

# SMALL BUSINESS EXCHANGE

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## 5 Mid-Year Tax Planning Strategies

By Barbara Weltman

For many small business owners, thinking about taxes occurs only twice a year ... when returns are being prepared and perhaps at the end of the year. This is a mistake. With half of 2017 over, now is a great time to assess where you stand and to take action that will be helpful to your 2017 tax bill.

### 1. Meet with your tax advisor

The vast majority of small business owners use CPAs or other tax advisors to prepare and file their returns. These tax pros can also serve as business advisors throughout the year, providing guidance on what the business can do to optimize profitability while minimizing taxes. If your tax preparer doesn't provide this service, consider finding one who will. Schedule a meeting with your advisor to review your profits or losses, and to craft a tax plan that you can implement going forward.

### 2. Assess your profitability

If 2017 is shaping up to be a good year for you, consider strategies to help with expansion while saving taxes:

**Buy equipment.** In 2017, you can opt to expense up to \$510,000 of equipment purchases (even if you finance them) instead of depreciating the cost over a number of years. Find details in IRS Publication 946, How to Depreciate Property. Download Adobe Reader to read this link content

**Hire wisely.** As you add to your staff, keep in mind that the work opportunity credit rewards you for hiring someone from a targeted group, such as a qualified veteran. Find details about these targeted groups and the amount of the credit in the instructions to Form 5884, Work Opportunity Credit. Download Adobe Reader to read this link content

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## 5 Reasons Why Workplace Diversity Is Good For Business

For more than two decades, survey researcher and polling expert, Tom Webster, has been studying people's voting and buying behaviors. Webster serves as the vice-president of strategic marketing for Edison Research. Edison is the behind exit polling for all U.S. presidential elections including the most recent Donald Trump-Hillary Clinton face off. Edison's team analyzes data that offer insights not only into the kinds of actions people take but why they take them.

Despite news reports that might lead one to believe that the polling was not accurate, Webster noted in the podcast interview that they had a sense of the outcome early during election day. However, they don't jump to early conclusions. They are statisticians and polling experts, not guessers. I had the good fortune to interview Webster on the Grow My Revenue Business Cast.

### Danger Lurking

One of the biggest dangers facing corporate America today, he says, is creating an environment where everyone seems to be taking the same actions for the same reasons.

Lack of diversity is the enemy of many organizations today, he says. This doesn't just mean traditional categories of diversity. It extends to diversity of political viewpoints, too.

"If you're at a company, or you're running a company, and you literally don't know anybody that voted for Hillary or (anyone who) voted for Trump, whichever side of the fence you're on, I would submit that you have some issues with understanding customers," Webster said in a recent interview.

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## Solving Infrastructure Problems From the Bottom Up

by Kish Rajan

Walking down the streets of San Diego, it's not immediately apparent that the city is at the center of a technological revolution in infrastructure. That's because the technology, 3,200 sensors, is hidden inside the city's new street lights. The sensors collect data that will help the city save \$2.5 million on electricity each year, track air quality, and improve traffic flow and parking. They can even be of use to public-safety first responders.

San Diego's smart lights are just part of the city's push to rebuild its infrastructure. Last June, voters approved the Rebuild San Diego ballot initiative, which will provide up to \$4 billion for infrastructure projects over the next 25 years.

Expect to see more local and state governments taking infrastructure problems into their own hands. Given the realities of politics in Washington, they know the folly of waiting for the federal government to step in and save the day. And it's highly unlikely that any new infrastructure plan that did emerge from Washington would cover more than a fraction of the \$4.6 trillion that the American Society of Civil Engineers (ASCE) estimates it would cost to fix everything -- more than the federal government spends in a year.

ASCE's latest report card gives America's infrastructure an overall grade of D-plus. And no one knows better than those at the local level how our deteriorating infrastructure makes us less competitive globally, not to mention the safety concerns it raises for the people who use crumbling bridges, overpasses and tunnels every day or who drink water that might be contaminated by sewage overflows, just to name a few issues. They need to take a page from San Diego's playbook and find creative ways to start solving infrastructure problems from the bottom up.

It's already beginning to happen. South Bend, Ind., for example, is a sewer overflow city. Hundreds of billions of gallons of raw sewage overflow into local rivers and lakes every year. Aiming to improve the situation, the city, under Mayor Pete Buttigieg, has begun using a system called CSOnet, developed by a local company, that collects data from sensors inside the sewers so the city can redirect water to empty pipes and reduce the overflows.

In Multnomah County, Ore., more than a third of the commercial buildings use more energy than they should. But the Building Ready Multnomah initiative, started by former County Commissioner Jules Bailey, helps finance capital improvements

■ Continued on page 11

# Business Toolkit

## Simple Social Media Guide for Small Businesses

By Ijeoma S. Nwatu

It's hard to escape the interest, activity and advantages of social media. Platforms are either constantly evolving. With the changing dynamics of the digital communication space, it's important to get back to the basics. The key is to remember that social media is at its core a dialogue and conversation. Small businesses can leverage different platforms for a variety of reasons to either expand visibility, increase sales, or inform their audience.

Whether you've been active or considering a brand refresh, focus on a few best practices when approaching social media.

**Sometimes, less is more.** Facebook, Snapchat, Twitter, Instagram, LinkedIn, Pinterest. The list goes on. Managing social media – from the content to the execution – takes effort and time. If you do not have the resources to managing multiple accounts, think wisely in which ones you will invest in. Depending on the size, location and industry of your business you might focus on more visual platforms like Instagram, Snapchat and Pinterest. Get creative in showcasing behind-the-scenes snaps of your restaurant or interview clips with the craftsman building your next project. If your business relies heavily on sales and is in a very professional line of work, using LinkedIn would be appropriate.

**Timing matters.** In 2012, Oreo got it right during the National Football League's biggest game when it aptly time tweeted, "you can still dunk in the dark". Earlier this year, when Beyoncé re-



leased a new song and video with a mention of Red Lobster, the brand wasn't as timely. These social media cases are incidents of timing and how you a business, big or small, has to be ready to respond. Staying ahead of the curveball means knowing what type of content and stories to react to, maintaining a social media plan in

the event of a communications crisis or an opportune moment and having a staff person and/or software to monitor social activity. You never know when opportunity strikes – timing is everything.

**Check the numbers.** Social media is a two-way street and therefore social marketing is not sim-

ply broadcasting products and services. When testing new marketing ideas and campaigns, review platform analytics. Facebook Insights and Twitter Analytics, to name a few, have built-in data to show you information such as the audience demographics and the highest engaging content. Cross reference your tactics and plan with analytics and adjust accordingly. If you decide to incorporate paid posts or other advertising, it will be essential to determine and analyze your benchmarks, metrics and outcomes.

**Get organized by developing an editorial calendar.** Make note of important holidays like Thanksgiving or seasonal changes like the first day of summer and have content ready to share with your audiences. You could have a contest, free merchandise to giveaway or a special announcement to share if you've planned a coordinated effort in advance. Additionally, you can pitch stories to outlets and magazines about your upcoming events and promotions if it ties into their brand and editorial themes for the year.

Social media does not have to be complicated. Keep it simple by investing in a few platforms that aim to engage your audience and customers while positively representing your brand. Remember that timing, engagement and an organized process of developing and sharing content is important. Lastly, don't take yourself too seriously, have a little fun!

**SOURCE:** [www.sba.gov/](http://www.sba.gov/)

## What is Needed in an Effective Sales Pitch to Investors?

By Leo Sun

Any great invention or innovation needs financial backing. Entrepreneurs who have a great idea are often mortified by the prospect of professionally presenting their ideas to a panel of prospective investors. Here are some tips to insure the highest probability of success.

Think about the process you go through when you buy a stock. Will you buy a stock that has unclear growth prospects, muddled financial records and unclear margins? Or will you buy into a company with a clear business plan, focused customer base

and a strong, organized financial plan for the next few years? Organization is key in presenting to prospective investors, and the devil, which can be clearly visible to astute investors, is in the details.

- Organize your business plan. Explain how your product will make money, and what operating margins are forecast to look like. Investors like high margins, regardless of sales volume, as long as they are reasonable. Detail your prospective customer base and target demographic. Keep it short - one page is the accepted norm - and concentrate on three things: focus, clarity, uniqueness.

- Prepare a comprehensive financial plan. This should naturally flow from your business plan, but investors like solid numbers. Explain how much funding you need to get your idea off the ground, and how much ownership stake you are willing to surrender to investors. Show investors solid math - they need to know the amount of time it will take before their investments become accretive to earnings, and when the company will start to turn a profit. Show a five-year projection of revenue and earnings growth, and be realistic with the risks involved.

- Provide a realistic forecast based on macro-economic conditions. Turmoil in the markets has shown us that at any time, any number of economic risks can sink a product's profitability. Rising commodity costs can sink multiple products - raw materials and fuel can adversely impact your product's projected margins, depending on the components. You should outline your financial plan realistically, based on your knowledge of the world markets. This shows foresight and preparedness for turbulent times ahead and will reassure investors.

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# Access to Capital

## Why Alternative Financing Options Might Be Best for Your Small Business

By David Sederholt

The small business financing landscape is continually changing, with more options available to business owners than ever before. About half to two-thirds of these businesses seek financing from a number of places, from owner investments to non-bank sources. As small businesses continue to face challenges when it comes to gaining access to capital and taking advantage of opportunities to grow, it's important that they're seeking the right type of financing for their particular needs. There's been a lot of focus on "alternative" lending recently, but how do small business owners know when this is the right option to pursue?

One of the most obvious and common answers is that businesses seek financing when they're faced with an unexpected opportunity or challenge that requires quick capital. In my early years as a restaurateur, I built a chain of casual dining restaurants that saw strong growth, solid

revenue and profitability. We had all the right elements, but excess cash wasn't one of them. When I was presented with the opportunity to purchase the ideal property for a new location, there was only one issue -- I needed \$250,000. I was able to get the money quickly from an alternative lender, and I saw the power in this financing option.

In my case and in the experiences of many others, this access to capital provided me the freedom and flexibility to take advantage of a deal that allowed my business to grow. I learned firsthand that when opportunities like these are handled properly, the benefits can be enormous.

Most of the time, small businesses don't have the cash on reserve or an established line of credit that enables them to withdraw the necessary funds for these types of opportunities. Alternative sources of lending help fill that void by giving business owners access, availability and speed. The reality is that traditional banks aren't



equipped to do this -- and it isn't profitable for them to provide loans of under \$200,000.

So what are other situations small businesses often face that may benefit from an alternative source of financing? Check them out:

### Opportunities

- Purchasing discounted inventory, raw material or new equipment at a can't-miss price, such as a restaurant looking to make opportunistic purchases of wine during the holidays

■ Continued on page 6

## California Sub-Bid Request Ads

### GOLDEN GATE CONSTRUCTORS

11555 Dublin Boulevard • Dublin, CA 94568-2909 • Phone: (925) 829-9220  
Estimator: ALAN MCKEAN • Website: [www.desilvagates.com](http://www.desilvagates.com)  
An Equal Opportunity Employer

Golden Gate Constructors (GGC) is preparing a bid as a Prime Contractor for the project listed below:

**SOUTH MCDONNELL ROAD REALIGNMENT PROJECT – TBP NEW ROADWAY,**  
Contract No. 10515.71 TBP 0009,

Local Business Enterprise Goal Assigned is 30%

OWNER: CITY AND COUNTY OF SAN FRANCISCO c/o WEBCOR BUILDERS

San Francisco International Airport, 676 North McDonnell Road, San Francisco, CA 94128

**BID DATE: June 23, 2017 @ 2:00 P.M.**

We hereby encourage responsible participation of Local Business Enterprises, and solicit their subcontractor or materials and/or suppliers quotation for the following types of work including but not limited to:

**EROSION CONTROL, SWPPP / WATER POLLUTION CONTROL PLAN, TRAFFIC CONTROL PLAN, FENCE, ELECTRICAL, STRIPING / SIGNAGE, MINOR CONCRETE, DEMOLITION / CLEARING, TRUCKING, WATER TRUCKS, STREET SWEEPING, CLASS 2 AGGREGATE BASE MATERIAL, HOT MIX ASPHALT (TYPE A) MATERIAL.**

Plans and specifications may be reviewed at our office located at 11555 Dublin Boulevard, Dublin, CA or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is [ftp@desilvagates.com](mailto:ftp@desilvagates.com) and password is [f7pa55wd](ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com)) or from the Owner.

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

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

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

### GOLDEN GATE CONSTRUCTORS

5225 Hellyer Avenue, Suite #220 • San Jose, CA 95138 • Phone (408) 574-1400 Fax (408) 365-9548  
Contact: Bob Williams • Email: [estimating@graniterock.com](mailto:estimating@graniterock.com)

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

**Terminal 1 Boarding Area B Project – Bid Package 4.1 –  
Trade Package TP#31 Site Demolition, Earthwork & Paving**

Owner: City and County of San Francisco c/o Austin – Webcor, a Joint Venture

**BID DATE: June 28, 2017 @ 2:00 PM**

**Items of work include but are not limited to: Temporary Erosion Control Installation, Maintenance and Removal. Pavement, Slab and Footing Demolition. QC/QA Testing, Sawcutting, Water Truck Rental, Street Sweeper Rental, Trucking, Survey, Traffic Control, Shuttle Services, Striping Removal & New Striping Installation. MBGR, Misc Metals, Fixed and Removable Bollards, Class II Contaminated Material Off Haul Including Dump Fees, Soil Stabilization Fabric. Haul and Dispose of Asphalt Concrete Containing Petromat, Haul and Dispose of California Hazardous Material at Class I Landfill, Haul and Dispose of Non Hazardous Materials at Landfill.**

Plans, specifications and bid documents (including the Project Labor Agreement, LBE forms, and local hire requirements) may be downloaded from the project's BuildingConnected site. Please send a request to view these documents to [estimating@graniterock.com](mailto:estimating@graniterock.com) so that we may email you the link. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Subcontractors are encouraged to contact GGC Estimating with questions regarding bonding assistance, obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, DIR number, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. This will be a prevailing wage job. GGC intends to work cooperatively with all qualified firms seeking work on this project.

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# California Sub-Bid Request Ads

REQUEST FOR CERTIFIED DBE SUBCONTRACTORS, SUPPLIERS & TRUCKERS FOR:

**Vegetation Control and Gore Paving Caltrans (State of California Department of Transportation)**  
**Contract No. 04-4G9704**  
**Various Locations in Alameda County**  
**Bid Date: June 27, 2017 @ 2:00 PM**

Work types requested, but are not limited to, the following:

**Clearing and Grubbing, Construction Area Signs, Construction Materials, Erosion Control, Portable Changeable Message Signs, Prep WPCP, Roadway Excavation, Sign Work, Street Sweeping, Temporary Erosion Control, Trucking and Vegetation Control.**

Plans and Specifications are available for review at our office, or can be downloaded online at the following website:

<http://www.dot.ca.gov/des/oe/weekly-ads/specs-ntb.php?c=04-4G9704>

Call Serina Sirna for assistance in obtaining bonds, line of credit, insurance and scheduling accommodations.

**Gordon N. Ball, Inc.**

Attn: Serina Sirna

333 Camille Ave., Alamo, CA 94507

Phone: (925) 838-5675 • Fax: (925) 838-0814

[estimating@ballconco.com](mailto:estimating@ballconco.com)

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REQUEST FOR CERTIFIED DBE SUBCONTRACTORS, SUPPLIERS & TRUCKERS FOR:

**BART Earthquake Safety Program**  
**Fruitvale & Coliseum Station**  
**Oakland, CA**  
**Contract No. 15PJ-130B**

**Bid Date: June 20, 2017 @ 2:00 PM**

Work types requested, but are not limited to, the following:

**TEMP TRAFFIC CONTROL, PROJECT SIGNS, DEMO, ASBESTOS ABATEMENT, REBAR, CIP CONCRETE, DRILL & BOND DOWELS, ARCHITECTURAL WORK, PLUMBING, ELECTRICAL, FIRE SUPPRESSION STANDPIPE, AC PAVING, CONCRETE PAVING, CL FENCE, BUILDING WORK FOR BREAK-ROOMS, PLANTING & IRRIGATION, JANITORIAL SERVICES, PRESTRESSING, HOLD DOWN ASSEMBLIES, EXCAVATION AND BACKFILL, SHORING, COMMUNICATIONS WORK, MATERIALS TESTING, COLUMN CASINGS, TILE WORK, HVAC WORK, ALUMINUM PANEL WORK, CONSTRUCTION MATERIALS, SECURITY SERVICES, & TRUCKING.**

Plans and Specifications are available for review at our office, or can be downloaded online at the following website: <https://suppliers.bart.gov>

Call for assistance in obtaining bonds, line of credit, insurance and scheduling accommodations.

**Gordon N. Ball, Inc.**

Attn: Serina Sirna

333 Camille Ave., Alamo, CA 94507

Phone: (925) 838-5675 • Fax: (925) 838-0814

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**DESILVA GATES**  
 CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
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 (925) 829-9220 / FAX (925) 803-4263  
 Estimator: ALAN McKEAN  
 Website: [www.desilvagates.com](http://www.desilvagates.com)  
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DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

**City of San Leandro Annual Overlay / Rehabilitation 2016-17 Phase 1**  
**Project No. 2017.0050 - Bid No. 15-16.016**

OWNER:

City of San Leandro –  
 Engineering and Transportation Department  
 835 East 14th Street, San Leandro, CA 94577

**Bid Date: JUNE 26, 2017 @ 3:00 P.M.**

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

**Adjust Iron, Cold Plane, Electrical, Emulsion Supplier, Minor Concrete, Paving Fabric, Roadside Signs. Striping, Underground, Trucking, Water Trucks, Street Sweeping, Class 2 Aggregate Base Material, Hot Mix Asphalt (Type A) Material and Rubberized HMA (Open Grade) Material.**

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is <ftp://desilvagates.com> and password is f7pa55wd) or from the Owner's site at <http://www.sanleandro.org/depts/finance/purchasing/bids>.

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

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

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

**CAHILL CONTRACTORS, LLC**  
 Colby Smith at [estimating@cahill-sf.com](mailto:estimating@cahill-sf.com)  
 (415) 677-0611

**CAHILL CONTRACTORS, LLC**  
**requests bids from Certified SBE**  
**Subcontractors and Suppliers for the**  
**following TRADES:**

Site Clearing & Demolition / Windows, Storefronts, Glazing & Skylights / Shoring & Underpinning / Piles, Drilled Piers, Ground Improvements / Personnel Hoist / Crane Service

**1296 SHOTWELL ST.**  
**SENIOR AFFORDABLE HOUSING**  
**(SELECT TRADES)**  
**1296 Shotwell St.,**  
**San Francisco, CA 94110**

This is a CMD project with construction workforce and prevailing wage requirements.

**BID DATE: 6/16/17 @ 2PM**

**Voluntary Pre-Bid Meeting:**  
 6/1/17 @ 10AM, Cahill's Office  
 425 California St., Suite 2200  
 San Francisco, CA 94104

**BID DOCUMENTS:**

Please contact Colby for access to documents on BuildingConnected.

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# Turner

Turner Construction Company, representing the County of Alameda as their Construction Manager at Risk (CMR), formally announces the upcoming bidding opportunity on the project listed below. Bidders are required to meet Project Stabilization/Community Benefit Agreement (PSCBA) requirements and make a good faith effort to meet Enhanced Construction Outreach Program (ECOP) goals.

Prospective bidders are encouraged to visit the County of Alameda website for information on certification, ECOP, and PSCBA requirements.

**Cherryland Community Center**

**Approximate Construction Value: Fifteen Million Dollars (\$15,000,000)**

**Owner: County of Alameda**

The project scope includes ground-up construction of an approximately 17, 500 square-foot multipurpose community center located on two adjacent lots (278 Hampton Road and 17482 Boston Road). The scope also includes improvements to the Meek Estate parking lot, located behind the Community Center site, at the end of Boston Road. This advertisement is for all trade packages associated with the project. Construction is slated to begin between July and November 2017 and complete in late 2018. This advertisement is for all trades, including:

1.00 – General Requirements, 2.31 – Demolition and Earthwork, 2.46 – Earthwork/Foundations, 2.50 – Site Utilities, 2.74 – Site Paving, 2.75 – Site Concrete/Markings, 2.90 – Landscaping/Site Improvements, 3.30 – Structural Concrete/Reinforcing, 4.20 – Masonry/Stone, 5.10 – Structural Steel/Decking, 5.50 – Miscellaneous Metals, 6.10 – Rough Carpentry, 6.20 – Millwork/Casework, 6.60 – Plastic Paneling, 7.50 – Roofing/Waterproofing, 7.60 – Flashing/Sheetmetal/Expansion Joints, 8.10 – Door/Frames/Hardware, 8.30 – Specialty Doors/Frame/Hardware, 8.40 – Curtain Wall/Metal Panels/Storefront/Windows, 9.20 – Metal Stud Framing/Drywall/Plaster, 9.30 – Ceramic Tile, 9.50 – Acoustical Ceiling tile and FWP, 9.60 – Flooring, 9.90 – Painting/Specialty Wall Covering, 10.00 – Specialties/Equipment/Fixtures, 10.10 – Toilet and Misc. Partitions/Accessories, 10.40 – Signage, 11.40 – Food Service Equipment, 12.49 – Window Treatments, 12.50 – Furnishings, 15.30 – Fire Protection, 15.40 – Plumbing, 15.90 – HVAC, 16.00 – Electrical and PV, 16.40 – Low Voltage/Security/Life Safety. Note that some trades listed above may be grouped into a single bid package, and others may be broken into multiple trade packages. Check the link below in Plans and Specs section for additional information.

**Plans and Specifications**

Plans, Specifications, Requirements, and other job documents will be available after June 5, 2017. Please go to <https://turnernorcal.box.com/s/jzu4g6thmdkrk7dht5wfvbnfx2n54jb> to access the documents. You will be asked for your own user name and password.

**Pre-Bid Meeting/Job-Walk**

**INFORMATIONAL Pre-Bid Meetings and Job-Walks:**

**Pre-Bid Meeting 1:** June 8 from 9 A.M. to 9:45 AM,

21455 Birch Street, Hayward.

**Jobsite Walk 1:** June 8 from 10:00 A.M. to 10:30 A.M.,

278 Hampton Road, Hayward.

**Sub networking event:** June 8, 10:45 A.M. to 11:30 A.M.,

278 Hampton Road, Hayward.

**Pre-Bid Meeting 2:** June 12, 12:30 P.M. to 1:00 P.M.,

1111 Jackson St., Room 226, Oakland.

**Jobsite Walk 2:** June 13, 8:00 A.M. to 8:30 A.M.,

278 Hampton Road, Hayward.

Both pre-bid meetings and jobsite walks will cover all trades.

**Requests for Information**

**Pre-Bid Requests for Information (RFIs) are due June 14 at 2:00 p.m.**

**Prequalification**

Bidders interested in working with Turner on this project will be required to prequalify before being awarded the work. Submit prequalification packages online at [www.turnerconstruction.com/sub-contractors](http://www.turnerconstruction.com/sub-contractors). Non-prequalified sub contractors may bid the work, and will have 72 hour to submit an acceptable prequalification package if they are the apparent

**Sealed bids are due no later than 2pm, THURSDAY, June 22, 2017.**

**DELIVER TO:**

**Turner's Oakland Office**

**Attn: Marlene Guzman**

**300 Frank H. Ogawa Plaza, Suite 510**

**Oakland, CA 94612**

Turner requires that subcontractors also comply with Project Stabilization/Community Benefit Agreement (PSCBA) requirements.

Turner has the following goals for the project:

Minority Owned Business Enterprise – 15%, Woman Owned Business Enterprise – 5%, Local Business Enterprise – 60%, Small Local Business Enterprise – 20%

Please direct all questions to Marlene Guzman at 510-267-8105 or [mguzman@tcco.com](mailto:mguzman@tcco.com).

SMALL  
**BUSINESS**  
 EXCHANGE



# California Sub-Bid Request Ads



**BROSAMER & WALL, INC.**

An Equal Opportunity Employer  
is requesting quotations from all qualified  
DBE

Professional services, sub-contractors, material suppliers and trucking for the following project:

**BART EARTHQUAKE SAFETY PROGRAM AERIAL STRUCTURES  
FRUITVALE STATION AND COLISEUM STATION**

**Contract No. 15PJ-130B**

**Bid Closing Date: JUNE 20, 2017 @ 2:00 PM**

**DBE GOAL: 12%**

**CONTACT:**

**Robert Rosas**

**Brosamer & Wall Inc.**

**1777 Oakland Blvd, Suite 300**

**Walnut Creek, California 94596**

**PH: 925-932-7900 FAX: 925-279-2269**

**PROJECT SCOPE:**

The work in this Contract includes but is not limited to providing structural retrofit of pier foundations, columns and pier caps; demolition of selected existing facilities; shoring for excavation support; excavation; steel and concrete structure retrofit at girders, and stairs; drilling and bonding dowels in concrete; electrical work at piers and the main concourse, defined as the covered area between station entrances; architectural work at stairs and curtain walls, retrofit of escalator trusses, restoration of paving, striping, sidewalks, signage, traffic control, utilities. Optional Work; Breakrooms improvements at Coliseum station and/or Fruitvale station may be included at the discretion of the District as described in the Contract Documents. Duration of Project is 1200 Calendar Days.

Note: This project includes a Buy America Clause and Owner Controlled Insurance Program (OCIP)

**Subcontractors and Suppliers being solicited include but not limited to:**

Construction Staking, Traffic Control System, Project Signs, Construction Area Signs, Construction Site Mgmt., Prepare SWPPP, Rain Event Action Plan, Storm Water Annual Report, Temporary SWPPP Devices, Street Sweeping, Temporary Concrete Washout, Temporary Fence (Type ESA), Abatement (Asbestos/Lead) & Demolition, Select Structure Concrete Removal, Pre-Stressing/Post Tensioning, Concrete Reinforcing, Concrete Reinforcing (Foundation), Cast-in-Place Concrete, Cast-in-Place Concrete (Foundation), Drill and Bond Dowels, Drill and Bond Dowels (Chemical Adhesive), Fiber Reinforced Polymer Column Casing, Structural Steel Framing, Architectural Work (Aluminum Walls, Glazing and Storefronts), Fire Suppression, Plumbing & HVAC, Electrical and Communication, Earthwork, Shoring and Underpinning for Safeguarding Structures, Asphalt Paving, Concrete Paving, Minor Concrete (Concrete Curbs, Gutters, and Walks), Signage and Pavement Markings, Chain Link Fences and Gates, Utilities, Building General Contractors for Breakroom(s) Optional Improvements, Temporary Fence, Trucking, Portable Toilets, Concrete Supply and Placement.

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

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

Plans and specifications can be viewed at our office located at 1777 Oakland Blvd Suite 300, Walnut Creek, Ca. 94596 or at the Districts Offices for plan room locations please call BART at 510-851-3174. B&W will also make plans electronically please email rrosas@brosamerwall.com for free online link. Brosamer & Wall INC., intends to work cooperatively with all qualified firms seeking work on this project. If you are interested in submitting a subcontractor bid for this project, you may contact Robert Rosas Chief Estimator at 925-932-7900 or fax us your quote at 925-279-2269. PLEASE SUBMIT A COPY OF YOUR CURRENT DBE CERTIFICATION WITH YOUR BID. Subcontractors, Dealers/Suppliers and Brokers please provide your designation code to us on or before the bid date. B&W, INC., IS AN EQUAL OPPORTUNITY EMPLOYER.

**Gold Ridge RCD**

2776 Sullivan Rd • Sebastopol, CA 95472 • Phone: 707-823-5244 • Fax: 707-823-5243  
Contact: William Hart • William@goldridgercd.org

The Gold Ridge Resource Conservation District is seeking Minority- and Women-Owned Business Enterprises for the following project:  
**Valley Ford Cheese Company • Rainwater Harvesting System • Location: Valley Ford, Sonoma County, CA**

**Construction Timeframe** (approximate): Week of July 31 – to the week of October 2. Construction is expected to take 7-10 weeks, exact timing within the allowed timeframe will depend on contractor's schedule.

**Project Scope:** The project comprises of construction activities at the Valley Ford Cheese Company, located in Valley Ford, CA. Bids are requested from licensed and qualified contractors for the installation of a rainwater harvesting system. The project occurs within a commercial business on private land. There is one building identified for work, and the building requires modest changes to attach the gutters in a safe and functional manner. Licensed contractors with prevailing wage reporting requirement experience are encouraged to attend the bid tour. More info available at <http://goldridgercd.org/html/for-contractors.htm>

The project includes the following components:

- A. Site preparation work, including trenching;
- B. Excavation of primary and auxiliary tank pad sites;
- C. Installation of gutters, gutter hardware, downspouts, first flush diversion systems, and associated components;
- D. Installation of compacted gravel pad, ring and retaining wall;
- E. Pressure tank and gauge;
- F. Service utility panel;
- G. Acquisition and installation of two auxiliary water storage tanks;
- H. Erosion control measures

Full Request for Bids available at: [www.goldridgercd.org](http://www.goldridgercd.org)

**Specific trades/licenses requested:** a current California Class A General Engineering License is required.

**THIS IS A PREVAILING WAGE PROJECT.** Certification of insurance for General Liability and Workers' Compensation are required.

Letters of Intent required by 5 PM, Friday, June 23, 2017 to attend a **mandatory** bid tour at 10 AM, Friday, June 30, 2017.  
**Bids are due by 5 PM on Friday, July 20, 2017.** See full RFB for more details.

## Meeting & Networking Event

**CHASE CENTER**

and

**Warriors Mixed-Use Office and Retail Development**

**Please Join Us for the Project Tip Off!**

**Meeting and Networking Event for Procurement Package #3**



Image courtesy of MANICA Architecture/ Steelblue LLC

**COME LEARN ABOUT THE SUBCONTRACTING OPPORTUNITIES ON PROCUREMENT PACKAGE #3**

**Project Description:** Chase Center, a 18,000-seat, multi-purpose event center, will anchor a district of 11 acres of restaurants, cafes, offices and public plazas, along with other amenities. This project is administered by the Office of Community Investment and Infrastructure with a Small Business Enterprise (SBE) goal of 50%.

**Procurement Package #3 will include the following scopes of work:**

- |  |                                    |               |
|--|------------------------------------|---------------|
| Interior Storefront                        | Miscellaneous Metals #2 – Arena    | Unit Pavers   |
| Ceramic Tile/Interior Stone                | Miscellaneous Metals #2 – Offices  | Site Concrete |
| Loading Dock Equipment                     | Resistance Lap Pool                | Firestopping  |
| Acoustical Ceilings                        | Doors/Frames/Hardware              | Signage       |
| Sealed and Polished Concrete               | LV Data/Telecomm/Broadcast/AV      | DAS/WIFI      |
| Resilient, Carpet, & Wood Flooring         | Landscape/Irrigation               | Scoreboards   |
| Acoustical Treatment                       | Epoxy Resinous Flooring            | Painting      |
| Basketball Court Flooring                  | Athletic Equipment                 | Terrazzo      |
| Wall Coverings                             | Hydro-Therapy Equipment            |               |
| House Reduction Curtains/Blackout Curtains | Sauna & Steam Room                 |               |
| Laundry Equipment                          | Coiling Doors & Grilles            |               |
| Food Service Equipment                     | Misc. Specialties                  |               |
| Theater Gantry Steel                       | Toilet Compartments & Cubicles     |               |
| Metal Lockers & Benches                    | Toilet, Bath & Laundry Accessories |               |
| TV Monitors/Brackets                       | Gym Curtain & Wall Padding         |               |
| Window Treatments                          | Pavement Coatings                  |               |

**When:** Tuesday, July 11 at 2:00 pm

**Where:** Hotel Whitcomb Ballroom  
1231 Market Street  
San Francisco, CA 94103

Please RSVP at (628) 221-8943 or at [rsvp@mortensonclarkjv.com](mailto:rsvp@mortensonclarkjv.com)





# California Sub-Bid Request Ads

## AECOM

One California Plaza . 300 S. Grand Avenue . Los Angeles, CA 90071

REQUEST FOR CBE SUBCONSULTANT INTEREST

AECOM is bidding on the following project as Prime Contractor:

**Owner: County of Los Angeles Department of Public Works  
Request for Proposals  
The Rancho Los Amigos South Campus Project  
Project Management/Construction Management Support Services  
RFP No. AED7740084**

AECOM is seeking qualifications from Community Business Enterprises (CBEs) for the following project and construction management work:

- COST CONTROL & ESTIMATING
- LEED CERTIFICATION PROCESS
- SUSTAINABILITY
- OFFICE ADMINISTRATION
- CONSTRUCTION QUALITY
- BIM IMPLEMENTATION
- INSPECTION & TESTING SERVICES
- CHANGE MANAGEMENT
- LABOR COMPLIANCE AND COMMUNITY OUTREACH
- EXPERIENCE IN PROGRESSIVE DESIGN-BUILD, JOB ORDER CONTRACTING, AND/OR BEST-VALUE CONSTRUCTION
- EXPERIENCE IN DESIGN/CONSTRUCTION MANAGEMENT OF HISTORIC BUILDINGS, COMMERCIAL AND GOVERNMENTAL OFFICE BUILDINGS, SITE INFRASTRUCTURE AND UTILITIES, SPORTS FIELDS, AND PARKING GARAGES
- COMMUNICATIONS CONSULTANTS & SERVICES
- CONSTRUCTION SERVICES – SCHEDULING
- PUBLIC RELATIONS SERVICES

Experience providing similar services to the County of Los Angeles is preferred. This proposal is in alignment with the County of Los Angeles CBE Program requirements and certified CBEs are encouraged to respond. The CBE Program includes business enterprises owned by disabled veterans, disadvantaged business enterprises, and minority- and women-owned business enterprises.

Interested businesses should email a brief overview of County of Los Angeles experience, along with CBE documentation by Monday, June 19, 2017, to Abby Rauschenberger at [abby.rauschenberger@aecom.com](mailto:abby.rauschenberger@aecom.com) or by phone (225) 922.5740 or by fax at (225) 922-5701.

Assistance is available in obtaining any necessary bonding; lines of credit or insurance; information related to the requirements for the work; and necessary equipment, supplies materials, or related services.

We are an Equal Opportunity Employer



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

LBE Subcontractor/Supplier Bids Requested For:  
**San Francisco Public Utilities Commission  
The Embarcadero/Drumm & Jackson Streets Sewer Improvements  
Contract No. WW-657  
BID DATE: June 22, 2017 at 2:00PM  
Fax all quotes to 510-777-5099**

Requesting certified LBE (including MBE/WBE/OBE) Subcontractor and Supplier Quotes on: Trucking, Saw-cutting, Traffic Control, AC Paving, Concrete Flatwork, Mechanical, Electrical, Piling, Rebar, Structural Concrete, Slip Lining, Excavation, Backfill, Shoring, TV Sewer Inspection, Shotcrete, Painting & Coating, Dewatering, Concrete Repair, HDPE Pipe, Valves, Electrical Switchgear, Misc. Metals & Temporary Stripping

Hard copy versions of plans, specifications and bidding documents are available at 525 Golden Gate Avenue, 1st Floor, Customer Service Desk, San Francisco, CA 94102. Documents may also be provided by Shimmick Construction. Please contact Jamie Helmick at [jhelmick@shimmick.com](mailto:jhelmick@shimmick.com).

Subcontractors and Suppliers interested in this project may contact Bill Johnson by email at [bjohnson@shimmick.com](mailto:bjohnson@shimmick.com) for questions on specifications.

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.

## Long Island (Babylon), NY Sub-Bid Request Ad

**Shea McNally JV  
BIDDING OPPORTUNITY**

MBE/WBE/DBE Certified with the following certifying authority:

**A DBE is a Disadvantaged, Minority, or Woman Business Enterprise that has been certified by an entity from which EPA accepts certifications as described in 40 CFR 33.204-33.205 or certified by EPA. EPA accepts certifications from entities that meet or exceed EPA certification standards as described in 40 CFR 33.202.**

Inviting qualified contractors, specifically **MBE/WBE/DBE firms certified/eligible as listed above**, to contact Shea McNally JV (Prime Contractor listed below) regarding subcontracting services and material supply opportunities in connection with the upcoming tunnel and shafts project.

The Work under this contract is located in Long Island (Babylon), New York. The Work consists of:

**Southwest Outfall Replacement, Capital Project No. 8108  
Owner: County of Suffolk – Dept. of Public Works-Yaphank, NY  
Capital Project No. 8108  
BID DATE: June 29, 2017 at 11:00 AM**

Opportunities to participate exist in the following specific areas of soil and rock excavation, hauling, excavation support systems, underground blasting, structural steel, engineering, survey, instrumentation and monitoring services, materials testing, demolition and site preparation, environmental investigation, utility relocation, paving, fencing and gates, geotechnical and structural instrumentation, slurry wall, cased auger shaft construction, secant piles, cast-in-place concrete structures, reinforcing steel, ground stabilization, rock-bolts, steel dowels, shotcrete, concrete finishing, waterproofing, service utilities, grouting, mechanical equipment – hydraulic, sluice & weir gates, electrical services, pest control, IT services, security, waste disposal, cleaning services, and security services.

Any business seeking to participate as a **MBE/WBE/DBE** in the Contract that is not currently certified DBE by the EPA and the requirements set forth above should review **40 CFR 33.204-33.205 or certified by EPA** shown above to obtain current certification.

Shea McNally JV set up an FTP site where you can view all plans, specifications and addendums for your convenience. Please contact Steve Fiore at (909) 595-4397, [Steven.Fiore@jfshea.com](mailto:Steven.Fiore@jfshea.com), to receive instructions on accessing the FTP Site.

**Shea McNally JV  
An EEO Employer  
(J.F. Shea Construction, Inc. – McNally Tunneling Corporation)  
667 Brea Canyon Road, Suite 22 • Walnut, CA 91789  
909-594-0990 • 909-869-0827 (fax)  
Attn: Dennis Poulton, Chief Engineer**

## Why Alternative Financing Options Might Be Best for Your Small Business

Continued from page 3

or a wholesaler in need of additional warehouse space and forklifts

- Buying out a partner or to avoid taking on a partner who will own a chunk of the business and profits for life
- Expanding to new locations

### Challenges

- Harsh weather that forces a business to close days on end
- Fluctuations in the economy that impact the bottom line
- Unexpected occurrences that put pressure on cash flow and require an immediate influx of working capital, such as a refrigerator that stops working in a restaurant or a farmer needing to process the harvest

To determine what type of financing makes sense for your business and situation, you must consider what exactly needs to be funded and

the timing. Alternative lending helps provide flexibility of repayment and offers creative options, including small daily payments that fluctuate with sales volume. It's also important for small business owners to understand the rates associated with choosing an alternative lender. This type of financing is more costly than a traditional bank loan because these companies act as liaisons, borrow capital from other financial institutions and guarantee the payment. Essentially, they absorb the risk and the losses when a client defaults. This is also further emphasized when taking into consideration that an application can be underwritten and approved in hours instead of weeks with a bank.

Whether you're a restaurant, retailer or medical practice, examining your situation closely will help determine the best financing option. Gaining access to capital can be the deciding factor in whether or not a small business grows or survives, so choose wisely when it comes to funding.

**SOURCE: [www.entrepreneur.com](http://www.entrepreneur.com)**

# ABLE: Asian Black Latino Enterprises

## Now Is The Best Time To Enter The Hispanic Market



By Jennifer Elena

The need to understand the demographics and values of Hispanic customers is more important than ever. A commitment today will result in generations of loyal brand customers. However, some companies are apprehensive to enter the Hispanic market, fearing brand missteps. Advice? Don't ignore the market opportunity of U.S. Hispanics; they are the country's largest minority group with \$1.3 trillion in buying power. Experienced brands that are actively engaging with Hispanics prove that being authentic and culturally relevant with this audience delivers a strong return on investment.

### How To Do It Right

#### 1. Social listening by culture, not language

With social listening products like Oye! Intelligence, we can analyze social media conversations among Latinos rooted in culture, not just language. If you identify Spanish speakers

only, you are excluding a very valuable customer base of Latinos who prefer English and this limits your broader opportunity to connect with Latino consumers of all acculturation levels. According to a 2015 Google survey, only 16% of respondents used Spanish online while 94% of respondents said they felt comfortable consuming English content. Today, the Hispanic digital audience is truly bilingual and bicultural, meaning if you want to reach digital Hispanics, an integrated approach is necessary. Rather than using language to connect and engage with Hispanics, use culturally relevant content.

#### 2. Start with authenticity through influencers

Often, brands either dive into a large advertising campaign or do nothing to connect with Latinos. But, we often see a word-of-mouth and referral rate that is three times higher than the general market, meaning your dollar can go much further leveraging earned media and social influencers with Latinos. Latinos see reporters as

advocates and, therefore, they play a more influential role compared to the general market. A bilingual spokesperson on behalf of a company plays a dual role of messenger but also stands as a role model in the community.

On the social side, Hispanics share posts on social media five times more than non-Hispanic users do and they are 35% more likely to click on a link or post shared by another Hispanic person than a non-Hispanic one, according to a 2014 Pew Research Center Study. Therefore, your brand should use strategic social media post targeted to Hispanics if you want to engage with these consumers.

"Being Latino," an influencer turned empire, has an internal collective network of over 66 million followers strictly from niche, Hispanic-relevant content. Using Hispanic influencers from different cultural backgrounds, nationalities and levels of acculturation can result in targeted content that resonates with different target audiences.

#### 3. Total business, not total market

The total market approach does not have to be an all or nothing, and it most definitely does not need to ignore the Hispanic segment. Brands need to be savvy on where their growth is coming from and connect to those audiences. For instance, if 45% of new business growth is driven by Latinas, then start strategizing with that segment in mind and leverage their unique marketing insights first, versus adding one Latina in a commercial. Hispanic consumers are savvy to begin with, so they know when a brand is not being authentic. Marketers attempting to reach Hispanic consumers should understand variables such as level of acculturation, values and country of origin. Most importantly, we need continuity and commitment to developing the right measurement, KPI's and ROI. One-off campaigns to check off a list will not capture the brand-loyal consumers.

SOURCE: [www.mediapost.com](http://www.mediapost.com)

## 5 Reasons Why Workplace Diversity Is Good For Business

Continued from page 1

### Hidden Bias

"It's that kind of...bias that I think is one of the great dangers of corporate America," he adds. "We don't have all of the voices present in the room that we think we need to have, or that we ought to have, in order to develop products or marketing."

As technology advances and businesses become more globalized, creating a truly diverse organizational culture that incorporates basic human principles and fosters diversity of ideas and perspectives is not just good for employees, Webster argues. It's good for business.

### Here Are Five Key Benefits of Fostering Diversity in the Workplace.

**Increased Creativity** A diversity of ideas and viewpoints can lead to creative breakthrough. A company made up of employees from diverse ethnic backgrounds, generations, genders, races and religions (just to name a few)

has more creative energy to harness than one with a more homogenized workforce.

**Foster Innovation** Different practices that arise from having lived in a foreign country or speaking a foreign language or practicing a certain religion can lead to innovative products like Nike's new "Pro Hijab", a lightweight, breathable headcover for female Muslim athletes.

**Better Consumer Understanding** If you don't have somebody with a diverse viewpoint in your boardroom then you very likely don't have your finger on the pulse of a demographic group you purport to serve if somebody's not advocating for that position.

"If you don't have those voices in your research...you're denying yourself the potential opportunity to explore different markets that you're not even thinking about," Webster says.

**Richer Brainstorming** A diversity of opinions, ideas and input can lead to richer, more productive discussions during brainstorming



sessions. In contrast, an environment where everyone's opinions mirror each other has a high probability of producing stagnant results. "(That) kind of homophily of mindset and the feedback you get in brainstorming sessions... is a really dangerous thing for any company,"

Webster says.

**Better Decision Making** Diverse perspectives lead to better decisions -- for your company, your employees and your customers.

Continued on page 11

# SBE Targeted “Sub-Bid Express” Availability and CUF



“Utilize SBE’s “Targeted Sub-bid Express” to attract available businesses with their CUF (commercially useful function) code verified by certifying agencies. Firms have bidding experience and a history of using a “sharp pencil”. All of these firms “hang out” in SBE’s 1.5 million B2B diverse database. So “availability” is not a problem.



**You get 3 ads for the price of one**

- one in the weekly publication (Thursday)
- one on our website
- one in the SBE Today Newsletter on Friday

and be assured that your message is delivered timely **BEFORE BID DATE.**

## CONTACT US TODAY

**A:** 795 Folsom Street, 1st Floor, San Francisco, CA 94107

**P:** 415-778-6250 or 800-800-8534

**F:** 415-778-6255

**E:** sbe@sbeinc.com

**W:** www.sbeinc.com

SBE is a certified DBE firm

**SMALL BUSINESS EXCHANGE**

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<https://twitter.com/SBEinc1984>

**To Download the AD ORDER FORM, please visit the link below:**

<http://e8.octadyne.net/clientFiles/8023/Sub-Bid-Request-Order-Form-rev-5-20-16-.pdf>



# Public Legal Notices



## GOLDEN GATE BRIDGE HIGHWAY & TRANSPORTATION DISTRICT

### NOTICE INVITING PROPOSALS

The Golden Gate Bridge, Highway and Transportation District (District) seeks proposals for **RFP No. 2017-D-30, SAN RAFAEL TRANSPORTATION CENTER RELOCATION ANALYSIS, ENVIRONMENTAL CLEARANCE & PRELIMINARY DESIGN**. Interested Proposers must submit sealed proposals to the Office of the Secretary of the District by **Tuesday, July 18, 2017, at 4:00 p.m., PT**.

A non-mandatory pre-proposal conference will be held at the San Rafael District Conference Room at the Golden Gate Transit Administration Offices, District Division Administration Building, 1011 Andersen Drive, San Rafael, CA on **Tuesday, June 20, 2017, at 2:00 p.m., PT**.

The District hereby notifies all Proposers that it is the policy of the District to ensure nondiscrimination on the basis of race, color, national origin, or sex in the award and administration of contracts. Proposers are strongly encouraged to obtain Small Business Enterprise (SBE) participation on this project. The District has evaluated subcontracting opportunities for this contract and has established an SBE goal of 6.5%. Proposers must meet the established SBE contract-specific goal of 6.5% on this project or demonstrate good faith efforts.

Requests for modifications or clarifications of any requirement must be submitted in writing by **Tuesday, June 27, 2017, at 4:00 p.m., PT**.

The RFP Documents are available for download on the District's website. To download the RFP Documents, go to the District's website home page at <http://www.goldengate.org>, click on Contract Opportunities, scroll down to District Division and look for RFP No. 2017-D-30.

To inspect and obtain the RFP Documents, please contact the Contracts Office, Administration Building, Golden Gate Bridge Toll Plaza, San Francisco, CA, by email at [contractsoffice@goldengate.org](mailto:contractsoffice@goldengate.org), by telephone at (415) 923-2318, or by facsimile at (415) 923-2384.

/s/ Aida S. Caputo, Contracts Officer  
Dated: 6/15/2017

6/15/17  
CNS-3020104#  
SMALL BUSINESS EXCHANGE



UCLA

### UCLA BIDDING OPPORTUNITIES

Please refer to the below-listed website for public notices of prequalification and bidding opportunities over \$200,000 at UCLA:

<http://www.capitalprograms.ucla.edu/>

If you would like to register to receive free email notifications of bidding opportunities over \$200,000 at UCLA, please refer to the website below:

<http://www.capitalprograms.ucla.edu/Subscription/Subscribe>

To be added to our Rotating Bidder's list for bidding opportunities under \$200,000, please refer to the website below:

<http://www.capitalprograms.ucla.edu/Contracts/Overview>

## CALIFORNIA STATE UNIVERSITY STANISLAUS

### REQUEST FOR QUALIFICATIONS FOR COLLABORATIVE DESIGN-BUILD SERVICES Library Renovation, Project Number ST-01406 Stanislaus

The Trustees of The California State University, through this Request for Qualifications (RFQ), is requesting Statements of Qualifications (SOQ) from interested and qualified design-builders (Respondents) to provide design and construction services for the above-reference Project. The Trustees will select a design-build team consisting of a general contractor and architect (Design-Builder) based on qualifications and proposed fees (a design competition is not utilized). This is a two-phased delivery process: Design Phase, and Design-Build Phase, and there will be a separate contract for each phase.

Respondents shall be prequalified with the Trustees, and shall submit their prequalification application no less than ten business days prior to the SOQ submittal due date. A technical review committee shall review the respondents' SOQ and, based on the criteria identified in the RFQ, the committee shall select no more than five finalists to receive the Request for Proposals.

SOQ Submittal Due Date: July 18, 2017

Deadline for Submittal of SOQ: 2:00 p.m.

Estimated Design and Construction Cost: \$ 40,032,000.00

License Requirement: B

RFQ Respondents Conference and Site Inspection:

Date and Time: June 15, 2017, 10:00 a.m.

Location: Library, Room 201

For directions call (209) 667-3623.

RFQ documents are available at the location and website specified below. Please contact that office.

California State University, Stanislaus

Procurement Office

Attn: Debra Da Rosa

One University Circle

Turlock, CA 95382

Telephone: (209) 667-3987;

Website: [www.e-ARC.com/ca/modesto](http://www.e-ARC.com/ca/modesto)

The Trustees require a three percent Disabled Veteran Business Enterprise participation. When it nears time to bid trades, the selected Design-Builder shall contact the Trustees' DVBE Coordinator at (209) 667-3243.

This project is a public works project and is subject to prevailing wage rate laws (see Contract General Conditions, Article 35.02-c). All contractors and all tiers of subcontractors submitting proposals or bids on this project shall register to bid public works projects with the Department of Industrial Relations, and maintain current this registration pursuant to Labor Code Section 1725.5. Please go to <http://www.dir.ca.gov/Public-Works/PublicWorks.html> for more information and to register.



### CONCESSION OPPORTUNITY AT SAN FRANCISCO INTERNATIONAL AIRPORT - Domestic Terminals ATMs Leases A & B.

San Francisco International Airport is accepting bids for the Domestic Terminals Automated Teller Machines (ATMs) Leases A and B. Each Lease grants the non-exclusive right to dispense U.S. currency from ATMs at twelve (12) designated locations at the Airport for a term of five (5) years with a single option to extend the term by two (2) years, at the Airport's discretion. The Minimum Annual Guarantee Offer (Bid), which will be the successful Bidder's minimum annual guarantee for the first year of the Lease, is \$150,000.00. The Airport intends to award each Lease to the highest-bidder. Each bidder must submit a Bid Bond in the amount of \$75,000.00 as a guarantee that the bidder will execute said Lease. This Bid Bond shall be in the form of a surety bond, cashier's check, or irrevocable letter of credit in its original form. Small, local, and disadvantaged businesses are encouraged to participate.

Bids will be accepted from 2:00 p.m. on Monday, June 26, 2017 until 2:00 p.m. on Friday, June 30, 2017.

The Request for Bids Document and related documents may be obtained on-line at <http://www.flysfo.com/business-at-sfo/current-opportunities> or by contacting Trevor Brumm, Principal Property Manager, Revenue Development and Management, at 650.821.4500.

CNS-3017897#

Request for Proposal

## Rinconada Water Treatment Plant Residuals Management Remediation Project



**Topic:** Rinconada Water Treatment Plant Residuals Management Remediation Project

**Who:** Santa Clara Valley Water District (District), located in San Jose, California, is the water resource management agency meeting watershed stewardship needs of, and providing wholesale water reliability to, Santa Clara County's more than 1.9 million residents.

The District is soliciting proposals from consultant firms to provide professional consultant services for planning and design of the Rinconada Water Treatment Plant (RWTP) Residuals Management Remediation Project (Project) with plans to amend the agreement to provide consultant support services during construction and post-construction phases. The Project is located in the Town of Los Gatos. The Project work encompasses evaluating solids production and capacity requirements, developing, evaluating, and selecting a recommended alternative for designing a rehabilitation Project that will meet District performance objectives. The Project objectives include providing the necessary storage and processing capacity of sludge, and ensuring redundancy, reliability, and ease of operation and maintenance of the residuals process. The consultant services will require evaluating the existing residuals facilities that currently do not meet the District's performance objectives, and determine how they may be utilized and integrated into the remediation Project or whether the existing residuals facilities need to be overhauled and/or replaced.

All reference materials listed in the Preliminary Scope of Services are posted on the File Transfer Protocol (FTP) cloud provider site and are available after a non-disclosure form is signed; contact **Amy Fonseca** at [afonseca@valleywater.org](mailto:afonseca@valleywater.org) to obtain access to these materials. Consultants shall review and familiarize themselves with all pertinent information prior to submission of a proposal. **All proposals must be submitted electronically to CAS by the date and time specified in the RFP Schedule tab.**

Please submit your proposals electronically in CAS by the date and time specified in the RFP Schedule. Prior to submitting proposals, all firms must be registered in CAS. This can be achieved by going to the web address noted below and following the instructions to create an account. When creating an account in CAS, select the expertise code "WT10- Water Treatment Infrastructure Design, and Project Management" and add contact information as necessary. Only registered firms will be notified by email that is generated by CAS if there are any changes to the RFP schedule, attachments, and/or pertinent information subsequent with the issuance of this RFP. If you need assistance with creating a CAS account, please call (408) 630-2992, or e-mail questions to [ContractAdministration@valleywater.org](mailto:ContractAdministration@valleywater.org).

The prime consultants for the professional consultant services requested must be entirely unique and distinct; all prime consultant firms with previous contracts with the District for the planning, design, and construction of the current Residuals Management Project facilities will be precluded from proposing and/or contracting with the District for the professional services requested herein this RFP.

In order to provide a responsive proposal that addresses the site constraints and operational functionality of the existing solids handling facilities, attending one of two pre-proposal meetings and site visit is mandatory to be permitted to submit a proposal. The meetings and site visits will be held on dates and times specified in the RFP Schedule posted in SCVWD's Contract Administration System (CAS), to be held at the Rinconada Water Treatment Plant. RSVP is required 24 hours in advance to **Girle Jacobson**, Acting Project Manager at [gjacobson@valleywater.org](mailto:gjacobson@valleywater.org).

The tentative schedule for the consultant selection and contract award process including the notice of selection for the oral interviews, oral interview, notice of selection and beginning of contract negotiation, District Board of Directors' approval of contract, and the notice to proceed is specified in the RFP Schedule tab in CAS.

**Contact:** General questions regarding this solicitation will be accepted by email to **Girle Jacobson** at [gjacobson@valleywater.org](mailto:gjacobson@valleywater.org) by the dates specified in the RFP Package Schedule tab. RFP responses to questions or additional information, interpretations, and supplemental instructions not included in the RFP, deemed by the District as necessary and relevant to responding to the RFP, will be available to all respondents in the form of an addendum uploaded to CAS in the RFP Details tab.

For complete and updated information on this Request for Proposal (RFP) requirements, deadlines, and attachments are available for download please go to the District's Contract Administration System (CAS) web portal at <http://cas.valleywater.org>.

# Fictitious Business Name Statements

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376084-00

Fictitious Business Name(s):  
**Chic Incorporation**  
 Address  
**444 Sixth Street, San Francisco, CA 94103**  
 Full Name of Registrant #1  
**Chic Incorporation (CA)**  
 Address of Registrant #1  
**444 Sixth Street, San Francisco, CA 94103-4717**

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

Signed: **Catherine A. Chow, President**

This statement was filed with the County Clerk of San Francisco County on **5/23/2017**

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

Filed: Fallon Lim  
 Deputy County Clerk  
 5/23/17

**5/25/17 + 6/1/17 + 6/8/17 + 6/15/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376250-00

Fictitious Business Name(s):  
**D&H Holiday Inc.**  
 Address  
**1223 32nd Avenue, San Francisco, CA 94122**  
 Full Name of Registrant #1  
**D&H Holiday Inc. (CA)**  
 Address of Registrant #1  
**1223 32nd Avenue, San Francisco, CA 94122**

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

Signed: **Linda Ling Han Li, President**

This statement was filed with the County Clerk of San Francisco County on **6/5/2017**

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

Filed: Sonya Yi  
 Deputy County Clerk  
 6/5/2017

**6/8/17 + 6/15/17 + 6/22/17 + 6/29/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376217-00

Fictitious Business Name(s):  
**Digital Disclosure**  
 Address  
**2011 Clement Street Unit 2, San Francisco, CA 94121**  
 Full Name of Registrant #1  
**Felton James Jackson III**  
 Address of Registrant #1  
**2011 Clement Street Unit 2, San Francisco, CA 94121**

This business is conducted by An **Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/1/2017**

Signed: **Felton James Jackson**

This statement was filed with the County Clerk of San Francisco County on **6/1/2017**

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  
 6/1/2017

**6/8/17 + 6/15/17 + 6/22/17 + 6/29/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376094-00

Fictitious Business Name(s):  
**1.) Elite Prep**  
**2.) Elite of San Francisco**  
 Address  
**1410 Irving Street, San Francisco, CA 94122**  
 Full Name of Registrant #1  
**San Francisco Testing Academy, Inc. (CA)**  
 Address of Registrant #1  
**1410 Irving Street, San Francisco, CA 94122**

This business is conducted by A **CORPORATION**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/24/2017**

Signed: **Randolf Arguelles, VP**

This statement was filed with the County Clerk of San Francisco County on **5/24/2017**

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: Margan Jaldon  
 Deputy County Clerk  
 5/24/17

**5/25/17 + 6/1/17 + 6/8/17 + 6/15/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376268-00

Fictitious Business Name(s):  
**Kia Consulting**  
 Address  
**168 Welsh Street, San Francisco, CA 94107**  
 Full Name of Registrant #1  
**Abdolrahim Kiakojouri**  
 Address of Registrant #1  
**1300 22nd Street, San Francisco, CA 94107**

This business is conducted by An **Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/05/2017**

Signed: **Abdolrahim Kiakojouri**

This statement was filed with the County Clerk of San Francisco County on **6/5/2017**

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

Filed: Jessa Lazo  
 Deputy County Clerk  
 6/5/2017

**6/8/17 + 6/15/17 + 6/22/17 + 6/29/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376193-00

Fictitious Business Name(s):  
**Mandarin House SF**  
 Address  
**3452 Mission Street, San Francisco, CA 94110**  
 Full Name of Registrant #1  
**Sanyou Investment Partners (CA)**  
 Address of Registrant #1  
**3452 Mission Street, San Francisco, CA 94110**

This business is conducted by A **Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/12/2017**

Signed: **Robert Feng Hui**

This statement was filed with the County Clerk of San Francisco County on **5/31/2017**

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

Filed: Sonya Yi  
 Deputy County Clerk  
 5/31/2017

**6/15/17 + 6/22/17 + 6/29/17 + 7/6/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376118-00

Fictitious Business Name(s):  
**Presidio Therapy Services**  
 Address  
**1 Letterman Drive, Ste C-3500, San Francisco, CA 94129**  
 Full Name of Registrant #1  
**Presidio Therapy Services, LLC (DE)**  
 Address of Registrant #1  
**1 Letterman Drive, Ste C-3500, San Francisco, CA 94129**

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 **5/19/2017**

Signed: **Andrew Salamon, CEO**

This statement was filed with the County Clerk of San Francisco County on **5/25/2017**

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

Filed: Sonya Yi  
 Deputy County Clerk  
 5/25/17

**5/25/17 + 6/1/17 + 6/8/17 + 6/15/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376210-00

Fictitious Business Name(s):  
**Tikka Masala**  
 Address  
**98 Judah Street, San Francisco, CA 94122**  
 Full Name of Registrant #1  
**Original TMJ Corp (CA)**  
 Address of Registrant #1  
**98 Judah Street, San Francisco, CA 94122**

This business is conducted by A **Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/6/2012**

Signed: **Arshad Malik**

This statement was filed with the County Clerk of San Francisco County on **5/31/2017**

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

Filed: Fallon Lim  
 Deputy County Clerk  
 5/31/2017

**6/8/17 + 6/15/17 + 6/22/17 + 6/29/17**

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0375809-00

Fictitious Business Name(s):  
**Saigon Barbeque**  
 Address  
**331 Thornton Avenue, San Francisco, CA 94124**  
 Full Name of Registrant #1  
**Tina Luong**  
 Address of Registrant #1  
**331 Thornton Avenue, San Francisco, CA 94124**  
 Full Name of Registrant #2  
**Hoang Nguyen**  
 Address of Registrant #2  
**331 Thornton Avenue, San Francisco, CA 94124**

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

Signed: **Tina Luong**

This statement was filed with the County Clerk of San Francisco County on **5/2/2017**

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

Filed: Fallon Lim  
 Deputy County Clerk  
 5/2/2017

**5/11/17 + 5/18/17 + 5/25/17 + 6/1/17**

## CHANGE OF NAME

### CHANGE OF NAME

ORDER TO SHOW CAUSE FOR  
 CHANGE OF NAME  
 CASE NO. CNC 17-553101

PETITIONER OR ATTORNEY  
**Sani C Patel**  
**120 Hyde Street, San Francisco, CA 94102**

TO ALL INTERESTED PERSONS:

1. Petitioner **Sani C Patel** for a decree changing names as follows:

**Sani C Patel** changed to **Sunny C Patel**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.

### NOTICE OF HEARING

Date: **August 15, 2017** Time: **9:00 AM**  
 Dept: **514** Room: **514**

3. A copy of this Order to Show Cause shall be published in **Small Business Exchange**, at least once each week for four successive weeks prior to the date set for hearing on the petition in the **Small Business Exchange** newspaper of general circulation, printed in this county.

**SUPERIOR COURT OF CALIFORNIA,  
 COUNTY OF SAN FRANCISCO  
 400 MCALLISTER STREET  
 SAN FRANCISCO, CA 94102**

BOWMAN LIU, Clerk  
 DATED - JUNE 09, 2017

**6/15/17 + 6/22/17 + 6/29/17 + 7/6/17**

### CHANGE OF NAME

ORDER TO SHOW CAUSE FOR  
 CHANGE OF NAME  
 CASE NO. CNC 17-553014

PETITIONER OR ATTORNEY  
**Jocelyn Kirsch**  
**45 Bartlett Street, San Francisco, CA 94110**

TO ALL INTERESTED PERSONS:

1. Petitioner **Jocelyn Kirsch** for a decree changing names as follows:

**Jocelyn Sarah Kirsch**  
 changed to  
**Sarah Vaughn**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.

### NOTICE OF HEARING

Date: **July 11, 2017** Time: **9:00 AM**  
 Dept: **514** Room: **514**

3. A copy of this Order to Show Cause shall be published in **Small Business Exchange**, at least once each week for four successive weeks prior to the date set for hearing on the petition in the **Small Business Exchange** newspaper of general circulation, printed in this county.

**SUPERIOR COURT OF CALIFORNIA,  
 COUNTY OF SAN FRANCISCO  
 400 MCALLISTER STREET  
 SAN FRANCISCO, CA 94102**

DAVID W. YUEN, Clerk  
 DATED - MAY 04, 2017

**6/1/17 + 6/8/17 + 6/15/17 + 6/22/17**

## 5 Mid-Year Tax Planning Strategies

### Continued from page 1

Set up a qualified retirement plan. You can save for your retirement years while cutting your current tax bill through contributions to a qualified retirement plan. If you don't already have a plan there are several plan options; the one to choose depends on whether you have employees and how much of the contributions the business can afford to shoulder. Find more details in IRS Publication 560, Retirement Plans for Small Business. Download Adobe Reader to read this link content.

### 3. Expand your R&D

You don't have to be a drug manufacturer or a technology company to invest in research and development. Whether you do R&D to develop a product or simply find new methods for your operations by creating internal use software, you may qualify for a tax credit; this helps to underwrite the cost of research. Find more details about the research credit in the instructions to Form 6725, Credit for Increasing Research Activities. Download Adobe Reader to read this link content.

A "qualified small business" can opt to use the credit as an offset to the employer's share of Social Security taxes (up to \$250,000) rather than using it against income taxes. Which business is qualified? One with less than \$5 million in gross receipts for the current year and no gross receipts for any year preceding the fifth year prior to the current year. For example, a business with \$4 million in gross receipts in 2017 and no gross receipts prior to 2012 may use this option. Find a more extensive explanation of this option from the IRS. Download Adobe Reader to read this link content.

### 4. Issue stock

If you're a C corporation in manufacturing, technology, retail, or wholesale, you may qualify to issue stock (referred to as small business stock or Section 1202 stock) that will allow the shareholder to eventually obtain

tax-free treatment for any capital gain. More specifically, if you issue the stock now and it's held for more than five years, then all of the gain is tax free. The stock must be acquired in exchange for cash, property, or services (i.e., not received through a gift or inheritance). Thus, it can be used to:

- Bring in new investors
- Reward employees

Find more details about a qualified small business for this purpose in the instructions to Schedule D of Form 1040. Download Adobe Reader to read this link content.

### 5. Review your income tax payments

If you're paying your income taxes on business profits through estimated taxes, you have two more times to get it right for 2017: September 15, 2017, and January 16, 2018. You don't want to overpay, which is an interest-free loan to the government (recouped when you file for a refund), or underpay, which can result in costly tax penalties.

Remember that estimated taxes include not only regular income taxes (including the alternative minimum tax), but also:

- Self-employment tax
- 0.9% additional Medicare tax on earned income
- 3.8% additional Medicare tax on net investment income

Find more information about estimated taxes in IRS Publication 505, Tax Withholding and Estimated Tax. Download Adobe Reader to read this link content.

### Conclusion

The summer has begun. Don't miss this opportunity to review your tax position and to determine the strategies you can use between now and the end of the year to optimize your tax bill for 2017.

SOURCE: [www.sba.gov](http://www.sba.gov)

## Solving Infrastructure Problems

### Continued from page 1

that reduce energy consumption or generate energy. The organization leverages public and private resources for the loans and encourages participants to use the savings generated from becoming more energy efficient toward seismic upgrades to prepare for natural disasters.

And as some Western states struggle to build up their renewable-energy infrastructure, other states, including California, have excess renewable energy capacity. California state Sen. Bob Hertzberg has

proposed the creation of a regional grid operator and energy exchange to make it easier for states to buy and sell energy to each other, which could reduce overall carbon dioxide emissions.

These efforts might seem small, but they can add up to a serious impact. With the continuing dysfunction in Washington, it may be years before we see a comprehensive federal infrastructure effort. But as these local leaders have shown, that doesn't mean we can't begin to improve our grade.

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

## Workplace Diversity Is Good

### Continued from page 7

#### What You Might Be Missing

"What don't you know about your potential customers, what voices aren't you getting from your market research, what voices aren't you getting in your boardroom, what voices aren't you getting in your brainstorming sessions," Webster asks.

"I submit it's a very dangerous thing not to know."

#### It's Your Turn

Where do you see a lack of diversity hampering your business potential? Join in the conversation in the comments or via social media.

SOURCE: [www.inc.com](http://www.inc.com)

## California Sub-Bid Request Ad



**BROSAMER & WALL, INC.**

An Equal Opportunity Employer  
is requesting quotations from all qualified

**DBE**

Professional services, sub-contractors, material suppliers and trucking for the following project:

**RUNWAY 17/35 REHABILITATION - PHASE 1A**  
**Victorville, CA**

**Bid Closing Date: JUNE 29, 2017 @ 2:30 PM**

**DBE GOAL: 7%**

**CONTACT:**

**Robert Rosas**

Brosamer & Wall Inc.

1777 Oakland Blvd, Suite 300

Walnut Creek, California 94596

PH: 925-932-7900 FAX: 925-279-2269

**PROJECT SCOPE:**

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

Demolition of Existing Runway, Earthwork Grading, Cement Treatment Base, Crushing, Aggregate Supply, Asphalt Paving, Cement Supply, Electrical, SWPPP and Erosion Control, Grinding Existing Asphalt Concrete, PCC Pavement, Pipe Supply, Quality Control & Quality Assurance, Reinforcing Steel, Runway Grooving, Saw-cut and Joint Seal, Airport Security, Traffic Control Devices, Signage, Striping (Removal and Installation).

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

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

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

## What is Needed in an Effective Sales Pitch to Investors?

### Continued from page 2

- Outline the impact of prospective competitors. Are there any products in the market that are similar to yours, and how is your product different? What makes your product stand out from the rest of the pack - such as better cost, design, or function? Investors need to be reassured that your product isn't entering a crowded, fragmented marketplace where it will be pronounced dead on arrival. Investors also like products which have high barriers to entry, which are hard to be replicated by just any Chinese factory. Patenting your product can instantly set up high barriers.
- Create a Prototype. If your idea is a physical product, investors will want to see a working prototype, rather than fancy sketches. Having a working prototype will give investors hands-on experience with the product, letting the experience speak for itself. You can also detail the costs of the components of the

prototype, breaking the cost down section by section, and the savings to be attained through higher volume mass production.

- Outline a PR and Advertising Campaign. Investors will want to know how your product will be marketed to the masses. Present it to them as if they are the target audience, and make them want to buy it. A catchy logo or slogan can also help reinforce the image of your product as a complete one, and attract them to your product.

Last but not least, stay professional. Investors - especially venture capitalists and angel investors - are offered products all the time. Make sure you maintain the image of someone who they can trust their money with. Be realistic with your projections and don't exaggerate - professional investors will see through inflated numbers instantly, and your presentation will come off looking like a poorly conceived infomercial.

SOURCE: [www.businessdictionary.com](http://www.businessdictionary.com)



# SBE PROJECT PARTNERS IN BUSINESS & COMMUNITY OUTREACH

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

LINK TO OUTREACH ORDER FORM:

[http://e8.octadyne.net/clientFiles/8023/SBE\\_Diversity-Outreach-Form.pdf](http://e8.octadyne.net/clientFiles/8023/SBE_Diversity-Outreach-Form.pdf)

**For more information contact:**

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