheap Growth"

It's axiomatic in marketing that not all customers are created with equal profit potential. Therefore, the smart company will grow its business by managing its customer relationships in order to make each individual customer as profitable as possible. To do this requires "a firm to have a reasonably good idea of the value and growth potential of different individual customers whether it uses a sophisticated statistical model of lifetime value or a rougher, down-and-dirty ranking mechanism." If you know your customers and prospects and how they vary by value, e.g. revenue and/or profit potential, it makes sense to concentrate on those who are more likely to generate the most profit. As Peppers and Rogers note, "in any customer base there will almost certainly exist some customers who tend to cost more to serve than they are likely to return in profit." While a non-CRM user is powerless to address that unfortunate reality, companies that segment and market according to a CRM strategy can grow their business cheaply by simply serving fewer unprofitable customers, all of whom can be efficiently identified and targeted for benign neglect.

Another reason for concentrating on the individual customer relationship is, that by doing so, a company can somewhat insu-

late itself from pricing pressure in a downturn when price competition tends to become more aggressive and pervasive. For example, during the Christmas retailing season last year, heavy discounting by traditional chains like Sears, Federated and even Wal-Mart resulted in dramatic sales decreases and in some cases bankruptcy (Montgomery Ward and Bradlee's). But those marketers that are accustomed to maintaining the strongest relationships with their current and past customers were able to make their numbers without significant discounting. Lands End, for example, saw a 12% sales increase for the season, including a 50% bump in website sales.

Peppers and Rogers also preach the gospel of "harvesting" the customer base in a downturn. Specifically:

- **Business Growth:** Get the most from every existing relationship by selling more to the customers you already have.
- **Marketing:** Focus on activation. Current customers are a known quantity so motivate them to do more business with you.
- **Channels:** Focus on economics. Squeeze the most value from each account or customer. Pay for profitability, not volume or conquest.
- **CRM Infrastructure:** Because cash is short, optimize current IT capabilities. Most existing CRM systems are underutilized and now is the time to increase their usage.
- **Product/Service Portfolio:** Add to core capabilities while downturn prices are low. Use acquisitions and partnerships to create alliances around core offerings.
- **Unprofitable Customers:** Be more aggressive about converting unprofitable customers and cut them if profitability seems impossible.

Continued on page 12

CALIFORNIA SUB-BID REQUEST ADS

Hunters Point Shipyard Opportunity to Provide Architectural Services.

Lennar Urban is requesting qualified, interested Companies to respond to a public request for proposals through the Redevelopment Agency of the City of San Francisco.

For more information on Architectural Services, please visit: <http://mission.sfgov.org/OCABidPublication/BidDetail.aspx?K=5459>

REQUESTS SF HRC-CERTIFIED LOCAL & SFPUC REGIONAL LBE SUBCONTRACTOR/SUPPLIER BIDS FOR:

City and County of San Francisco PUC Sheep Camp Creek Contract #WD-2666

Bid Date: May 24, 2012 at 2:00 PM
Fax quotes to (925) 838-0814

Requesting qualified MBE/OBE/WBE Subcontractor and Supplier Quotes on: Well Drilling, Irrigation, Revegetation, SWPPP, Construction Fabrics, Place Clay Liner, Wildlife Exclusion Fence, Water Supply, Aggregate Products, Trucking and Construction Supplies.

Contract Documents are available for purchase from SFPUC-Contract Administration Service Desk, 1155 Market St, 1st Floor, SF, CA (415) 551-4603; download from <http://sfwater.org/index.aspx>; or viewed at Gordon N. Ball's office by appointment only.

Subcontractors and Suppliers interested in this project may contact Linda Brain by phone at (925) 838-5675.

100% Performance and Payment bonds with a surety company subject to approval of Gordon N. Ball are required of subcontractors for this project. GNB will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest SCCI Long Form Standard Subcontract incorporating prime contract terms and conditions, including payment provisions. GNB's listing of a Subcontractor is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. GNB requires that Subcontractors and Suppliers price quotes be provided at a reasonable time prior to the bid deadline to enable a complete evaluation. For assistance with bonding, insurance or lines of credit contact Linda Brain.

Gordon N. Ball, Inc.

333 Camille Avenue • Alamo, CA 94507
Phone: 925-838-5675 • Fax: 925-838-0814
Contact: Linda Brain

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Request For Qualified MBE/DBE Subcontractors & Suppliers for:

Golf Club Road Bridge 24" Main Relocation BRIS-5375(009)
Location: Pleasant Hill, CA
Bid Date: 5/22/12 @ 10:00 AM

Work includes Installing approximately 200LF of 24" steel water pipeline & appurtenances south of Golf Club Road Bridge, installing tie-ins to the existing 24" steel water pipeline, installing a butterfly valve, installing, operating, maintaining, and removing a temporary creek diversion system and dewatering facilities, installing temporary fencing, installing erosion controls, and abandoning approximately 170 LF of existing 24" pipe.

Pacific Mechanical Corporation

2501 Annalisa Drive • Concord, CA 94520
Phone: (925) 827-4940 • Fax: (925) 827-0519

Contact: Sonja Mundy

Plans are available for viewing in our Concord Office. Call for Bonding/Insurance Assistance.

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Wood Group Field Services, Inc. is requesting bids from interested responsible MBE/WBE subcontractors and vendors for the **Los Angeles Department of Water and Power CASTAIC HYDRO POWER PLANT MODERNIZATION PROJECT.**

This specification is for modernization of varied turbine / generator components at the **Castaic Power Plant Facility.**

Responses should be returned to **Mary Ros at Mary.Ros@woodgroup.com**

Wood Group Field Services, Inc.

10455 Slusher Drive
Santa Fe Springs, CA 90670
Phone: 310-639-3523 • Fax: 310-639-8217
Cell: 562-857-7284

5/17/12

CNS-2315148#

SMALL BUSINESS EXCHANGE

REQUEST FOR DVBE SUBCONTRACTORS AND SUPPLIERS FOR:

Sonoma State University Parking Lot F Reconstruction

Project Bid No.: 3030432

BID DATE: May 31, 2012 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Concrete, Electrical, Landscape, Survey, Striping and Construction Materials

O.C. Jones & Sons, Inc.

1520 Fourth St., • Berkeley, CA 94710
Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Mike Crowley

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100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DVBE participation. Plans & Specs are available for viewing at our office.

REQUEST FOR DVBE & SBE SUBCONTRACTORS AND SUPPLIERS FOR:

Hwy 99 Stockton Caltrans #10-0E6124

BID DATE: May 23, 2012 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, SWPPP, Erosion Control, Sweeping, Storm Water Annual Report, Water Quality Sampling & Analysis, Monitoring Report, Temporary Erosion Control, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Crash Cushion, Cold Plane AC, Bridge Removal, Clearing & Grubbing, Lead Compliance Plan, Structure Excavation, Rumble Strip, Structure Backfill, Mechanically Stabilized Embankment, AC Dike, Prestressing Cast-In-Place Concrete, Structural Concrete, Piling, Minor Concrete, Drill & Bond Dowel, Bar Reinforcing Steel, Sign Structure, Polyester Concrete, Object Marker, Roadside Signs, Underground, Misc. Iron & Steel, Bridge Deck Drainage System, Fencing & Railing, Object Markers, MBGR, Concrete Barrier, Tack Coat, Pipe Jacking, Striping & Marking, Electrical and Construction Materials

O.C. Jones & Sons, Inc.

1520 Fourth St., • Berkeley, CA 94710
Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Greg Souder

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

Sub-Bids Requested From Qualified DBE/SBE/LBE subcontractors/suppliers for:

Third Street Light Rail Program Phase 2 Chinatown Station Contract No. 1254

Location: San Francisco, CA

Bid Date: June 5, 2012 @ 3:00 PM

Trades: demolition, abatement, shotcrete, GFRC, concrete, reinforcing steel, masonry, steel/misc metals/stairs, rough carpentry, building insulation, concrete floor sealer, waterproofing, metal wall panels, crystalized glass wall panels, TPO roofing, fireproofing, flashing and sheet metal, fire proofing, intumescent fireproofing, expansion joints, doors/frames/hardware, glass and glazing, luminous, plaster, tile, resilient flooring, terrazzo, painting, toilet accessories, lockers, fire protection specialties, site furnishings, signage, elevators/escalators, HVAC, plumbings, fire protection, electrical



Webcor Builders

1751 Harbor Bay Parkway • Alameda CA 94502
Phone: 510-798-1900 • Fax: 650-403-4100

Contact: Mary Hobbs

Email: mhobbs@webcor.com

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RGW Construction Inc. is seeking all qualified UDDBE owned subcontractors and supplies for the following project:

Suisun Valley Road Bridge at Suisun Creek Bridge No. 23C0077, County of Solano
Engineer Estimate: \$2,600,000
UDDBE Goal 15.4%, 130 working days
Bids: May 24, 2012 @ 2:00 PM

The available areas of work include, but are not limited to: SWPPP, Fence, Construction Area Signs, Barricade, Bridge Removal, Signs, Sound-wall, Clear & Grub, Roadway Excavation, Erosion Control, Planting, Aggregate Base, CIDH Piles, Joint Seal, Rebar, Striping & Markers, Concrete Barrier and Trucking.

Scope of Work: Replacing existing bridge with a single span cast-in-place concrete box girder bridge 32.3 meters long by 13 meters wide. Other work: temporary bridge, drainage, soundwalls, fence, planting, road striping and signs.

RGW Construction, Inc.

Contractors License A/B 591590
550 Greenville Road • Livermore, CA 94550
Phone: 925-606-2400 • Fax: 925-961-1925

RGW is willing to breakout any portion of work to encourage participation. Plans and Specs are available to view and copy at our office or at the County of Solano, Resource Management, 675 Texas Street, #500, Fairfield, CA 94533 (707) 784-6754. Contact **Tim Ross 925-606-2400** for any questions, including bonding, lines of credit, or insurance. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation. For bonding and other assistance, please call.

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RGW Construction Inc. is seeking all qualified UDDBE owned subcontractors and supplies for the following project:

Contra Costa Water District 24" Water Main Relocation Golf Club Road Bridge Project Contract No. 309006 Federal Project No. BRIS-5375 (009)
Engineer Estimate: \$612,800
UDDBE Goal 2.2%, estimated project award date: June 2012
Bids: May 22, 2012 @ 10:00 AM

Requesting Sub-quotes for (including but not limited to): Erosion Control, Hydro seeding, Landscape (lawn replacement and irrigation repair), Concrete (curb, gutter and sidewalk), Survey, Temporary chain link fence (rental, install and remove), SWPPP preparation and Dewatering.

Scope of Work: Relocation of a main water pipeline south of Golf Club Road Bridge.

RGW Construction, Inc.

Contractors License A/B 591590
550 Greenville Road • Livermore, CA 94550
Phone: 925-606-2400 • Fax: 925-961-1925

RGW is willing to breakout any portion of work to encourage participation. Plans and Specs are available to view and copy at our office or at the Contra Costa Water District 2411 Bisso Lane, Concord, CA. Contact **John DeFreitas 925-606-2400** for any questions, including bonding, lines of credit, or insurance. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation.

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SMALL BUSINESS EXCHANGE

CALIFORNIA SUB-BID REQUEST ADS

Shimmick Construction Company, Inc.
DBE Subcontractor/Supplier Bids
Requested For:

**San Francisco Bay Area Rapid Transit District
BART Train Control Room Battery Replacements
Contract No. 20LZ-110
Bid Date: May 29, 2012 until 2:00PM
Fax all quotes to 510-777-5099**

Requesting certified DBE Subcontractor and Supplier Quotes on **Electrical, Environmental, Environmental & Hazardous Disposal, DC Battery Systems, Battery Charging Systems.**

Contract Documents may be purchased from the District Secretary's Office, San Francisco Bay Area Rapid Transit District, in person on the 23rd Floor at 300 Lakeside Drive, Oakland, CA 94612 or by mail at P.O. Box 12688, Oakland, CA 94604-2688 or are available for viewing by appointment only at Shimmick Construction's Office: 8201 Edgewater Drive, Suite 202, Oakland, CA 94621.

Subcontractors and Suppliers interested in this project may contact Greg Adams by phone at (510) 777-5040.

100% Performance and Payment bonds with a surety company subject to approval of Shimmick Construction Company, Inc. are required of subcontractors for this project. Shimmick Construction will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest SCCI Long Form Standard Subcontract incorporating prime contract terms and conditions, including payment provisions. Shimmick Construction's listing of a Subcontractor is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. Shimmick Construction requires that Subcontractors and Suppliers price quotes be provided at a reasonable time prior to the bid deadline to enable a complete evaluation. For assistance with bonding, insurance or lines of credit contact Scott Fairgrieve at (510) 777-5000.

Shimmick Construction Company Inc.
8201 Edgewater Drive #202 • Oakland, CA 94621
Phone (510) 777-5000 • Fax (510) 777-5099

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RGW Construction Inc.
is seeking all qualified UDBE owned subcontractors and supplies for the following project:

**Caltrans Contract 05-1A7104
Rte 17 near Scotts Valley
Engineer Estimate: \$3,240,000
UDBE Goal 12%
Bids: May 30, 2012 @ 2:00 PM**

The available areas of work include, but are not limited to: Fence, Signs, Clear & Grub, Roadway Excavation, Planting/Irrigation, Erosion Control, Concrete Barrier and Trucking.

Scope of Work: Construction retaining wall with concrete slab and barrier, and pave HMA.

RGW Construction, Inc.
Contractors License A/B 591590
550 Greenville Road • Livermore, CA 94550
Phone: 925-606-2400 • Fax: 925-961-1925

RGW is willing to breakout any portion of work to encourage participation. Plans and Specs are available to view and copy at our office or Caltrans website www.dot.ca.gov/hq/esc/oe/. Contact Tim Ross 925-606-2400 for any questions, including bonding, lines of credit, or insurance. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation.

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Shimmick Construction Company, Inc.
SF (Local) Small & Micro LBE and
SFPUC-LBE Subcontractor/Supplier Bids
Requested For:

**City and County of San Francisco –
Public Utilities Commission
Bioregional Habitat Restoration, Sheep Camp Creek
Contract No. WD-2666
Bid Date: May 24, 2012 at 2:00PM
Fax all quotes to 510-777-5099**

Requesting qualified MBE/OBE/WBE Subcontractor and Supplier Quotes on: **Clear and Grub, Dewatering, Earthwork, Environmental, Erosion Control, Fence, Landscape, Soil Stabilization, Trucking, Aggregate, Gabions, Lumber, Pipe-PVC, Utility Pipe-Plastic, Utility Pipe-RCP.**

Contract Documents are available from SFPUC – Contract Administration Service Desk 1155 Market Street, 1st Floor, San Francisco, CA (415)551-4603 or may be viewed at Shimmick Construction's Office by appointment only after confidentiality agreement is signed. (Address below)

Subcontractors and Suppliers interested in this project may contact Tyler Shell by phone at (510) 777-5074.

100% Performance and Payment bonds with a surety company subject to approval of Shimmick Construction Company, Inc. are required of subcontractors for this project. Shimmick Construction will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest SCCI Long Form Standard Subcontract incorporating prime contract terms and conditions, including payment provisions. Shimmick Construction's listing of a Subcontractor is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. Shimmick Construction requires that Subcontractors and Suppliers price quotes be provided at a reasonable time prior to the bid deadline to enable a complete evaluation. For assistance with bonding, insurance or lines of credit contact Scott Fairgrieve at (510) 777-5000.

Shimmick Construction Company Inc.
8201 Edgewater Drive #202 • Oakland, CA 94621
Phone (510) 777-5000 • Fax (510) 777-5099

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Sub-Bids Requested From Qualified
DVBE Subcontractors & Suppliers for:

**San Francisco Unified School District
Boiler Replacement
Cleveland Elementary School
Project No. 11043
Location: San Francisco, CA
Bid Date: 5/30/2012 @ 2:00 PM**

**San Francisco Unified School District
Boiler Replacement
Lakeshore Alternative Elementary School
Project No. 11058
Addresses: San Francisco, CA
Bid Date: 5/30/2012 @ 2:00 PM**

Sonomarin, Inc.
PO Box 17 • Fulton, CA 95439
Phone: 707-566-9447 • Fax: 707-566-9448
Contact: George Merrill
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SMALL BUSINESS EXCHANGE

Shimmick Construction Company, Inc.
SF (Local) Small & Micro LBE
Subcontractor/Supplier Bids Requested For:

**City and County of San Francisco –
Public Utilities Commission
Oceanside Water Pollution Control Plant 620
Digesters SBR TPAD Conversion and
Facility Improvements
Contract No. WW-490
Bid Date: May 31, 2012 at 2:00PM
Fax all quotes to 510-777-5099**

Requesting qualified MBE/OBE/WBE Subcontractor and Supplier Quotes on: **Coring, Electrical, Flatwork, Instrumentation, Mechanical, Membrane-H2O, Paint-Stain, Rebar, Roofing, Welding, Joint Seal, Mechanical Equipment, Misc. Metal, Pipe-Steel, Pump, Valves and Fittings.**

Contract Documents are available from SFPUC – Contract Administration Service Desk 1155 Market Street, 1st Floor, San Francisco, CA (415)551-4603 or may be viewed at Shimmick Construction's Office by appointment only after confidentiality agreement is signed. (Address below)

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8201 Edgewater Drive #202 • Oakland, CA 94621
Phone (510) 777-5000 • Fax (510) 777-5099

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Looking for
**Subcontractors,
Vendors,
and Suppliers?**

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

With a monthly readership
of **45,000**, SBE reaches
a diverse audience,
cutting across ethnic
and gender lines as well as
traditional industry segments.

Requesting bids from:
SBE/VSBE subs/suppliers
**Project: POLB- North Ops & IT Management
Building Middle Harbor Terminal
Project # HD-S2382
Project Address: 1200 Pier E Ave,
Long Beach, CA 90802
Bid Date: June 5, 2012 @ 10:00 am**

SCOPE OF WORK: Construction of a 3-story, steel framed office building with roof terrace, automobile parking lot, security fencing around the site, landscaping, site utilities including water, gas, sewer, storm drain, electrical and communication ductbanks to the Middle Harbor Terminal off the immediate site to the central terminal substation.

Estimated Construction Value is \$12,000,000. Schedule is 450 days.

TRADES: Survey, HAZMAT, Demo, SWPP, Earthwork, Fencing, Site Concrete, Site Utilities, AC Paving, Asphalt Striping, Methane Mitigation System, Landscaping, Pavers, Concrete, Rebar, Masonry, Structural Steel, Misc. Steel, Finish Carpentry, Rough Carpentry, Sheet Metal, Insulation, Roofing, Waterproofing, Joint Sealers, Fireproofing, Doors, Glazing, Painting, Flooring, Tile, Drywall, Acoustical Ceilings, Projectors, Window Treatments, Toilet Partitions/Accessories, Signage, Elevator, Fire Protection, Plumbing, HVAC, Fire Alarms and Electrical.

W.E. O'NEIL

An Equal Opportunity Employer
W.E. O'Neil Construction Co. of California
9485 Haven Ave. • Rancho Cucamonga, CA 91730
Ph: 909-466-5300 Fax: 909-466-0643
Contact: Katie Quinones

PREVAILING WAGE RATES APPLY. THIS PROJECT HAS A PROJECT LABOR AGREEMENT. Any interested subs wanting more info on these programs can contact me direct at kquinones@weoneil.com. OTHER BID INFO: By submitting a bid to W.E. O'Neil Construction Co. (WEO), bidder warrants and agrees to supply 100% Payment & Performance bonds from an approved WEO surety. By submitting a bid, bidder warrants and agrees that they will execute the WEO subcontract without alteration (see bidmail website for specifics). Further, by submitting a bid to WEO bidder agrees to hold their bid proposal for a period of time as indicated on the owner's invitation to bid but in no case shall it be less than 90 days. INSURANCE/BONDING/ETC: We will assist SBE/VSBE subs/suppliers with insurance, bonding, equipment if needed - please contact us prior to the bid date. PLAN/SPECS AVAILABILITY: Plans and specs are available on CD, viewing in our Planroom and at www.bidmail.com - please contact kquinones@weoneil.com for access.

**Skanska
Shimmick
Herzog**

A Joint Venture in Association with LAN I TY LIN

**Santa Clara Valley
Transportation Authority
Design-Build Contract DB1102F
Silicon Valley Berryessa Extension
Project C700**

Procurement opportunities through
Skanska-Shimmick-Herzog
will be diverse and ongoing.

Please visit:
www.sshjv-c700.com

frequently to see procurement opportunities and project contacts in the Bid Packages folder. Plans, specs, drawings, etc. can be found on the procurement web site.

WASHINGTON STATE SUB-BID REQUEST AD

Sub-Bids Requested From Qualified DBE
Subcontractors & Suppliers:
**WSDOT - SR 99 - AWW S HOLGATE ST TO S KING ST
STAGE 3 - ATLANTIC ST BYPASS**
Contract No.: 11A004,
FEDERAL AID PROJECT NO.: BR-0099(119)
Location: KING COUNTY, WASHINGTON
Bid Date: MAY 23, 2012 - 11:00 AM PST

Quotes requested for supplies and services including, but not limited to: AC Sidewalk, Baker Tanks, Bearing Pads, Bridge Railing - Welded Wire Fabric, Casing Pipe, Cement Conc Pavement, CIDH Pile Shaft, Construction Signs, Crushed Surfacing Base Course, Curb & Gutter, Curb / Curb and Gutter, Demolition of Structures & Misc. Demo, Dewatering, Directional Boring, Dispose Contaminated Material, Electrical, Embankment, EPS Geofoam Lightweight Fill, Erosion Control, Erosion Control Blanket, Erosion Control Plastic, Export Contaminated Soils, Fencing, Fire Protection System, Geomembrane - Gas Resistant, Geosynthetic Retaining Wall, Geotech Instrumentation, Geotextile, Gravel Borrow, High Visibility Fence, HMA Paving, Import Borrow, Joint Seal, Mineral Aggregate Type 17, Misc. Metals, Pavement Markers, Portable Storm Water Treatment Facility, Portable Toilets, Post-Tensioning, Precast Concrete Wall Panels, Precast RR Crossing Panels, Precast/Prestressed Bridge - Girder/Slab, Preconstruction Survey Services, Quarry Spalls, Readymix Concrete, Rebar, Roadside Restoration, Roadway Excavation, Root Barrier, Sand Drainage Blanket, Sanitary Sewer, Security Services, Shotcrete, Shuttle Bus Service, Shoring, Sidewalk, Sign Structure, Signals and Lighting, Signs, Silt Fence, Storm Sewer, Storm Water Treatment Facility, Striping & Pvm Marking, Structure Backfill, Structure Excavation, Surveying, Sweeping, Television Inspection Services, Temp Erosion Sediment Control, Temp Noise Walls, Topsoil, Traffic Control Devices, Trucking, Water line.

SKANSKA

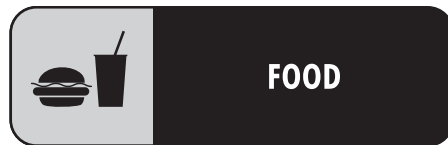
1995 Agua Mansa Road • Riverside, CA 92509-2405
Phone: (951) 684-5360 • Fax: (951) 788-2449
Contact: **Ron Leach** • Email: ron.leach@skanska.com

Plans and Specifications are available for view at the Washington Department of Transportation. They can be reached by calling 360-705-7835

Skanska is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for this project. Please call if you need assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg.; \$1M Auto Liability; and \$5M Excess/Umbrella. Workers' Comp must be provided whether by state program or LNI. Endorsements or waivers required are Additional Insured End., Primary Wording End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by Skanska. Skanska will pay bond premium up to 1%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to Operating Engineers, Laborers, Cement Masons Carpenters unions and Teamsters. Subcontractors must provide weekly, one (1) original and (1) copy of all certified payrolls, including non-performance, and fringe benefit statement if required by law or by the Prime Contract. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation. In order to assist DBE subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities and establish delivery and construction schedules which will permit maximum participation when feasible. All interested subcontractors, please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. Skanska is an equal opportunity employer

FEDERAL • STATE • CITY/COUNTY COMMODITIES OPPORTUNITIES

This is a Partial Listing of Commodities bids visit www.sbeinc.com for a full listing.



FOOD

SAN JOAQUIN COUNTY

VARIOUS POLYMERIC TRAYPACK RATION ITEMS

1st reported in SBE: 4/19/12
Location: Tracy, CA
Date: 6/01/12
Ref#: SPM3S112R0004
Description last reported in SBE: 04/19/12
Owner: Defense Logistics Agency, Tracy, PA, 19111-5096, Debra Goffman, (215)737-2979
SIC: 311999



MACHINERY & SUPPLIES

LASSEN COUNTY

MOUNTING PLATES, SOCKET ADAPTERS, PROTEC

Location: Herlong, CA
Date: 6/07/12
Bid Date Extended from: 4/20/12
Ref#: W912GY12T0034
LOCATION:ACC- Warren (ACC-WRN)(SIAD) Building 74, Herlong CA
CONTACT:ACC- Warren (ACC-WRN)(SIAD), Building 74, Herlong, CA 96113-5009
TITLE:MOUNTING PLATES, SOCKET ADAPTERS, PROTECTIVE COVERS, BOTTOM MANIFOLDS AND TANK MOUNTINGS FOR 500 GALLON LIQUID DISPENSING M1061A1 TRAILER MOUNTING NSN 4930-01-370-6079

Sierra Army Depot (SIAD) located in Herlong, California has a requirement to purchase 100 each mounting plates, 200 each socket adapters, 100 each protective covers, 100 each bottom manifolds and 100 each tank mountings for the tank, unit, 500 gallon, liquid dispensing for trailer (M1061A1) mounting (NSN 4930-01-370-6079). The contract type is a firm-fixed price. This procurement is being solicited as a total small business set aside. The North American Industrial Classification Code (NAICS) is 333913. The related small business size standard is 500 employees. This solicitation is being conducted under FAR Parts 12 and 13. All responsible sources may submit a quote, which shall be considered. In accordance with FAR 5.102(d), availability of this solicitation will be limited to the electronic medium. The anticipated posting of this solicitation is May 9, 2012. All contractual and technical questions must be submitted in writing and may be emailed to megan.n.barr.civ@mail.mil or faxed to 530-827-4722, Attn: Megan Barr. No telephone questions will be accepted. Notification of any postponements and any amendments to this solicitation will only be posted on this website. It is the sole responsibility of the offeror to continually view this website for any amendments made to this solicitation. <https://www.fbo.gov/notices/725298997c673e543641f37be899fc4e> ACC- Warren (ACC-WRN)(SIAD)
Owner: Department of the Army, Building 74, Herlong, CA, 96113-5009, Megan Barr
SIC: 333913
SBSA

JIB CRANE KITS BR

Location: Herlong, CA
Date: 6/08/12
Ref#: W912GY12T0031
LOCATION:ACC- Warren (ACC-WRN)(SIAD) Building 74, Herlong CA
CONTACT:ACC- Warren (ACC-WRN)(SIAD), Building 74, Herlong, CA 96113-5009
Qty (3) JIB Crane Kits. Each kit is to include (1) JIB Crane, (1) Tag Line, and (1) Chain Hoist. br MANUAL ROTATION JIB CRANE W/ ACCESSORIES. br CAPACITY: 500 LBS. br CONSTRUCTION:CARBON STEEL. br 12-FT HUB. br 12-FT BOOM. br 360 DEG BOOM ROTATION. br MFR STD COLOR. br STEEL BASE (FOOTPRINT IS SQUARE). br 3-1/2 INCH X 7-1/2 INCH FORK POCKETS. br FLOOR TO BOTTOM OF BOOM: 12-FT. br BOOM LENGTH: 12-FT. br BOOM THICKNESS: 6 INCHES. br BOTTOM OF BASE TO TOP OF BASE: 6 INCHES. br INCUDES: TAG LINE KITS (S hook). 1/4 Ton Chain Hoist. 1/4 Ton Electric. br ***Quote shall be FOB Destination and shall state the estimated lead time. <https://www.fbo.gov/notices/8fd41171e0f48da26522416782854c99> ACC- Warren (ACC-WRN)(SIAD)

Owner: Department of the Army, Building 74, Herlong, CA, 96113-5009, Jasteena Gomoll
SIC: 333923
SBSA

HYDRAULIC AND HORIZONTAL BRAKE PRESSES

Location: Herlong, CA
Date: 6/08/12
Ref#: W912GY12T0033
LOCATION:ACC- Warren (ACC-WRN)(SIAD) Building 74, Herlong CA
CONTACT:ACC- Warren (ACC-WRN)(SIAD), Building 74, Herlong, CA 96113-5009
Qty 1 - Hydraulic Brake Press br Description: Baileigh Industrial Part Number or equal : BP-9078-NC, br MAXIMUM PRESSURE 90 TONS BENDING LENGTH 78.75 BENDING THICKNESS CLICK HERE

DISTANCE BETWEEN HOUSINGS 61 DISTANCE FROM TABLE TO RAM 11.81 TABLE WIDTH 6.29 THROAT DEPTH (TO HOUSING)7.87 STROKE DISTANCE 5.9 APPROACH SPEED 3.14 / SEC. BENDING SPEED .236 / SEC. RETURN SPEED 2.36 / SEC. POWER BACK GAUGE LENGTH 23.62 MAIN MOTOR 10 HP BACK GAUGE MOTOR 1/2 HP VOLTAGE 220 VOLT / 3 PHASE OIL CAPACITY 45 GAL SHIPPING DIMENSIONS (L/W/H)94.50 / 63 / 94.50 SHIPPING WEIGHT 8800 LBS br Qty 1 - Horizontal Brake Press br Description: Baileigh Industrial Part Number or equal : HPB-78NC, br PRESSURE 76 TONS STROKE LENGTH13.78 STROKE ACCURACY+/- .002 APPROACH SPEED 1.69 /SEC WORKING SPEED.43 /SEC RETURN SPEED.55 /SEC FIXTURE HOLES 1 @ 4.646 DIA 3 @ 3.268 DIA PUNCH HEIGHT 11.81 MAX BENDING

CAPACITY (SINGLE VEE DIE) 1.81 (.472)TABLE HEIGHT 37.4 MOTOR 7.5HP POWER REQUIREMENT 220V/3 PHASE SHIPPING DIMENSIONS (L/W/H)81 /38 /61 SHIPPING WEIGHT 4580 LBS br ***Quote shall be FOB Destination and shall state the estimated lead time <https://www.fbo.gov/notices/005b5ffa7b69cd5b1e54b34be92eb6c1> ACC- Warren (ACC-WRN)(SIAD)
Owner: Department of the Army, Building 74, Herlong, CA, 96113-5009, Jasteena Gomoll
SIC: 333513
SBSA



COMPUTER EQUIP. & SUPPLIES

SAN BERNARDINO COUNTY

COMPUTER BASED TESTING SERVICES CONTRACT

1st reported in SBE: 2/16/12
Location: San Bernardino, CA
Date: 6/29/12 6:00PM
Ref#: IFB-OPES-11-1
Description last reported in SBE: 02/16/12
Estimate: \$8,400,000 - \$8,400,000
Owner: CA CONSUMER AFFAIRS, DEPA



COMMUNICATION EQUIPMENT

SAN DIEGO COUNTY

MIDS-LVT CRYPTOGRAPHIC MODULE

1st reported in SBE: 5/10/12
Location: San Diego, CA
Date: 7/03/12
Bid Date Extended from: 4/06/12
Ref#: N00039-12-R-0046
Description last reported in SBE: 05/10/12
Owner: Department of the Navy, 4301 Pacific Highway Bldg, San Diego, CA, 92110-3127, - Melissa L Hawkins
SIC: 334290



LABORATORY & MEASURING

SAN DIEGO COUNTY

PATIENT INTERFACE (P1200)DISPOSABLE IFLA

Location: San Diego, CA
No Bid Date Specified
Bid Date Extended from: 3/14/12
Ref#: N0025912T0764
LOCATION:Naval Medical Center 24800 Bob Wilson Drive, San Diego, CA
CONTACT:N00259 NAVAL MEDICAL CENTER SAN DIEGO
MATERIAL MANAGEMENT
34800 Bob Wilson Drive, San Diego, CA
TITLE:PATIENT INTERFACE (P1200) DISPOSABLE IFLAP PROCEDURE P/N 81030

NOTICE TO CONTRACTOR This is a COMBINED SYNOPSIS/SOLICITATION for commercial items with the intent to solicit on an unrestricted basis. Prepared in accordance with the information in FAR subpart 12.6, using Simplified Acquisitions Procedures for commercial items found at FAR 13, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation, quotations are being requested and a written solicitation will not be issued. PAPER COPIES OF THIS SOLICITATION WILL NOT BE AVAILABLE. The Request for Quotation (RFQ) number is N00259-12-T-0764. The closing date is May 24, 2012 @ 10:00AM Pacific Daylight Time. This solicitation documents and incorporates provisions and clauses in effect through FAC 2005-58. It is the contractor's responsibility to be familiar with the applicable clauses and provisions. The clauses may be accessed in full text at these addresses: www.acq.osd.mil/dpap/dars/dfars/index; www.acquisition.gov. The North American Industry Classification System (NAICS) Code for this acquisition is 339115; Size: 500. Naval Medical Center San Diego requests responses from qualified sources capable of providing the following supplies: CLIN 0001 Patient Interface (P1200) Disposables iFlap Procedure, Part# 81030 QTY: 400 Unit of Issue: Pack, Price: \$_____ The following FAR/DFARS provisions and clauses are applicable to this procurement: 52.204-7 Central Contractor Registration (APR 2008) 52.212-1 Instruction to Offerors-Commercial Item (APR 2008) 52.212-2 Evaluation Commercial Items (JAN 1999) 52.212-3 Offeror Representations and Certification--Commercial Items (MAY 2008) 52.212-4 Contract Terms and Conditions--Commercial Items (JUN 2010) 52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders--Commercial Items (JUL 2010) 52.222-3 Convict Labor (JUN 2007) 52.222-19 Child Labor -- Cooperation with Authorities and Remedies (JAN 2006) 52.222-21 Prohibition of Segregated Facilities (FEB 1999) 52.222-26 Equal Opportunity (MAR 2002) 52.222-35 Affirmative Action for Disabled Veterans and Veterans of the Vietnam Era (SEP 2006) 52.222-36 Affirmative Action for Workers with Disabilities (JUN 1998) 52.223-18 Encouraging Contractor Policies to Ban Text Messaging While Driving (Aug 2011) (E.O. 13513) 52.225-13 Restrictions on Certain Foreign Purchases (FEB 2006) 52.232-33 Payment by Electronic Funds Transfer-Central Contractor Registration (OCT 2003) 52.252-1 Solicitation Provisions Incorporated by Reference (FEB 1998) 52.252-2 Clauses Incorporated by Reference (FEB 1998) 252.204-7004 Alternate A, Central Contractor Registration (SEP 2007) 252.212-7001 Contract Terms and Conditions Required to Implement Statutes or Executive Orders Applicable to Defense Acquisitions of Commercial Items (JUN 2010) 252.225-7001 Buy American Act and Balance of Payments Program (JAN 2009) 252.225-7002 Qualifying Country Sources As Subcontractors (APR 2003) 252.232-7003 Electronic Submission of Payment Requests (MAR 2007) The Government will award a firm, fixed price contract resulting from this combined synopsis/solicitation to the responsive and responsible offeror whose conforming response is determined to provide the best value to the Government, price and other factors considered. The following factors are to be used to evaluate offers: Technical Capability and past performance. Provide three (3) references, addressing that you have provided the same or similar items in the last 3 years. Technical capability and past performance, when combined, are significant evaluation factors that will be used to arrive at a best value award decision. Technical capability and past performance are considered more important than price.



Our B2B database creates a bridge to opportunity

Our legacy database contains the profiles of companies throughout the nation.

The database includes both certified small minority, woman, disadvantaged, and disabled veteran businesses and businesses that are potentially certifiable. Each business record contains 35+ fields of information including contact information, certifications, business SIC/NAIC codes, and much more. SBE imports businesses from multiple nationwide sources including SBA CCR, State DOT DBE's, over 60 city and state universities, and businesses certified by many local agencies.

GOOD FAITH & BEYOND

Diversity Outreach & Subcontracting Opportunities

SBE, in accordance with 49 CFR Part 26, is positioned to assist companies to enhance their good faith efforts and to strengthen their compliance with subcontracting plans.

SBE's unique business database provides a central location for disadvantaged, minority, woman, disabled-veteran and other small businesses.

ONE LOCATION... Thousands of Certified Businesses

- SBE imports State DOT DBE's (nationwide)
- SBE imports US SBA "CCR" listed businesses (nationwide)
- SBE maintains businesses certified by many local agencies

SBE IS AN OUTREACH STANDARD!

- Cited as a resource by the State of California Office of Small Business Certification Resources
- Listed in plans and specs of many local agencies
- Utilized by many agencies and primes

SUB-BID REQUEST ADVERTISEMENTS

Place a Sub-Bid Request Ad in an SBE trade and focus publication:

- Small Business Exchange Weekly Newspaper*
- SBE Today Newsletter
- SBE Website www.sbeinc.com
- Ad placement services in local print publications as required

*Adjudicated newspaper of general circulation by the Superior Court of the City & County of San Francisco

TARGETED MAILING/FAXING/EMAILING

- By focus group, industry type(s), certification and other requirements
- Complete logs

TELEPHONE FOLLOW-UP

- Script tailored to project needs, four standard or individualized questions
- Interested companies directed to bidder.

COMPUTER-GENERATED REPORTS

- Full documentation, tailored to agency requirements

CONTACT US TODAY

703 Market Street, Suite 1000, San Francisco, CA 94103
 Phone: 415.778.6250 or 800.800.8534
 Fax: 415.778.6255
 Email: sbe@sbeinc.com
 Website: www.sbeinc.com
 SBE is a certified DBE - CA UCP Firm #5988

SMALL BUSINESS EXCHANGE

Comcast Honored as Top 10 Company

Continued from page 1

successful in civilian life. Both Comcast and NBCUniversal remain committed to that goal."

Last Month Comcast and NBCUniversal pledged to hire 1,000 U.S veterans over the next three years as part of NBC News' "Hiring Our Heroes" initiative, in which the network has partnered with United States Chamber of Commerce to help get veterans back to work. The announcement by Comcast CEO Brian Roberts coincided with a nationwide hiring fair, "Hiring Our Heroes Today," that connected thousands of veterans and military family members with more than 100 prospective employers in person and online. Other veterans initiatives at Comcast and NBCUniversal include:

- Veteran representation on Comcast and NBCUniversal's Joint External Diversity Council, an external advisory group that counsels both companies on their diversity initiatives.
- A commitment by Comcast Spotlight, the advertising sales division of Comcast Cable, to air a "Hiring Our Heroes" public service announcement campaign featuring NBC's Ann Curry.
- NBC News' yearlong series, "Making a Difference on the Homefront," that was announced last June. The monthly stories continue NBC News' efforts to shine a light on veterans, military families, and the issues affecting them across the country.
- Comcast's Xfinity TV service's lineup of special programming on Xfinity On Demand and XfinityTV.com that explores veteran lifestyles and touches specifically on their employment issues.
- Universal Orlando Resort's partnership with Wounded Warriors Family Support that provides assistance to the families of veterans and enlisted men and women that were wounded, injured or killed in action. Since January 2011, Universal Orlando has hosted

more than 50 families at both of its theme parks and donated 230 complimentary tickets to the organization.

- Comcast's national sponsorship of the 2011 National Veterans Wheelchair Games last August in Pittsburgh.

Other Top 10 companies featured in this month's issue of NaVOBA's Vetpreneur magazine include Booz Allen Hamilton; DynCorp International; Johnson & Johnson; Life Technologies; Lockheed Martin; Mack Trucks, Inc.; Novartis Pharmaceuticals Corporation; Rockwell Collins, Inc.; and SAIC. The full list can be accessed here: <http://www.navoba.com>

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the world's leading media, entertainment and communications companies. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

About The National Veteran Owned Business Association (NaVOBA)

NaVOBA unites the nation's 3 million businesses owned by military veterans by providing a single voice to advocate for important issues. For more information visit us on the web at <http://www.navoba.com>, or follow us on Facebook at <http://www.facebook.com/navoba> and on Twitter @navoba.

Source: Comcast Corporation

Marketing ON A Shoestring

A CUSTOMIZED MARKETING PUSH

The goal of *Marketing on a Shoestring* is to present clients with qualified leads. This is not a sales program but rather a *marketing push*. SBE's database and marketing methods deliver prospects to whom the SBE clients can sell their goods and services. With the utilization of the key 4-step marketing process, *Marketing on a Shoestring Budget* can be customized to fit unique marketing needs.

Benefits "Marketing on a Shoestring Budget" include...

- Reduction of cold calls, saving time and money
- Assistance in prioritizing sales calls and introductions to specific markets based upon whom you want to reach.
- A well-trained and experienced telemarketing staff dedicated to clearly communicating your message.
- Computer generated reports identifying interested prospects
- Targeted, prescreened leads
- Print and electronic advertising.

King's Forgotten Manifesto



Photo Credit: <http://www.rawstory.com>

By David W. Blight and Allison Scharfstein
Op-Ed Contributors

ON May 17, 1962, the Rev. Dr. Martin Luther King Jr. delivered an extraordinary manifesto to the White House. Constructed as both a moral appeal and a legal brief, the 64-page document called on President John F. Kennedy to issue a "second Emancipation Proclamation," an executive order outlawing segregation — just as President Abraham Lincoln had done with slavery a century earlier.

The civil rights era, like the Civil War, produced a wealth of great writing. But unlike King's "I Have a Dream" speech or his "Letter From Birmingham Jail," which we remember for their visionary rhetoric, this extraordinary document has been virtually forgotten.

And yet the manifesto is a wonderful example of King's close reading of American politics, as well as his understanding of the role that moral leadership, in this case through an executive order, could have on the American public. It's a lesson we should take to heart today, when a deadlocked Congress stands in contrast to a president willing to take a bold stand on same-sex marriage. Americans have rarely explicitly voted for equality; history, through institutions and a few courageous leaders, has enacted it.

During the 1960 presidential debates, Kennedy had suggested that he would address equality of opportunity by the "stroke of the president's pen." Yet when civil rights activists pressed him on this promise, his political ties to white Southern Democrats proved to be a formidable obstacle. Indeed, it was the hold of Southern segregationists on Congressional committee chairmanships that prompted civil rights leaders to put their hope in an executive order rather than legislation.

King infused his executive-order campaign with the gravitas of the centennial of the Civil War and emancipation. "What we need to do," he told Clarence B. Jones, his trusted legal adviser, "is to get Kennedy to issue a second Emancipation Proclamation on the anniversary of the first one."

On June 6, 1961, at a news conference in New York, King explicitly invoked the memory of the Civil War: "Just as Abraham Lincoln had the vision to see almost 100 years ago that this nation could not exist half-free, the present administration must have the insight to see that today the nation cannot exist half-

segregated and half-free."

Mr. Jones assembled a team of legal scholars to compose a proposal, while King publicized his idea in churches, in newspapers and in the White House itself. During an intimate tour with the president through the Lincoln Sitting Room in October 1961, King paused to ask Kennedy for a proclamation "outlawing segregation." Kennedy said he would consider it, and asked King to submit a draft of the proposal.

Two months later, King sent Kennedy a personal telegram from the midst of his protest campaign in Albany, Ga., again urging the president to prepare a "second Emancipation Proclamation." The New York Times and other papers covered this developing story, even debating the constitutionality of such an executive order outside of wartime.

King and his lawyers, who now included members of the Gandhi Society for Human Rights, scheduled the debut of the document for May 17, 1962, the eighth anniversary of the Brown v. Board of Education decision.

The preamble, most likely written by King himself, referenced numerous cultural precedents of American freedom, including Bruce Catton's popular Civil War books, Woody Guthrie's "This Land is Your Land," the Gettysburg Address, Frederick Douglass's autobiography and Kennedy's own "Strategy for Peace."

Citing hundreds of legal precedents, especially Harry S. Truman's military desegregation order in 1948, as well as the Declaration of Independence, the Constitution and, of course, the Emancipation Proclamation, the document demanded that the powers of the executive office be used to eliminate all forms of discrimination.

"The time has come, Mr. President," it declared, "to let those dawn-like rays of freedom, first glimpsed in 1863, fill the heavens with the noonday sunlight of complete human dignity."

Kennedy balked, however, at the opportunity to issue the second Emancipation Proclamation and noticeably avoided all centennial celebrations of emancipation. While he did issue an executive order banning discrimination in federal housing in November 1962, and introduced an omnibus civil rights bill a few months later, the demands of the second Emancipation Proclamation were not fulfilled until President Lyndon B. Johnson signed the 1964 Civil Rights Act.

Though King's manifesto failed to spur a second Emancipation Proclamation from the White House, it was an important and emphatic attempt to combat the structured forgetting of emancipation latent within Civil War memory.

As we commemorate the sesquicentennial of the war, the legacy of the second Emancipation Proclamation lives on in a million conversations about the lasting meaning of the Civil War.

It also lives in our political agony over narrowly partisan doctrines of states' rights and individualism, and over whether we are still a "house divided," half-free or half-equal: in the right to vote, to marry the person we choose, to be educated, to have health insurance, to imagine immigrants' dreams — to assume we have a secure and fair place in the modern social contract, which Lincoln introduced with those words: "then, thenceforward, and forever free."

David W. Blight is the author of "American Oracle: The Civil War in the Civil Rights Era" and a professor of history at Yale, from which Allison Scharfstein is graduating this month.

A version of this op-ed appeared in print on May 17, 2012, on page A27 of the New York edition with the headline: King's Forgotten Manifesto.

Source: *The New York Times*.

ABANDONMENT OF FICTITIOUS BUSINESS NAMES

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

File No. 0321487

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

1.) **YiLin Scrap Metals Trading Company**
Located at **1301 Geneva Avenue, San Francisco, CA 94112**

This fictitious business name was filed in the County of San Francisco under file # **0321487** on: **7/24/2009**

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

Full Name of Registrant #1
Peter Zheng
1301 Geneva Avenue
San Francisco, CA 94112

This business was conducted by
AN INDIVIDUAL.

Signed: **Peter Zheng**

This statement was filed with the County Clerk of San Francisco County on **April 27, 2012**

Filed: Susanna Chin
Deputy County Clerk
4/27/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

SAN FRANCISCO FICTITIOUS BUSINESS NAME

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0343378-00

Fictitious Business Name(s):

1.) **Shell Station; 2.) The Shell Station 3.) Shells Station**

Address

861 Ashbury Street, San Francisco, CA 94117

Full Name of Registrant

Solam LLC (CA)

Address of Registrant

861 Ashbury Street, San Francisco, CA 94117

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

Signed: **Auroro Martinez**

This statement was filed with the County Clerk of San Francisco County on **5/11/12**.

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: Jennifer Wong
Deputy County Clerk
5/11/2012

5/17/12 + 5/24/12 + 5/31/12 + 6/7/12

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0342002-00

Fictitious Business Name(s):

1. **Xredesign.com**
2. **Xredesigns.com**
3. **AAAMobileTechSupport.com**
4. **HomeandBusinessReOrg.com**
5. **ComputerTotalCare.com, Inc.**

Address

901 Mission Street, Suite 105, San Francisco, CA 94103

Full Name of Registrant

ComputerTotalCare.com, Inc.

Address of Registrant

4096 Piedmont Avenue #332, Piedmont, CA 94611

This business is conducted by a **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **3/1/2012**.

Signed: **Huey Mach**

This statement was filed with the County Clerk of San Francisco County on **3/14/2012**.

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: Magdalena Zevallos
Deputy County Clerk
3/14/2012

3/15/12 + 3/22/12 + 3/29/12 + 4/5/12 + 5/17/12

CALIFORNIA PUBLIC LEGAL NOTICES

THE WEINGART CENTER ASSOCIATION

The Weingart Center Association (Sponsor) will receive sealed bids for the following project to **Design/Build Restroom Automatic Electric Warm-Air Hand Dryers** in Los Angeles, CA

INVITATION FOR BID

Work will be bound by all relevant regulations to satisfy the California Department of Housing and Community Development and City of Sacramento funding requirements.

For information and complete package of the required bid forms, please contact Maurice Ochoa, Weingart Center Association 566 South San Pedro Street, Los Angeles, California 90013 at telephone number (213) 689-2172.

Bids will be received until **2:00 p.m. on the 2nd day of July, 2012** in the Weingart Center Association office located at 566 South San Pedro Street, Los Angeles, California, at which time and place all bids will be publicly opened and read aloud.

The plans and specifications are on file at the office of the Weingart Center Association at 566 South San Pedro Street, Los Angeles, California.

Project Description

Installation of hand blowers in all restrooms in building located on 566 S. San Pedro Street in Los Angeles: The project includes furnishing all labor, equipment and materials required to install automatic electric warm-air hand dryers in all of the facility's restrooms. We are open to the model and mounting type. The following are requirements: a. Operation: Electronic-sensor activated with timed power cut-off switch. b. Operation Time: 30 to 40 seconds. c. Cover Material and Finish: Stainless steel, No. 4 finish (satin). d. Electrical Requirements: 115 V, 20 A, 2300 W. The project includes, but is not limited to the removal of the existing paper towel dispensers and installing automatic electric hand blowers including new electrical services, wiring, conduit, GFCI electrical breakers, GFCI electrical receptacles, other appurtenances and incidental items. The refurbishing of walls, patching and painting will be necessary to achieve a complete installation. This project is to be permitted, complete and ready for use within compliance of the latest codes and regulations of Federal, State, and local regulatory agencies.

A walk-through-inspection of the site is scheduled for **May 30th 2012**, at 566 South San Pedro Street, Los Angeles, California 90013.

Local, minority, disadvantaged and women owned businesses are encouraged to apply.

Copies of the Contract documents may be obtained by the Sponsor. Postage cost for document transmittal must be paid by bidders or deducted from deposits.

Bids in excess of \$25,000 shall be accompanied by a bid guarantee in the form of a money order, cashier's check, certified check or bank draft payable to the Sponsor, U.S. Government bonds, or a satisfactory bid bond executed by the bidder and acceptable sureties in an amount equal to five (5%) of the bid. No bid may be withdrawn for a period of thirty (30) days after bid opening.

All bidders will be required to certify that they are not on the federal Consolidated List of Debarred, Suspended and Ineligible Contractors. (Complete attached certification).

The Contract documents required to accompany all bids (Item I, Bid Form) shall be in an envelope which shall be clearly labeled with the words "**Contract Bid Documents**," and show the project identifications, name of bidder, and date and time of opening.

In the event that the Sponsor awards a Contract under these Contract Documents in excess of \$25,000 the successful bidder shall be required to post both a

Performance Bond or equivalent security and a Payment Bond and furnish evidence of Workers Compensation and Liability insurance in the favor and amount as required by these Contract documents.

Attention is called to the following requirements: The bidder shall submit a detailed cost breakdown, separating materials and labor, with the bid. This breakdown, upon approval by the Sponsor, shall become part of the Contract documents (Item VI, Work Plan).

The successful bidder will be required to comply with all nondiscrimination laws and regulations pursuant to the provisions of Section 8.08 of Item VIII, General Conditions.

The Sponsor reserves the right to utilize a joint control firm for purposes of valuing the work done or disbursement of payments or both.

The Sponsor reserves the right to postpone, accept, or reject any and all bids as the Sponsor deems in its own best interest, subject to the terms and provisions of the Contract documents.

Sponsor: **Weingart Center Association**
566 South San Pedro Street

Los Angeles, California 90013

Telephone 213.689.2172 • Facsimile 213.689.9659



UCLA

ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Los Angeles, sealed bids for a lump-sum contract are invited for the following work:

MEDICAL PLAZA PARKING GARAGE - ADA PARKING Project Number 3219319

DESCRIPTION OF WORK: Removal of existing parking space striping in the Medical Plaza Parking Garage and Parking Structure #1. Furnish and install new traffic control devices, signage and new parking space striping for both ADA and non-ADA parking spaces.

The estimated construction cost is \$275,000.00.

BIDDING DOCUMENTS:

1. Bidding Documents will be available beginning on May 16, 2012 and will be issued at:

ARC

2435 Military Ave.

Los Angeles, CA 90064

Telephone (310) 477-6501

Website: <http://social.fordgraphics.com/>

2. Bidders may view the Bidding Documents online at the ARC PlanWell Public Plan Room, and purchase digital and/or hard copies of the Bidding Documents by contacting ARC as indicated above. All parties will make arrangements with and payment to ARC directly. (NOTE: Bidding Documents will not be issued at the University's office.)

BID DEADLINE: Bids will be received only at the following location:

Contracts Administration

University of California, Los Angeles

1060 Veteran Avenue, Suite 125

Box 951365

Los Angeles, California 90095-1365

310-825-7015

and must be received at or before:

2:00 p.m., June 20, 2012

MANDATORY PRE-BID CONFERENCE & JOB WALK: A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on May 23, 2012 beginning promptly at 10:00 a.m.

Only bidders who participate in both the Conference and the Job Walk, in their entirety, will be allowed to bid on the Project as prime contractors. Participants must arrive at or before 10:00 a.m. Persons arriving later than said time will not be allowed to bid on the Project as prime contractors. Participants shall meet at Capital Programs Building, 1060 Veteran Avenue (follow signs to the meeting room), UCLA campus (refer to the online UCLA Campus Map at www.ucla.edu/map). For further information, contact Ronald Lai at 310-206-8833.

(NOTE: Bidders are advised that parking may be difficult. Bidders should allow ample time to drive to the above location in heavy traffic, find a parking space, walk to the building, and arrive in the designated Meeting Room prior to the required time. It is currently anticipated that the Conference/Job Walk will last at least 2 hours.)

LICENSE REQUIREMENTS: The successful Bidder will be required to have one of the following California current and active contractor's licenses at the time of submission of the Bid:

A License (General Engineering)

B License (General Building)

C-32 License (Parking and Highway Improvement Contractor)

PREQUALIFICATION: To be allowed to submit a bid, Bidders must have the minimum experience set forth in the Prequalification Questionnaire contained in the Bidding Documents and posted on the website listed below. Bidders must submit to the above-listed location a completed Prequalification Questionnaire in a sealed envelope no later than:

3:00 p.m., May 30, 2012

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

(Visit our website at: <http://www.capital.ucla.edu>)

Request for Proposal

Financial Advisory Services



Who

Santa Clara Valley Water District is the water resource management agency meeting watershed stewardship needs of and providing wholesale water reliability to Santa Clara County's nearly 1.8 million residents.

What

The Santa Clara Valley Water District (water district), located in San Jose, California, is soliciting proposals for financial advisory services on matters directly or indirectly related to proposed financings, including the issuance and payment of bonds, Certificates of Participation and refundings of the water district's existing debt.

Detailed pertinent information and attachments associated with this RFP are available for review on the water district's Contract Administration System (CAS) web portal at <http://cas.valleywater.org>. Consultant shall review and familiarize themselves with all pertinent information and attachments available in CAS prior to attending the pre-proposal meeting and submission of a proposal.

Contact

If you need assistance with creating a CAS account, please call (408) 265-2607, ext. 2992, or e-mail questions to ContractAdministration@valleywater.org

In addition to submitting proposals electronically through the water district's web portal, five (5) hard copies of the proposal must be received by the proposal due date and time specified in the RFP Schedule. Please refer to the RFP for detailed hardcopy delivery instructions.

General questions regarding this solicitation will be accepted only by e-mail and shall be addressed to **Charlene Sun**, Treasury/Debt Officer at csun@valleywater.org by the date specified in the RFP Schedule. Questions must be submitted no later than the time and date specified in the CAS RFP Schedule.

5/2012_GS

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CALIFORNIA PUBLIC LEGAL NOTICES



UCLA

ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Los Angeles, sealed bids for a lump-sum contract are invited for the following work:

FRANZ B258 LAB RENOVATION Project Number 940065.01

DESCRIPTION OF WORK: Remodeling of a vacant 2,000 square foot lab space into an Animal Biological Safety Level 2 Enhanced laboratory. Major trades involved will be: mechanical, electrical and plumbing. The laboratory will consist of surgical rooms, observation carrels, vivarium, a laboratory observation center, microscopy room and a researcher work room. The project requires mechanical systems that are consistent and compliant with ABSL2+, Lab Gas and Utility requirements.

The estimated construction cost is \$1,093,000.00.

BIDDING DOCUMENTS:

1. Bidding Documents will be available beginning on May 11, 2012 and will be issued at:

ARC
2435 Military Ave.

Los Angeles, CA 90064
Telephone (310) 477-6501
Website: <http://social.fordgraphics.com/>

2. Bidders may view the Bidding Documents online at the ARC PlanWell Public Plan Room, and purchase digital and/or hard copies of the Bidding Documents by contacting ARC as indicated above. All parties will make arrangements with and payment to ARC directly. (NOTE: Bidding Documents will not be issued at the University's office.)

BID DEADLINE: Bids will be received only at the following location:

Contracts Administration
University of California, Los Angeles
1060 Veteran Avenue, Suite 125
Box 951365
Los Angeles, California 90095-1365
310-825-7015

and must be received at or before:

2:00 p.m., June 22, 2012

MANDATORY PRE-BID CONFERENCE & JOB WALK:

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on May 18, 2012 beginning promptly at 10:00 a.m. Only bidders who participate in both the Conference and the Job Walk, in their entirety, will be allowed to bid on the Project as prime contractors. Participants must arrive at or before 10:00 a.m. Persons arriving later than said time will not be allowed to bid on the

Project as prime contractors. Participants shall meet at Capital Programs Building, 1060 Veteran Avenue (follow signs to the meeting room), UCLA campus (refer to the online UCLA Campus Map at www.ucla.edu/map). For further information, contact Richard Y. Lee at 310-206-6116.

(NOTE: *Bidders are advised that parking may be difficult. Bidders should allow ample time to drive to the above location in heavy traffic, find a parking space, walk to the building, and arrive in the designated Meeting Room prior to the required time. It is currently anticipated that the Conference/Job Walk will last at least 2 hours.*)

LICENSE REQUIREMENTS: The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid:

B License (General Building)

PREQUALIFICATIONS - GENERAL CONTRACTOR & SUBCONTRACTORS (MECHANICAL, ELECTRICAL, PLUMBING):

1. **General Contractors:** To be allowed to submit a bid, General Contractors must have the minimum experience set forth in the Prequalification Document (General Contractor) contained in the Bidding Documents and posted on the website listed below.

2. **Mechanical, Electrical and Plumbing Subcontractors:** To be allowed to submit subcontractor bids in their respective trades to prequalified Gen-

eral Contractors, Mechanical, Electrical and Plumbing Subcontractors must have the minimum experience set forth in the respective Prequalification Document (Subcontractor) contained in the Bidding Documents and posted on the website listed below.

3. General Contractors as well as Mechanical Electrical, and Plumbing Subcontractors must submit to the above-listed location a completed applicable Prequalification Document in a sealed envelope no later than:

3:00 p.m., May 30, 2012

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

(Visit our website at: <http://www.capital.ucla.edu>)



UCLA

ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Los Angeles, sealed bids for a lump-sum contract are invited for the following work:

OSTIN MUSIC CENTER Project Number 940177.01

DESCRIPTION OF WORK: This Project consists of constructing a 11,594 asf (20,165 gsf) addition to the Schoenberg Music Building, to be named the Evelyn and Mo Ostin Music Center. The addition shall consist of (2) discrete structures along the west side of Schoenberg Music Building. One of the structures shall accommodate a one-story, double-height professional quality recording studio to be used for teaching as well as ensemble performances. The second four-level structure shall include a large ensemble/rehearsal room, computer lab, mixing/editing rooms, music instruction studios, faculty offices, and a cafe.

The estimated construction cost is \$14,000,000.00.

BIDDING DOCUMENTS:

1. Bidding Documents will be available beginning

on May 15, 2012 and will be issued at:

ARC
2435 Military Ave.
Los Angeles, CA 90064
Telephone (310) 477-6501
Website: <http://social.fordgraphics.com/>

2. Bidders may view the Bidding Documents online at the ARC PlanWell Public Plan Room, and purchase digital and/or hard copies of the Bidding Documents by contacting ARC as indicated above. All parties will make arrangements with and payment to ARC directly. (NOTE: Bidding Documents will not be issued at the University's office.)

PRODUCT SUBSTITUTION DEADLINE: For those products, materials and equipment designated in the Bidding Documents as requiring evaluation of substitution prior to submittal of bids, requests for said substitutions will only be accepted at the following location:

Contracts Administration
University of California, Los Angeles
1060 Veteran Avenue, Suite 125
Box 951395
Los Angeles, California 90095-1395
(310) 825-7015

and will not be accepted after:

3:00 p.m., June 1, 2012

BID DEADLINE: Bids will be received only at the above-listed University Contracts Administration

office, and must be received at or before:

2:00 p.m., June 13, 2012

MANDATORY PRE-BID CONFERENCE & JOB WALK:

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on May 22, 2012 beginning promptly at 10:00 a.m. Only bidders who participate in both the Conference and the Job Walk, in their entirety, will be allowed to bid on the Project as prime contractors. Participants must arrive at or before 10:00 a.m. Persons arriving later than said time will not be allowed to bid on the Project as prime contractors. Participants shall meet at Capital Programs Building, 1060 Veteran Avenue (follow signs to the meeting room), UCLA campus (refer to the online UCLA Campus Map at www.ucla.edu/map). For further information, contact John A D'Amico at 310-267-4756.

(NOTE: *Bidders are advised that parking may be difficult. Bidders should allow ample time to drive to the above location in heavy traffic, find a parking space, walk to the building, and arrive in the designated Meeting Room prior to the required time. It is currently anticipated that the Conference/Job Walk will last at least 2 hours.*)

LICENSE REQUIREMENTS: The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid:

B License (General Building)

In addition, the successful Bidder (or its hazardous materials abatement subcontractor, if applicable) must also have each of the following from the State of California:

ASB (Asbestos Certification) AND
HAZ (Hazardous Substance Removal Certification)

Bidder shall maintain or cause to be maintained Contractor Pollution Liability Insurance as specified in the Supplementary Conditions of the Contract Documents.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

(Visit our website at: <http://www.capital.ucla.edu>)

Small Business Network of the Americas

Continued from page 1

partners to competition winners and up to \$150 million in financing through the Overseas Private Investment Corporation for eligible applicants: These grants will allow diaspora entrepreneurs to bring their international business plans to fruition.

Finally, the President reiterated his commitment to expanding available financing resources for SMEs by:

- Providing up to \$100 million in loan guarantees to encourage financial institutions in the region to increase lending to SBDC clients and other SMEs: These loan guarantees will allow SMEs in Latin America and the Caribbean access to

finance that is critical to expanded growth and job creation.

- Catalyzing greater private sector lending to SMEs to address the estimated \$160-190 billion credit gap these businesses face in Latin America and the Caribbean: The U.S. government will work to promote secured lending in the region, as well as partnerships with governments to provide co-guarantees to lenders serving the SME sector, as part of an effort to secure increased access to capital for SMEs.

Source: *The US Department of Transportation's Office of Small and Disadvantaged Business Utilization (DOT/OSDBU)*



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and SBE Newsletter

SAN FRANCISCO FICTITIOUS BUSINESS NAME

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343221-00

Fictitious Business Name(s):
1. Health Systems & Analytics
 Address
1611 Golden Gate Avenue, San Francisco, CA 94115
 Full Name of Registrant
Alliance Management Systems LLC (CA)
 Address of Registrant
134 2nd Street, Pacific Grove, CA 93950

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 **5/1/2012**.
 Signed: **Donald K. Bruce**

This statement was filed with the County Clerk of San Francisco County on 5/3/2012.

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: Magdalena Zevallos
 Deputy County Clerk
 5/3/2012

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343228-00

Fictitious Business Name(s):
1. Bayfitted
 Address
508 Ellis Street, San Francisco, CA 94109
 Full Name of Registrant
Christopher Calderon

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **January 1, 2006**.
 Signed: **Christopher Calderon**

This statement was filed with the County Clerk of San Francisco County on 5/3/2012.

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: Elsa Campos
 Deputy County Clerk
 5/3/2012

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343140-00

Fictitious Business Name(s):
1. Caremore Moving and Storage
 Address
1511 Gough Street, San Francisco, CA 94109
 Full Name of Registrant
Caremore Moving and Storage, LLC (CA)
 Address of Registrant
1511 Gough Street, San Francisco, CA 94109

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 **not applicable**.
 Signed: **Richard Scott Pitzalis**

This statement was filed with the County Clerk of San Francisco County on 5/11/2012.

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
 5/1/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343206-00

Fictitious Business Name(s):
1. Continental Gems
 Address
428 Sutter Street, San Francisco, CA 94108
 Full Name of Registrant
Lily Chador
 Address of Registrant
576 Whitewood Drive, San Rafael, CA 94903

This business is conducted by a **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/1/2012**.
 Signed: **Lily Chador**

This statement was filed with the County Clerk of San Francisco County on 5/3/2012.

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: Alex Liang
 Deputy County Clerk
 5/3/2012

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343286-00

Fictitious Business Name(s):
1. DHRVIDA.COM
 Address
164 6th Street, San Francisco, CA 94103
 Full Name of Registrant
Amarnadh Kachepalli
 Address of Registrant
164 6th Street, San Francisco, CA 94103

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/7/12**.
 Signed: **Amarnadh Kachepalli**

This statement was filed with the County Clerk of San Francisco County on 5/7/2012.

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
 5/7/12

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343164-00

Fictitious Business Name(s):
1. Long Rainbow Spa
 Address
1311 23rd Avenue, San Francisco, CA 94122
 Full Name of Registrant
Yuet Mei Chan
 Address of Registrant
8 Nahua Avenue, San Francisco, CA 94112

This business is conducted by a **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **n/a**.
 Signed: **Yuet Mei Chan**

This statement was filed with the County Clerk of San Francisco County on 5/2/2012.

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
 5/2/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0342995-00

Fictitious Business Name(s):
1. Office and Commercial Cleaning Services
 Address
462 Chenery Street, San Francisco, CA 94131
 Full Name of Registrant
Anthony Juarez
 Address of Registrant
462 Chenery Street, San Francisco, CA 94131

This business is conducted by a **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/25/12**.
 Signed: **Anthony Juarez**

This statement was filed with the County Clerk of San Francisco County on 4/25/12.

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
 4/25/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343327-00

Fictitious Business Name(s):
1. Rich Relief Massage
 Address
2660 Gough Street, Suite 204, San Francisco, CA 94123
 Full Name of Registrant
Dinair Pinheiro Sisson
 Address of Registrant
2342 Fulton St San Francisco CA 94118

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/9/12**.
 Signed: **Dinair Sisson**

This statement was filed with the County Clerk of San Francisco County on 5/9/2012.

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
 5/9/12

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343215-00

Fictitious Business Name(s):
1. Studio 17
 Address
2111 Mission Street, Suite #304, San Francisco, CA 94110
 Full Name of Registrant
Robert Donald
 Address of Registrant
846 Arkansas Street, San Francisco, CA 94107
 Full Name of Registrant #2
Gizella Donald
 Address of Registrant #2
846 Arkansas Street, San Francisco, CA 94107

This business is conducted by a **a Husband and Wife**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/3/2012**.
 Signed: **Robert Donald**

This statement was filed with the County Clerk of San Francisco County on 5/3/2012.

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: Elsa Campos
 Deputy County Clerk
 5/3/2012

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343321-00

Fictitious Business Name(s):
1. Tune-Up
 Address
577 Hayes Street, Apt. A, San Francisco, CA 94102
 Full Name of Registrant
Leandra Maile Rouse
 Address of Registrant
577 Hayes Street, Apt. A, 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 **5/9/2012**.
 Signed: **Leandra Rouse**

This statement was filed with the County Clerk of San Francisco County on 5/9/2012.

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
 5/9/12

5/10/12 + 5/17/12 + 5/24/12 + 5/31/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343067-00

Fictitious Business Name(s):
1. YiLin Scrap Metals Trading Inc.
 Address
47 Tingley Street, San Francisco, CA 94112
 Full Name of Registrant
YiLin Scrap Metals Trading Inc. (CA)
 Address of Registrant
47 Tingley Street, San Francisco, CA 94112

This business is conducted by a **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/26/2012**.
 Signed: **Peter Zheng**

This statement was filed with the County Clerk of San Francisco County on 4/27/12.

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
 4/27/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343402-00

Fictitious Business Name(s):
1. Tour & Travel Ticket
 Address
631 Morse Street, San Francisco, CA 94112
 Full Name of Registrant
The Transamerica Enterprises, Inc. (CA)
 Address of Registrant
631 Morse Street, San Francisco, CA 94112

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 **5/10/12**.
 Signed: **Rui Tang Wu**

This statement was filed with the County Clerk of San Francisco County on 5/11/12.

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: Alex Liang
 Deputy County Clerk
 5/11/2012

5/17/12 + 5/24/12 + 5/31/12 + 6/7/12

BANKING \$ FINANCE

Debt Management Plans for Businesses and the Self-Employed

Businesses tend to keep all their money in one bank, whilst another will be the home of their debt. However, due to the recession and the current state of the global economy, banks are no longer offering enticing savings rates; instead they are increasing their interest rates, ultimately portraying a false economy and causing many businesses to lose out.

Whilst it must be extremely tempting for company directors and CEO's to spend almost every penny they have on repaying loans and attempting to get slowly back into the black, in practise this can be harmful and leave the business in a worse situation. Seeking professional financial advice is highly advisable and will

help a company determine which debt management plan is right for them.

CVA

A company voluntary arrangement, a legally binding contract between a creditor and a debtor, focuses on a more affordable monthly payment by the debtor. The creditor must agree to the terms and conditions of the proposed amount but it is important to remember that however little the amount is, the payment is still being made. This particular debt management plan can wipe off up to 45% of a company's debt and will be one of the first options mentioned by advisors.

Pre Pack Administration

This process, commonly referred to as phoenixing, is one arrangement that a creditor will be reluctant to accept, although additionally, the only option that does not require a creditor's permission. A new company is set up and trades in the place of the insolvent business, subsequently buying the assets of the failing business which is eventually liquidated.

IVA

An individual voluntary arrangement (ideal for the self-employed) is another agreement that consists between a creditor and a debtor, only this time the individual can make

an offer to the creditor, either in the form of a lump sum or as part of on-going monthly payments. This type of arrangement exists for a total of five years, after which the remaining debt has to be written off.

Financially troubled companies need to be aware that creditors do not want to see a business fail as they would be less likely to receive any of their money back from them. Debt management plans can often be sought amongst creditors and, with the right advice and plan, struggling businesses can continue trading whilst paying off debt in smaller, more affordable payments.

Source: SBA Loans-123.com

CDFI Fund Releases Updated NMTC Program Eligibility Criteria Based Upon the 2006-2010 American Community Survey

The Community Development Financial Institutions Fund (CDFI Fund) has completed the first stage of its transition to updated program eligibility for the New Markets Tax Credit Program (NMTC Program) based on new census data.

The updated census tract eligibility data are based upon the 2006-2010 American Community Survey (ACS). Community Development Entities (CDEs) will be able to use the 2006-2010 ACS data to determine if Qualified Low Income Community Investments (QLICs) are located in NMTC-eligible 2010 census tracts.

The Community Development Financial Institutions Program, Native American CDFI Assistance Program, and Bank Enterprise Award Program will also be updated based

upon the American Community Survey later this year.

"The transition to the 2006-2010 American Community Survey will enable community and economic developers across the country to better target their investments in the low-income communities that need them most," said CDFI Fund Director Donna J. Gambrell. "The updated census tract data will help the CDFI Fund and its awardees focus on the neighborhoods currently struggling as a result of the recent recession to be at the forefront of future investment activity."

The CDFI Fund recognizes that CDEs may have already begun to structure potential QLICs based on the 2000 census data. As a result, the CDFI Fund will allow current NMTC allocatees to use either 2000 census data or 2006-2010 ACS

data applied to the 2010 census tracts to qualify QLICs closed between May 1, 2012 and June 30, 2013. Additional guidance on this transition period can be found on the CDFI Fund's website.

For up-to-date information on the CDFI Fund's transition to the 2006-2010 American Community Survey data, please visit www.cdfifund.gov/acs.

More information about the New Markets Tax Credit Program, and all of the CDFI Fund's other programs, can be found at www.cdfifund.gov.

Source: The Community Development Financial Institutions Fund

This Card Company Thinks Its Customers Should Tell It What to Do

By Mary Wisniewski

Who better to help determine the features of a credit card than its users?

In an innovative social media move, the United States payments business unit of Barclays officially debuted a credit card this week that lets users influence its future features through a community website.

Barclaycard Ring MasterCard, the name of the credit card, asks members to share ideas and provide feedback to help determine future tenants of the card through a community website that also integrates with a cardholder's online account.

Paul Wilmore, managing director-consumer markets at Barclaycard US, tells **Bank Innovation** that the idea to debut a community-inspired credit card was born from three prevailing trends in America:

- The U.S. consumer confidence in banks is low;
- Social media has become so pervasive that it helps to influence consumer decisions. In other words, people trust their friends and even strangers more than they are trusting brands; and
- New credit card regulations that demand better transparency from their issuers went into effect.

With those trends in mind, the main hope of the Barclaycard Ring MasterCard is to develop a user community that helps create a product that is "simple and transparent," says Wilmore.

Some of the existing features of the credit card include an 8% interest rate for all balances, no annual fees, and most interestingly, Giveback, a feature that gives the community members a chance to share in the product's profit. If the loans generate a certain profitable threshold for Barclaycard US, Wilmore says community members will also receive some of the profit through two initial ways: a statement credit or a donation to a charity of the collective group's choosing. In other words, cardholders are somewhat akin to shareholders.

At this stage, Wilmore tells **Bank Innovation** that Barclaycard is still nailing in the voting rules. For "major decisions," such as whether the loans are serviced overseas or domestically, Wilmore expects that a 66% vote would be required in order to pass, whereas a "less impactful" decision, such as whether there should be RFID in the card, may only require a simple majority vote.

Though we admire and applaud the Ring effort, we also wonder how many people will be willing to actively participate in crafting a credit card when indifference toward financial services is so rampant. Barclaycard, for one, hopes to overcome consumer apathy by a variety of methods, including by not asking "too" much of them.

"We don't want to make it like a job," Wilmore tells **Bank Innovation**.

To that end, Wilmore says his company will only ask a few questions of cardholders in a given year. Plus, Barclaycard incentivizes members to engage in credit card developments by

incorporating gamification principles into the Ring community.

"One of the things we have learned in the pilot is people love getting status in the community," he tells **Bank Innovation**.

To flaunt status, community "experts" that drive conversations within the Ring community will boast increasingly colorful rings, for example.

"The more you are engaged with the community, the higher your status goes," Wilmore says. "In our community, you will have five or six levels of status."

Additionally, Barclaycard is recruiting those who are already digitally savvy by primarily marketing the credit card through digital channels, including running email campaigns and Facebook banners, as well as recruiting individuals that are "key" online influencers, Wilmore tells us.

To keep engagement momentum brewing within the community site, he says a member might see the "hot topics" trending within the community group when he signs into his online account.

Though membership to the program just opened to the public this week, Wilmore says there are opportunities for the community to inspire new product offspring down the road.

"It's a very scalable platform that benefits the collective performance of people that have similar interests to you," he says.

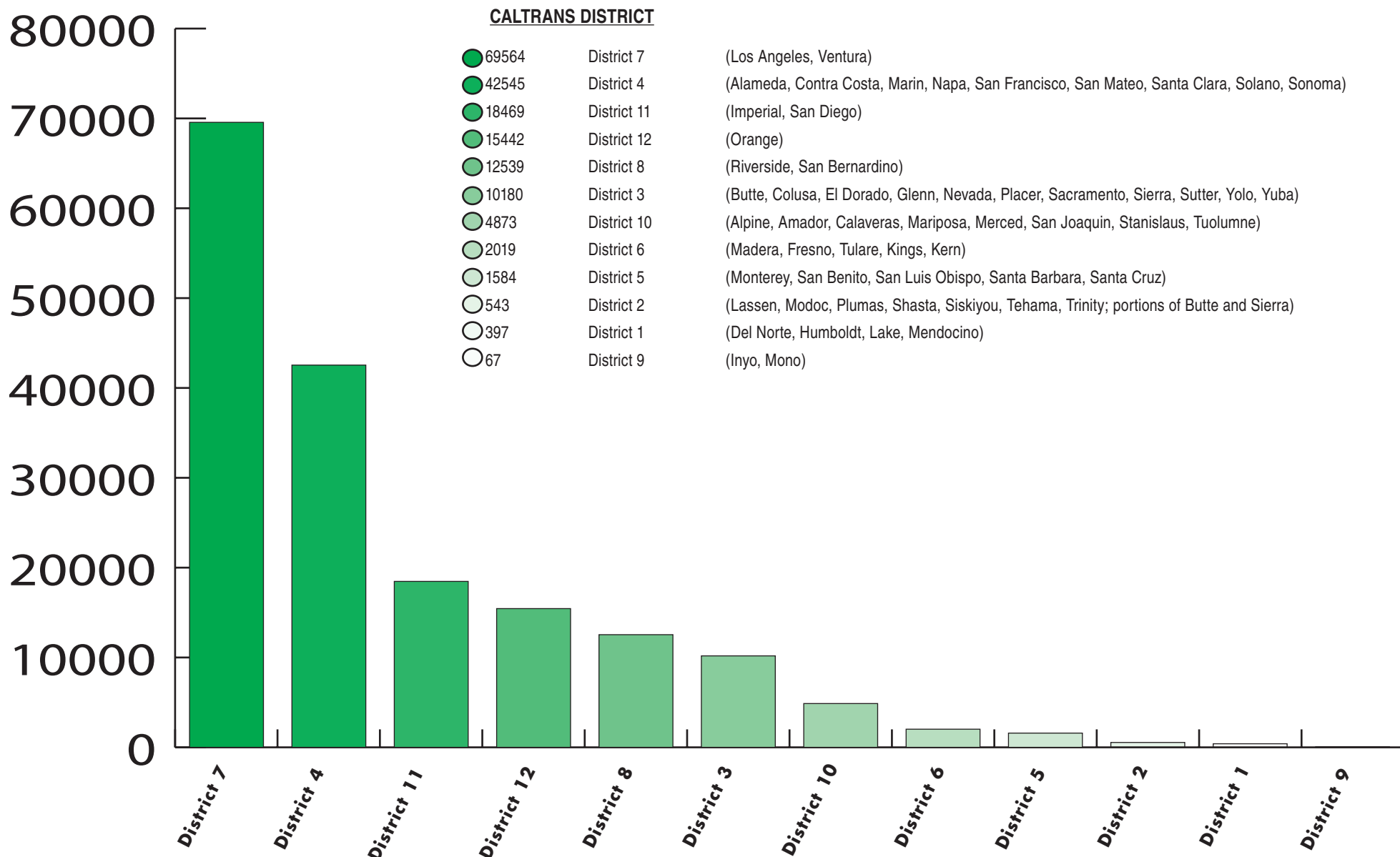
Website: <http://www.bankinnovation.net>

Source: Bank Innovation

It Just Doesn't Happen, SBE Makes It Happen

SBE Circulation and Distribution

For over 28 years, the Small Business Exchange, Inc. has invested in technologies to collapse the "information float." This is furthered by delivery of our publications in both print and electronic format. Further, SBE's complementary distribution includes businesses sought by advertisers and identifies by focus group, by industry and by location! Our targeted distribution for the 1st Quarter of 2012 is reflected below.



SBE is committed to the objectives of CFR 49 Part 26, inclusion of diverse businesses in the public marketplace. SBE publications and Diversity Outreach services are tools that assist diverse businesses to become empowered as they are informed.

Instead of Reducing Prices, Offer More Services

■ Continued from page 2

Implement Incrementally

Be prepared to launch even the most comprehensive CRM initiative with a series of bite-sized steps. And, before committing to the expenditure, try to ascertain the results before committing to spend. Like its counterpart, direct marketing, CRM lends itself to pre-testing. Be willing to experiment with small customer test batches, learn from the results and extrapolate accordingly. Notes Peppers and Rogers, "rather than an all-or-nothing proposition, CRM is something that any business can do incrementally and it can implement it in ways that generate provable, measurable financial benefits."

CRM As A Strategic Capability

Ultimately, CRM allows the marketer to stay very close to the customer, to respond quickly to ever changing needs and behavior. The better the marketer knows the customer, the more efficiently and effectively can it customize its relationship with that customer for a mutually satisfying experience. What this means, in essence, is increasing the "share of customer" with each individual customer. At its simplest level, this means more cross-selling, up-selling

and customer service and, in many instances, seeking out more opportunities to collaborate with the customer via a customized, individual approach. In the case of Dell, a web-based service was developed which allowed enterprise customers to order pre-configured Dell products and services within company-specific purchasing guidelines. What Dell was doing was helping its customers manage their total cost of ownership of Dell products. Dell did this by inserting itself in the middle of its customers' own cost equations, making its services highly valuable to any business customer focused on cost.

Not surprisingly, most B2B customers are eager to negotiate arrangements such as Dell's when the economy turns down and reducing cost becomes the key demand of the day. Where the traditional marketer is forced to negotiate on price, a CRM-enabled organization can give the customer exactly what it wants by adding services rather than reducing prices.

Website: www.nucifora.com
 Alf's syndicated writings appear in business publications throughout the U.S.

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