

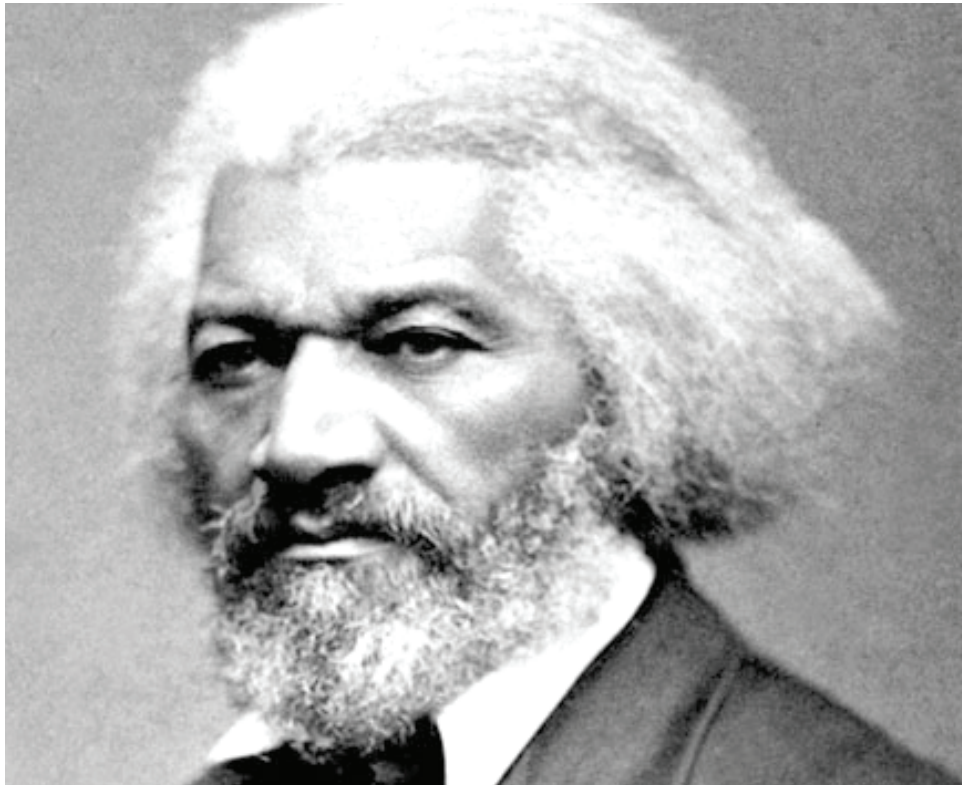
# SMALL BUSINESS EXCHANGE

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Vol 33, Edition 14

Weekly Publication 

June 29, 2017



Frederick Douglass

## Frederick Douglass 4th of July Speech

### "The Hypocrisy of American Slavery, 1852"

Frederick Douglass was born a slave in Maryland (1817) and escaped to the north in 1838. In 1852 he was invited to speak as part of the July 4th celebration in his adopted hometown of Rochester, New York where he published "The North Star", an abolitionist newspaper. Frederick Douglass took this opportunity not to join in "celebrating", but to proclaim his rage at the "hideous and revolting" injustice of slavery.

#### Mr. President, Friends and Fellow Citizens:

He who could address this audience without a quailing sensation, has stronger nerves than I have. I do not remember ever to have appeared as a speaker before any assembly more shrinkingly, nor with greater distrust of my ability, than I do this day. A feeling has crept over me, quite unfavorable to the exercise of my limited powers of speech. The task before me is one which requires much previous thought

and study for its proper performance. I know that apologies of this sort are generally considered flat and unmeaning. I trust, however, that mine will not be so considered. Should I seem at ease, my appearance would much misrepresent me. The little experience I have had in addressing public meetings, in country schoolhouses, avails me nothing on the present occasion.

The papers and placards say, that I am to deliver a 4th [of] July oration. This certainly sounds large, and out of the common way, for it is true that I have often had the privilege to speak in this beautiful Hall, and to address many who now honor me with their presence. But neither their familiar faces, nor the perfect gage I think I have of Corinthian Hall, seems to free me from embarrassment.

Continued on page 5

## How Contractors Can Get Bonded in Six Easy Steps

By John Chaney

Whether you're new to the construction industry or have been working in it for decades, you've probably realized that getting a surety bond can be confusing. To help make the process quicker and easier, this article will outline six steps that will make you more confident when purchasing this special type of risk mitigation insurance.

#### Step 1: Verify which surety bond form you need.

Before you contact a surety provider, you should know the exact surety bond form you need along with the bonding amount. Having this information from the get-go allows the surety provider to issue your bond quickly and accurately. For example, the form for a city of Seattle bid bond will

differ greatly from the form used for a California contractor license bond. To get this information, contact the government agency or project owner that's requiring you to get a bond.

#### Step 2: Apply for a surety bond.

The easiest way to find a surety provider is to search online for one that issues bonds nationwide. This way you'll know that they can bond you no matter what state(s) you plan to work in. When you contact a surety provider, you'll have to answer basic questions about your professional work experience and personal financial history. Depending on the type of bond you need, you might have to provide your social security number so the surety can review your credit

Continued on page 4

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## SBE Publishers Receive "Pinnacle" Award

Domingo Johnson, son of *Small Business Exchange* publishers, Gerald Johnson and Valerie Voorhies, accepted the Chairman's "Pinnacle Award" from the San Francisco

African American Chamber of Commerce at its annual Juneteenth Business Awards Luncheon.

<http://www.sfaacc.org/2017-juneteenth-event>



Image by Auintard

Fred Jordan, SFAACC President, Domingo Johnson, Doug Parrish, President of Red Dipper, Inc., SFAACC Board Member

# Success Stories

## These Women Want to Smash the Outdoor Industry's Glass Ceiling

By Gordy Megroz

The women at Wylder Goods had a big dream: to create the world's first outdoor-gear retailer for women, bust into an industry overrun by bros, and save the planet. All in four not-so-easy steps.

Step One: Embrace Your Ambition

One night in March 2015, housemates Jainee Dial and Lindsey Elliott were sitting on a leather couch in front of a woodstove in their Northern California home, sipping Bulleit bourbon, eating Mexican food, and hashing out the details of their plan to infiltrate the outdoor industry.

"We need to work with companies striving for social and environmental impact," Elliott said.

"And we want them to be disruptive," Dial added. She took a sip of bourbon and rested her glass on the coffee table. Then reality began to sink in.

"Holy shit," said Dial. "We're up against giants."

There was good reason for trepidation. The duo were hatching the business they'd ultimately call Wylder Goods, the world's first online outdoor-gear retailer for women. Over the past decade, dozens of e-commerce sites have launched to sell gear from a broad range of brands. The biggest players, like Backcountry.com and Evo, generate tens of millions in revenue by offering massive selection and, frequently, big discounts. More recently, boutique outfits like Huckberry have made their mark by presenting highly curated inventories that attract loyal, discerning buyers. But while some sites have sections for women's products, nobody had tried to build a business catering primarily to female consumers—especially not core adventure athletes.

Dial and Elliott envisioned a company that did exactly that. The gear would be selected by Wylder ambassadors—professional athletes, photographers, activists—who'd test each product for durability, fit, and function. Product descriptions would occasionally be raw. "Things like 'This shirt contours your muffin top,'" Dial told me later. Wylder would also be one of the outdoor industry's few benefit corporations, or B Corps, meaning that it would be obligated to donate, in its case, 2 percent of its proceeds to outdoor nonprofits.

Dial, 36, had been nurturing the Wylder idea since July 2013. At that time, she owned an adventure-travel company in Portland, Oregon, called Nomad, which ran small yoga, surfing, and rock-climbing trips along the Pacific Northwest coast. The job frequently reminded her about the dearth of solid, high-performing women's gear. "The stuff wasn't cool," she says.



Jainee Dial (left) and Lindsey Elliott (right) are the two co-founders of Wylder Goods—an outdoor gear brand specifically for women. Photo: Michael Friberg

"It was ugly. For women the options were khaki or paisley that none of us really wanted." After a year running it, Dial sold Nomad. "It was a crash course in business," she says. "At that point, I wasn't willing to make the sacrifices necessary for it to be successful."

Around then, Dial met Brad Parker, an accomplished rock climber and massage therapist, at a yoga festival in Squaw Valley, California. "We started talking and didn't stop," says Dial. "After three days, he told me he loved me." With nothing tying her to Oregon, Dial moved to Sebastopol, an artists' hamlet an hour north of San Francisco, to live with Parker and work as a freelance web developer. A year later, he took her on her first climbing trip in Yosemite, where the two summited Cathedral Peak. After they descended, Dial remained at camp while Parker climbed one more pitch before dinner. That was the last time the couple would see each other: a few hours later, Parker fell 300 feet to his death.

Whenever Dial tells this story, tears stream down her face, and she'll often look to Elliott for support. Dial spent five months barely able to get out of bed. "The anguish and despair and mistrust—that all your dreams could evaporate," she says. Then Elliott moved in. A development associate for the Occidental Arts and Ecology Center, Elliott, then 27, had befriended Dial about a year before Parker's death. She'd recently broken up with her boyfriend and needed a place to live. "She created a whole new space," Dial says. "Hope." The two would stay up late crying, drinking whiskey, and, later on, talking about Dial's vision for Wylder. "Grief has the ability to recalibrate everything," Dial says. "I had an idea of what my life would look like, but grief comes and takes that away and leaves this vacuum. When you have nothing to lose, it makes it feel less crazy to take a big chance."

In January 2015, Dial and Elliott attended Outdoor Retailer, a biannual trade show in Salt Lake City that offers gear sellers a first look at the season's new products. They'd come packing their concept for Wylder at an opportune moment. Industry brands had long treated the women's market as an afterthought. Even the relatively small percentage of female-specific products created over the years were derivatives of stuff designed primarily for men, results of the maligned "shrink it and pink it" approach. But outdoor companies were increasingly seeing women consumers as a massive growth opportunity—if only they could reach them before the competition.

Dial and Elliott came away from the OR show convinced of two things: nobody was attempting anything like what they had in mind, and several brands, including Patagonia and Zeal Op-

Continued on page 7

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# Access to Capital

## Access to Capital: Challenge for Women and Minority Business Owners

By Amy Johnson

The rate of small business loans being made by big banks still hasn't recovered from the Great Recession. The ten largest banks lent \$44.7 billion in 2014, from a high of \$72.5 billion in 2006. If you're a small business owner who has looked for a loan in the last seven years or so, this probably isn't news. In a November 2015 Wall Street Journal report, a regulatory filings analyst claimed that the biggest banks "have essentially abandoned the small business market."

Since the recession, many small businesses have been forced to find other, and more costly, sources of capital to grow their businesses. The precipitous drop in bank loans had the effect of more than doubling nonbank lenders' market share. This type of funding, including online lenders like Kabbage, Funding Circle, and On-Deck, typically offers short-term loans at six or seven times the interest of a bank loan. Unable to find traditional bank loans, small businesses also nearly doubled the amount of money they charged on credit cards. (In a sort of compromise between credit cards and bank loans, last year, Bank of America began offering small business-

es lines of credit from \$10,000 to \$100,00.)

The good news is that, according to the September 2016 Biz2Credit Small Business Lending Index, small business loan approval rates have "improved for the seventh time in the last eight months," to 23.4 percent, a post-recession high.

If you're a minority or woman business owner, however, your odds of getting a traditional bank loan are still pretty slim, because, as challenging as the financial environment has been for small businesses, those owned by women and people of color have faced additional funding obstacles created by conscious or unconscious (institutional) bias.

Both women small business owners and small business owners of color are turned down for loans more often, and when they do get loans, those loans tend to be for less—sometimes significantly less—money, and come with a higher interest rate.

### Access to capital for women entrepreneurs

According to a recent study by Fundera, "women who are successful in getting approved for debt

financing end up receiving more shorter-term funding, which represents the smallest loan sizes and most expensive interest rates on offer to any small business borrower." Indeed, the Fundera report found that "women entrepreneurs get offered smaller loans across every product, from the same groups of online lenders, with no exception, and pay significantly higher rates than men do."

The picture for women entrepreneurs looking for venture capital is equally grim. In the U.S., a mere seven percent of venture capital went to women-owned businesses between 2010 and 2015, according to research published in 2013.

A variety of factors likely account for these discrepancies. Women ask for less funding—on average \$35,000 less—than men do, undervaluing their businesses, just as fewer women ask for raises. (Four times as many men ask for raises as women do.) Women entrepreneurs are likely to have lower credit scores and make 30 percent less annual revenue. The Fundera report speculated that lower credit scores were "likely

related in some ways to the gender wage gap," a problem which likely contributes to a less favorable debt-to-income ratio and disproportionate credit use among women business owners. And because access to credit helps determine a business's annual revenue the gender wage gap not only puts women business owners at a disadvantage but may trap them "in a cycle of more difficult growth."

### Access to capital for business owners of color

Small business owners of color face similar obstacles in accessing credit. They are more likely than other small business owners to be refused credit. In fact, loan denial rates for minority firms with gross receipts under \$500,000 were a shocking three times higher than those of non-minority firms.

Like women-owned businesses, minority-owned businesses pay higher interest rates on smaller loans than those received by non-minority-owned businesses. The average loan for high sales non-minority firms was twice as much as for high sales minority-owned firms. And on

■ Continued on page 5

## California Sub-Bid Request Ads



Is requesting quotes from qualified DBE Subcontractors, Suppliers, and Service Providers for the following (but not limited to) work:  
Coldmill, Trucking/Disposal AC, Asphalt Paving, Striping, Office Trailer, Temporary Fence

**PALM SPRINGS INTERNATIONAL AIRPORT TAXIWAY J REHABILITATION PROJECT**

**City of Palm Springs**  
FAA AIP PROJECT NO.: 3-06-0181-055-2017 (Construction)  
INVITATION FOR BIDS (IFB) 17-06  
WSP PROJECT NO.: 12740T10  
CITY OF PALM SPRINGS PROJECT NO.: 2017-06

**BID DATE July 19, 2017 @ 3:00 p.m.**  
Sub & Vendor Scopes and Bids Due Prior

**Sukut Construction, LLC**  
4010 W. Chandler Avenue, Santa Ana, CA 92704  
Contact: Matt Bahnsen  
Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: [estimating@sukut.com](mailto:estimating@sukut.com)

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

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

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



Is requesting quotes from qualified DBE Subcontractors, Suppliers, and Service Providers for the following (but not limited to) work:  
Soil Nails, Shotcrete, AC Paving, Micro Tunneling, Minor Concrete, Rebar, Clear & Grub, Dewatering, Cement-Bentonite Cut-Off Wall, Hydroseeding, Electrical, Fencing, Furnish & Install Rip Rap, Silt Fence, Sand Bags, Fiber Rolls, Supply CMB, Supply Decomposed Granite, Supply Drain Rock, Supply Filter Sand, Supply Rip Rap, Supply Asphalt Concrete, Supply Misc. Metals

**TRAMPAS CANYON DAM AND RESERVOIR**

**San Juan Capistrano, Orange County, CA**  
**Santa Margarita Water District**  
Contract Number 1773  
Project Code: C00C73

**BID DATE August 9, 2017 @ 2:00 p.m.**  
Sub & Vendor Scopes and Bids Due Prior

**Sukut Construction, LLC**  
4010 W. Chandler Avenue, Santa Ana, CA 92704  
Contact: Jerry Pabbruwee  
Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: [estimating@sukut.com](mailto:estimating@sukut.com)

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

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

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

# California Sub-Bid Request Ads



REQUEST FOR SUBCONTRACTOR  
& SUPPLIER BIDS

Faris Construction Company is bidding on the following project as a prime contractor:

**LAC+USC Medical Center  
Modular Chiller Plant  
Spec #: 7450 CP#: 87383  
Owner: County of Los Angeles  
Dept of Public Works**

Faris Construction Company is seeking bids from qualified Community Business Enterprises (CBEs) for the following trades:

- Earthwork
- Micro Piles
- Landscaping
- Steel Fabrication
- Steel Erection
- Painting
- Electrical

Interested firms should contact **Richard Faris** at [estimating@farisconstruction.com](mailto:estimating@farisconstruction.com) or by phone at **760.433.4500** or by fax at **760.433.4595**

Informational assistance is available regarding obtaining any necessary bonding, insurance or lines of credit related to the requirements of the work.



**Lendlease (US) Construction Inc.**

71 Stevenson Street, Suite 800,  
San Francisco, CA 94105

Contact: Ashley Jian

160FolsomSubcon@lendlease.com  
415-971-6732

SBE & LBE Subcontractor & Supplier Bids  
Requested For:

**TRANSBAY BLOCK ONE  
160 Folsom St.  
San Francisco, CA 94105**

**Group 1 (RFP 6/30/2017):** Final Clean, Masonry Stone, Carpeting, Painting, Cubicles & Compartments, Toilet & Bath Accessories, Wardrobe & Closet Specialties, Fire Protection Specialties, Loading Dock Equipment. **Group 2 (RFP 7/06/2017):** Masonry, Misc. Metals, Finish Carpentry, Membrane Roofing, Doors, Frames & Hardware, Glass & Glazing, Hard Tile Countertops, Exterior Porcelain Tile, Wood Flooring, Resilient Flooring, Residential Appliances, Casework Supply. **Group 3 (RFP 7/25/2017):** Demolition, Site Clearing, Site Concrete, Precast Architectural Panels, Wood Paneling, Coiling Doors & Grilles, Shades, Casework Install, Landscaping, Irrigation & Paving

**SBE/LBE**

**Pre-bid Meeting & Outreach Event**

7/11/17 @ 1:30PM

Mission Creek Park Pavilion

290 Channel St, San Francisco, CA 94158

Please contact Ashley Jian for access to  
**BID DOCUMENTS** on Box.



**LENAX-MARRS JV**

3700 Wilshire Blvd., Suite 560  
Los Angeles, CA 90010

Phone: 213.637.9146 • Fax: 213.637.9149

REQUEST FOR CBE/LSBE  
SUBCONSULTANT INTEREST

**Owner**

**County of Los Angeles Department of  
Public Works Request for Proposals  
The Rancho Los Amigos  
South Campus Project  
Project Controls and Support Services  
RFP# AED7740083**

Lenax Construction Services, Inc. and MARRS Services, Inc. is in the process of preparing a proposal for the Los Angeles County Department of Public Works Rancho Los Amigos South Campus Project. As part of the County's Community Business Enterprises (CBE) program, we are inviting firms registered as CBEs and LSBEs with the County to assist us with providing the following services:

- Document Control
- Scheduling
- Cost Estimating
- Cost Control

The County's Request for Proposal AED7740083 for 'Project Controls and Support Services' is available for download at <http://dpw.lacounty.gov/general/contracts/opportunities/>, or contact us and we will forward the RFP directly to you.

Assistance is available in obtaining any necessary bonding; lines of credit or insurance; or information related to the requirements for the work.

Resumes reflecting work experience with the County of Los Angeles Department of Public Works are a plus. Please send us the following items:

- Resume(s) (2 pages maximum)
- Firm overview/profile (1 page maximum)
- Billing rates through 2017
- Current County of Los Angeles CBE/LSBE Certification

The proposal due date is 07/19/17. We must receive all of the above items no later than 07/10/17. Please forward your response (or any questions) by e-mailing John Alspaugh at [john.alspaugh@lenax.net](mailto:john.alspaugh@lenax.net).

## ADVERTISE YOUR AD HERE

Advertise your  
Sub-Bid Requests in the  
Small Business Exchange

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



**PROJECT: BROWNFIELD AIRPORT (SDM) 8L/26R RUNWAY REHABILITATION PH III  
CITY OF SAN DIEGO – K-17-1575-DBB-3  
SAN DIEGO, CA**

**\*\*THIS PROJECT HAS A 26.9 % DBE GOAL\*\***

**BID DATE: JULY 11, 2017 • BID TIME: 2:00 P.M.**

**Please respond by 5:00 p.m., JULY 10, 2017**

We are seeking quotes from all small business concerns - **CERTIFIED DBE** including, but not limited to, the following work items:

BIOLOGICAL RESOURCES, HISTORICAL RESOURCES, WPCP DEVELOPMENT, WPCP IMPLEMENTATION, VIDEO RECORDING OF EXISTING CONDITIONS, QUALIFIED SAFETY REPRESENTATIVE, MOBILIZATION, CONSTRUCTION BARRICADES, FENCING, MARKERS AND SIGNS, ASPHALT CRACK SEALING, COLD MILLING OF AC PAVEMENT, WEED CONTROL, MARKING REMOVAL, BITUMINOUS SURFACE COURSE, BITUMINOUS BASE COURSE, CONCRETE JOINT SEAL, CONCRETE SPALL REPAIR, RUNWAY AND TAXIWAY MARKINGS, EMULSIFIED ASPHALT SLURRY SEAL, REMOVE EXISTING JCAN AND CONCRETE FOUNDATION AND BACKFILL, ADJUST EXISTING EDGE LIGHT CANS TO GRADE, REPLACE EXISTING SIGN PANELS, REMOVE AND REINSTALL EXISTING LIGHT FIXTURES.

Coffman Specialties, Inc. is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required, and will pay up to 1.5% for the cost of the bond. Waiver of Subrogation will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit/Equipment. Subcontractors must provide contractor's license number and Department of Industrial Relations (DIR) registration number with their quote. Plans and specs are available at no cost to interested DBE'S firms from the City of San Diego Planet Bids website using the Project No. K-17-1575-DBB-3 and/or our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms.

If you have any questions, Please contact Joe Eckardt: Phone 858-536-3100, Fax 858-586-0164 or email [estimating@coffmanspecialties.com](mailto:estimating@coffmanspecialties.com).

Non-DBE'S Subs/Suppliers: Indicate 2nd tier participation offered on your quotation as it will be evaluated with your price. For any bid proposal submitted on or after March 1, 2015 and any contract for public work entered into on or after April 1, 2015, the following registration requirements apply: Every Subcontractor is required to be registered to perform public work pursuant to Section 1725.5 of the Public Contract Code. No Contractor or Subcontractor shall be qualified to bid on, be listed in a bid proposal pursuant to Section 4104 of the Public Contract Code, or engage in the performance of any contract for public work, unless currently registered to perform public work pursuant to Section 1725.5. No bid shall be accepted nor any subcontract entered into without proof of the Subcontractor's current registration to perform public work pursuant to Section 1725.5. If used in our Bid, Coffman Specialties requires this proof be submitted w/in 24 hours of Bid Date.



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

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

e-mail inquiries to: [estimating@coffmanspecialties.com](mailto:estimating@coffmanspecialties.com)

## How Contractors Can Get Bonded in Six Easy Steps

■ Continued from page 1

score. If your business has more than one owner, the financial credentials of all owners will be considered.

**Step 3: Get a surety bond quote.**

The exact price you'll pay for a surety bond will vary for a number of reasons. The first thing you need to consider is the bond amount. A \$50,000 surety bond will obviously cost more than a \$10,000 surety bond. Using the bond amount as a starting point, your surety provider will then calculate a premium that's based on your financial credentials. Applicants with good credit typically pay 1 to 5 percent of the bond amount while those with poor credit could pay up to 20 percent. The best way to determine exactly what your surety bond will cost is to contact a surety company.

**Step 4: Pay for your surety bond.**

After you approve the quote, you'll probably be required to pay the full premium upfront. Sometimes surety underwriters can offer premium financing to qualifying applicants. For

the most part, though, you should be prepared to pay for your premium in full before you can get the bond. Once you've paid your premium, the surety provider will execute your bond and then send it to you.

**Step 5: Verify the information on your bond.**

Whoever you file the bond with will require that all information be 100% accurate.

Your bond will be rejected if

- your business name is spelled incorrectly
- your business address is wrong
- the bond amount is incorrect
- proper signatures are not present

If you find an error on the form, contact your surety immediately.

**Step 6: File your surety bond with the obligee.**

Once you've verified the accuracy of the bond form, file it with the obligee that's requiring the bond. This is the final step of the process.

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

# California Sub-Bid Request Ads

Charles Pankow Builders, Ltd. is seeking certified and qualified SBE, DVBE and WeBuild subcontractors interested in assisting Pankow with a budget on our proprietary conceptual drawings to aid us in this pursuit of the

## Roosevelt High School Comprehensive Modernization Project.

Pankow is seeking participation from the following trades: **Demolition & Abatement, Concrete Reinforcing, Concrete Ready Mix, Structural Steel Framing, Metal Decking, Metal Fabrications & Stairs, Architectural Woodwork, Insulation, Roofing and Waterproofing, Sheet Metal and Flashings, Applied Fireproofing, Doors, Frames and Hardware, Specialty Doors and Frames, Entrances, Storefronts, & Curtain Walls, Plaster and Gypsum Board Assemblies, Tiling, Ceilings, Flooring, Painting and Wall Coverings, Visual Display Units, Signage, Toilet Partitions and Accessories, Laboratory Equipment, Theater and Stage Equipment, Window Treatments, Specialty Casework, Seating, 14 20 00 - Elevators, Site Clearing and Grading, Erosion and Sedimentation Controls, Asphalt Paving, Site Concrete, Pavement Markings and Bumpers, Fences and Gates and Planting and Irrigation.**

The Project includes the demolition of numerous existing structures, infrastructure, hardscape and landscape areas. The Project also includes construction of new classroom buildings, new administration building, new gymnasium building, new auditorium, new wellness center, new lunch shelter along with associated site work, utility infrastructure, landscaping, hardscape, athletic courts and off-site improvements as needed. The Project will also include limited modernization of existing structures including programmatic access and exterior painting and finishes.

Additionally, this is a Public Works project, as defined in Labor Code section 1720, and must be performed in accordance with the requirements of Labor Code sections 1720 to 1815 and Title 8 CCR sections 16000 to 17270, which govern the payment of prevailing wage rates on public works projects. Furthermore, Pankow is affiliated with the Carpenters, Laborers and Cement Masons.

## 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: July 11 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.

**We are an Equal Opportunity Employer**

## nibbi

**Project Name: Mission Bay Block 3E – Steel Pile Re-Bid**

**Location: San Francisco, California**

**Bid Date: July 6, 2017 @ 2:00 PM**

Nibbi Brothers has been selected as the General Contractor for the Mission Bay Block 3E project in San Francisco. **We are in receipt of the 60% CD Set and are currently re-bidding the Steel H Piles. Please note this is a re-bid and all prior bids will be rejected and a bid form is required to be submitted.** We are requesting new bids from qualified subcontractors including those certified with the Office of Community Investment and Infrastructure (OCII) for Steel H Piles. The Office of Community Investment and Infrastructure (OCII) participation goal has been established for this project 50% SBE/LBE goal with first consideration for San Francisco-based MBEs, WBEs and SBEs located in zip code areas 94124, 94134 and 94107 followed by all areas in San Francisco. In addition, this project has a requirement to award 5% of the total construction volume to Disabled Veterans Business Enterprises. Please visit the following website link to search for DVBE's: <https://caleprocure.ca.gov/pages/PublicSearch/supplier-search.aspx>.

The project consists of new construction of 101 affordable housing units in San Francisco with a total of 123,701 gross square-feet. The 4-story type V over 1-story type I housing project is to provide a safe and healthy home to support spaces for families and veterans. The building is organized into three wings surrounding a large landscaped multi-use courtyard. The project will also include a main lobby, activity rooms, administrative offices, storage, bike parking and an on-grade parking garage with 25 spaces.

To obtain bid documents through Building Connected, please contact Kristin Medwick, Senior Precon and Estimating Coordinator, [kristinn@nibbi.com](mailto:kristinn@nibbi.com).

For specific questions regarding this project please contact Elizabeth Crockett, Preconstruction Manager, [elizabethc@nibbi.com](mailto:elizabethc@nibbi.com)

**Mission Bay Development Group, LLC is actively seeking General Contractors for the upcoming Mission Bay Blocks 33-34 Public Improvements Scope 3 (Terry Francois Blvd and Mariposa St) project.**

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

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

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

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

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

A pre-bid conference will be held at the Construction Manager's Trailer at 410 China Basin Street, San Francisco, CA on Tuesday, July 11, 2017 at 10:00 AM. MBE, WBE, LBE, and SBE subcontractors are strongly encouraged to attend.

**For additional information, please contact Cathy Serrano at (415) 355-6644 or email [cathy\\_serrano@tmi-cm.com](mailto:cathy_serrano@tmi-cm.com)**

## Challenge for Women and Minority Business Owners

Continued from page 3

that 50 percent smaller loan, business owners of color are paying 1.4 percent more interest than non-minority business owners.

Not surprisingly, business owners of color are less likely to apply for loans in the first place.

Business owners of color face looking for other types of funding have similar trouble. Average equity investment in minority-owned firms is only 43 percent of that in non-minority firms.

### Taking care of business

Despite these obstacles to their success, women entrepreneurs and entrepreneurs of color often do better than entrepreneurs as a whole in some important categories.

For example, the growth rate of women-owned businesses outstrips all other types of firms, having risen by 20 percent between 2002 and 2007. While all other types of firms lost jobs between 1997 and 2007, women-owned businesses added about half a million jobs. Nonetheless, the Fundera report notes, "women-owned businesses are only four percent of the national revenue," a disparity likely related to...you guessed it, the difficulty they have accessing capital.

Visit link below for the full article: [www.sbeinc.com/resources/cms.cfm?fuseaction=news.detail&articleID=2047&pageID=25](http://www.sbeinc.com/resources/cms.cfm?fuseaction=news.detail&articleID=2047&pageID=25)

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

## Frederick Douglass 4th of July Speech

Continued from page 1

The fact is, ladies and gentlemen, the distance between this platform and the slave plantation, from which I escaped, is considerable — and the difficulties to be overcome in getting from the latter to the former, are by no means slight. That I am here to-day is, to me, a matter of astonishment as well as of gratitude. You will not, therefore, be surprised, if in what I have to say I evince no elaborate preparation, nor grace my speech with any high sounding exordium. With little experience and with less learning, I have been able to throw my thoughts hastily and imperfectly together; and trusting to your patient and generous indulgence, I will proceed to lay them before you.

This, for the purpose of this celebration, is the 4th of July. It is the birthday of your National Independence, and of your political freedom. This, to you, is what the Passover was to the emancipated people of God. It carries your minds back to the day, and to the act of your

great deliverance; and to the signs, and to the wonders, associated with that act, and that day. This celebration also marks the beginning of another year of your national life; and reminds you that the Republic of America is now 76 years old. I am glad, fellow-citizens, that your nation is so young. Seventy-six years, though a good old age for a man, is but a mere speck in the life of a nation. Three score years and ten is the allotted time for individual men; but nations number their years by thousands. According to this fact, you are, even now, only in the beginning of your national career, still lingering in the period of childhood. I repeat, I am glad this is so. There is hope in the thought, and hope is much needed, under the dark clouds which lower above the horizon. The eye of the reformer is met with angry flashes, portending disastrous times; but his heart may well beat lighter at the thought that America is young, and that she is still in the impressive stage of her existence. May

Continued on page 6

# Public Policy

## An unconscionable Republican health care bill

By Jesse Jackson

How devastating would the Republican health care legislation be if enacted?

Leighton Ku, a leading health care expert and director of the Center for Health Policy Research at the Milken Institute School of Public Health at George Washington University, told NBC that, based on the Republican House bill, cuts in funding for Medicaid and health subsidies would trigger “sharp job losses and a broad disruption of state economies.”

“Within a decade, almost a million fewer people would have jobs,” he added. “The downturn would hit the states that expanded Medicaid the hardest.” That includes West Virginia, Ohio and Pennsylvania.

This job loss wouldn’t be offset by the effects of top-end tax cuts. If the wealthy do create any jobs — which is far from likely — they won’t be located in the states and communities ravaged by the cutbacks in hospitals, clinics and nursing homes.

Republicans hope to escape responsibility for this outrage by stealth and deception. The Senate bill was written in secret by a cabal of rich rulers — 13 white, male senators. They permitted no hearings; the experts and hospital and doctors’ associations that oppose it were not allowed to testify. Voters know little about it; most senators haven’t had time to read it, much less understand it.

The deception is that the gutting of Medicaid is phased in over time, even as the tax cuts for the rich are made retroactive to the beginning of the year. That allows Republicans to claim the bill is gentler than the harsh House bill when in fact it makes deeper cuts in Medicaid. It allows them to get past the next presidential election without people understanding what will hit them. This brazen trickery is particularly shocking in a bill designed to deprive millions of health care coverage.

The ugly tactics may be working. According to a recent Kaiser Foundation poll, barely more than one-third of Americans (36 percent) support rolling back Medicaid expansion or block granting Medicaid — which the Senate bill would do. Only 35 percent approve of the House GOP plan, and the Senate plan is worse. Yet only 38 percent of Americans know that the Republicans would make major cuts in Medicaid.

The Republican plan is indecent and immoral. It will cost lives and jobs. It was hatched in secrecy because it cannot survive the light of day. No senator can vote for this bill with a good conscience.

Will Senate Republicans vote to deprive tens of millions of Americans of health care coverage in order to cut taxes for the very wealthy? Senate Majority Leader Mitch McConnell wants a vote this Thursday on the Republican health care bill — which was only unveiled last Thursday. Push has come to shove.



**Leighton Ku, PhD, MPH**  
Professor and Director of the Center for Health Policy Research

The heart of the bill is a savage choice: to gut Medicaid — a program that covers one in five Americans — in order to lavish tax cuts on the rich — an average annual tax cut of \$50,000 for millionaires.

This is a humanitarian catastrophe. Medicaid isn’t just about the poor. It covers 39 percent of all children, 49 percent of births and 64 percent of nursing home patients, not to mention extended care for millions of the disabled. Medicaid funding is vital for hospitals, particularly those in poor and rural areas.

When all the cuts kick in, literally tens of millions of the most vulnerable will be stripped of health care coverage. Premiums and co-pays will go up across the board, as subsidies decline. Workers over 50 will particularly be hit with soaring costs. Companies with more than 50 full-time employees will no longer be mandated to provide coverage, as they were under the Affordable Care Act.

This is a life and death decision. Bruce Siegel, president of America’s Essential Hospitals, a coalition of some 300 hospitals, told the Washington Post:

“Let’s not mince words. This bill will close hospitals. It will hammer rural hospitals, it will close nursing homes. It will lead to disabled children not getting services. . . . People will die.”

To add insult to this injury, the bill will also cost millions of jobs — particularly in rural areas and the Midwestern industrial states that gave Trump his electoral victory. In West Virginia, there are more people working in health care and social assistance than in the coal mines.

The Republican bill would savage those jobs and the families that depend on them to survive.

They say they want to make America great again, but this bill makes America suffer again. We’re going backward.

**SOURCE: Rainbow PUSH Coalition**

## Frederick Douglass 4th of July Speech

Continued from page 5

he not hope that high lessons of wisdom, of justice and of truth, will yet give direction to her destiny? Were the nation older, the patriot’s heart might be sadder, and the reformer’s brow heavier. Its future might be shrouded in gloom, and the hope of its prophets go out in sorrow. There is consolation in the thought that America is young. Great streams are not easily turned from channels, worn deep in the course of ages. They may sometimes rise in quiet and stately majesty, and inundate the land, refreshing and fertilizing the earth with their mysterious properties. They may also rise in wrath and fury, and bear away, on their angry waves, the accumulated wealth of years of toil and hardship. They, however, gradually flow back to the same old channel, and flow on as serenely as ever. But, while the river may not be turned aside, it may dry up, and leave nothing behind but the withered branch, and the unsightly rock, to howl in the abyss-sweeping wind, the sad tale of departed glory. As with rivers so with nations.

Fellow-citizens, I shall not presume to dwell at length on the associations that cluster about this day. The simple story of it is that, 76 years ago, the people of this country were British subjects. The style and title of your “sovereign people” (in which you now glory) was not then born. You were under the British Crown. Your fathers esteemed the English Government as the home government; and England as the fatherland. This home government, you know, although a considerable distance from your home, did, in the exercise of its parental prerogatives, impose upon its colonial children, such restraints, burdens and limitations, as, in its mature judgment, it deemed wise, right and proper.

But, your fathers, who had not adopted the fashionable idea of this day, of the infallibility of government, and the absolute character of its acts, presumed to differ from the home government in respect to the wisdom and the justice of some of those burdens and restraints. They went so far in their excitement as to pronounce the measures of government unjust, unreasonable, and oppressive, and altogether such as ought not to be quietly submitted to. I scarcely need say, fellow-citizens, that my opinion of those measures fully accords with that of your fathers. Such a declaration of agreement on my part would not be worth much to anybody. It would, certainly, prove nothing, as to what part I might have taken, had I lived during the great controversy of 1776. To say now that America was right, and England wrong, is exceedingly easy. Everybody can say it; the dastard, not less than the noble brave, can flippantly discard on the tyranny of England towards the American Colonies. It is fashionable to do so; but there was a time when to pronounce against England, and in favor of the cause of the colonies, tried men’s souls. They who did so were accounted in their day, plotters of mischief, agitators and rebels, dangerous men. To side with the right, against the wrong, with the weak against the strong, and with the oppressed against the oppressor! here lies the merit, and the one which,

of all others, seems unfashionable in our day. The cause of liberty may be stabbed by the men who glory in the deeds of your fathers. But, to proceed.

Feeling themselves harshly and unjustly treated by the home government, your fathers, like men of honesty, and men of spirit, earnestly sought redress. They petitioned and remonstrated; they did so in a decorous, respectful, and loyal manner. Their conduct was wholly unexceptionable. This, however, did not answer the purpose. They saw themselves treated with sovereign indifference, coldness and scorn. Yet they persevered. They were not the men to look back.

As the sheet anchor takes a firmer hold, when the ship is tossed by the storm, so did the cause of your fathers grow stronger, as it breasted the chilling blasts of kingly displeasure. The greatest and best of British statesmen admitted its justice, and the loftiest eloquence of the British Senate came to its support. But, with that blindness which seems to be the unvarying characteristic of tyrants, since Pharaoh and his hosts were drowned in the Red Sea, the British Government persisted in the exactions complained of.

The madness of this course, we believe, is admitted now, even by England; but we fear the lesson is wholly lost on our present ruler.

Oppression makes a wise man mad. Your fathers were wise men, and if they did not go mad, they became restive under this treatment. They felt themselves the victims of grievous wrongs, wholly incurable in their colonial capacity. With brave men there is always a remedy for oppression. Just here, the idea of a total separation of the colonies from the crown was born! It was a startling idea, much more so, than we, at this distance of time, regard it. The timid and the prudent (as has been intimated) of that day, were, of course, shocked and alarmed by it.

Such people lived then, had lived before, and will, probably, ever have a place on this planet; and their course, in respect to any great change, (no matter how great the good to be attained, or the wrong to be redressed by it), may be calculated with as much precision as can be the course of the stars. They hate all changes, but silver, gold and copper change! Of this sort of change they are always strongly in favor.

These people were called Tories in the days of your fathers; and the appellation, probably, conveyed the same idea that is meant by a more modern, though a somewhat less euphonious term, which we often find in our papers, applied to some of our old politicians.

Their opposition to the then dangerous thought was earnest and powerful; but, amid all their terror and affrighted vociferations against it, the alarming and revolutionary idea moved on, and the country with it.

Visit the link below for the full article:

[www.sbeinc.com/resources/cms.cfm?fuseaction=news.detail&articleID=2048&pageID=25](http://www.sbeinc.com/resources/cms.cfm?fuseaction=news.detail&articleID=2048&pageID=25)

# Public Legal Notices

CALIFORNIA STATE UNIVERSITY  
STANISLAUS

## NOTICE TO CONTRACTORS CENTRAL PLANT BOILER REPLACEMENT PROJECT 10800 CSU STANISLAUS

One University Circle, Turlock, CA 95382

The Trustees of the California State University will receive sealed bid proposals in room MSR270, at the above address, for furnishing all labor and materials for construction of the Central Plant Boiler Replacement Project #10800, for the CSU Stanislaus campus.

Proposals will be received in the above-mentioned room until 2:00 p.m. on July 27, 2017 in accordance with the contract documents, at which time the proposals will be publicly opened and read.

In general, the work consists of removal of one (1) existing 300hp hydronic natural gas fire tube boiler and one (1) existing heating water expansion tank and appurtenances. New work involves a new 300 hp boiler equal to the existing, a new bladder type heating water expansion tank, a new air and dirt separator, and modifications to piping, controls and equipment in accordance with the plans and specifications prepared by Nexus Engineering, Attn: Travis Haveman at (209) 572-7399. Plans and specifications may be seen at the office of the University and Plan Rooms. Engineer's construction estimate is \$587,500.

Plans and specifications will be available for review and purchase after June 23, 2017 by requesting them from ARC by going to [www.e-ARC.com/ca/modesto](http://www.e-ARC.com/ca/modesto) then clicking on "Public Planroom" or by calling the ARC Modesto location at (209) 524-2924 asking for the PlanWell Department. Plans and specifications cost approximately \$100 plus tax and shipping payable to ARC and are non-refundable.

Each bidder offering a proposal must comply with bidding provisions of Article 2.00 et seq. in the Contract General Conditions, and should be familiar with all the provisions of the Contract General Conditions and Supplementary General Conditions.

This project is a public works project and is subject to prevailing wage rate laws (see Contract General Conditions, Article 4.02-c). All contractors and all tiers of subcontractors bidding on this project shall register to bid public works projects with the Department of Industrial Relations (DIR), and maintain current this registration pursuant to Labor Code Section 1725.5. Please go to <http://www.dir.ca.gov/Public-Works/Public-Works.html> for more information and to register.

A mandatory pre-bid walkthrough has been scheduled for July 6, 2017 at 10:00 am. Interested bidders should assemble at the Facilities Services Plan Room, Building #4 on the campus map.

The Trustees require the successful bidder to achieve three percent (3%) DVBE participation in contracting construction projects as established in the bidding documents, and bidders shall identify the DVBEs to be used to satisfy this requirement in their bids. The University is granting a DVBE bid incentive of up to 1% as described in the Contract General Conditions.

It will be the responsibility of each bidder to obtain a bid proposal package in sufficient time to fulfill requirements therein. Bid proposal packages are obtainable only by contractors, licensed in the State of California with a B and/or a C-20 license, and registered with the DIR to bid public works projects. The bid packages must be requested from the Trustees, located at CSU Stanislaus, One University Circle, Turlock, CA 95382, Attention: Tim Overgaauw, (209) 664-6626.

## Home for Sale

### "Below Market Rate" Ownership at The Austin

The twelve new homes consist of two studios, six one-bedrooms, and four two-bedroom homes. Prices range from \$208,191 - \$279,476 without parking and \$241,809 - \$315,001 with parking. Buyers must be first-time homebuyers and must not exceed the following income levels:

#### 100% of Area Median Income 2017

One-person household \$80,700; Two-person household \$92,250; Three-person household \$103,750; Four-person household \$115,300, etc.

Applications are due on August 10, 2017 by 5:00pm. Please contact Josh Frizzell at The Austin's Sales Center for an application and more information; [josh@theaustinsf.com](mailto:josh@theaustinsf.com) and (415) 606-4914.

Units available through the San Francisco Mayor's Office of Housing and Community Development and are subject to monitoring and other restrictions. Visit [www.sfmohcd.org](http://www.sfmohcd.org) for program information.

## CITY OF LODI

NOTICE IS HEREBY GIVEN, that the City of Lodi has established a proposed Overall Three Year Disadvantaged Business Enterprise (DBE) Goal for FTA-assisted projects of 1.73%, for Federal Fiscal years 2017/18, 2018/19, and 2019/20.

The DBE Goal is applicable to DOT (FTA)-assisted contracting opportunities scheduled to be awarded during the period of October 1, 2017 through September 30, 2020. The City of Lodi's proposed Three Year Goal and its rationale (developed in response to U.S. Department of Transportation's Disadvantaged Business Enterprise Program Regulations published under Title 49 CFR Part 26) are available on the City of Lodi Transit Division Website: [www.lodi.gov/transit](http://www.lodi.gov/transit)

The goal and rationale are also available for inspection for thirty (30) days following the date of this Notice from 7:30am to 5:30pm Pacific Standard Time, Monday through Thursday at City of Lodi's Public Works Department.

#### Location:

Lodi City Hall  
Public Works Department  
221 West Pine Street  
Lodi, CA 95240

Attn: Julia Tyack  
DBE Liaison Officer  
(209)333-6800 ext. 2076  
[jtyack@lodi.gov](mailto:jtyack@lodi.gov)

Comments regarding the Goal will be accepted for thirty (30) days from the date of this Notice. Comments can be forwarded to Julia Tyack, DBE Liaison Officer, at the above stated address, phone number, and email; or to Lynette Little, Civil Rights Specialist, FTA Region IX, 201 Mission Street Suite 1650, San Francisco, CA 94105-1926.

SMALL  
**BUSINESS**  
EXCHANGE

# These Women Want to Smash the Outdoor Industry's Glass Ceiling



Prepping for adventure with Danner boots. (Michael Friberg)

## Continued from page 2

tics, were struggling to get their women's lines to consumers. "It's happening," Elliott confided to one of her friends when she returned to California. "I'm not sure when, but it's happening."

### Step Two: Network Like Crazy

By April 2016, it was, in fact, happening. The company finally had a name, which Dial had thought up one day in the shower. "I took it from wilderness," she says. "And I liked the way the y looked." It also had a base: Salt Lake City, Dial's hometown. Over the previous year, the women had developed key parts of the company—relationships with women's outdoor groups, narratives for the website, and logos—and consulted with e-commerce pros on everything from logistics management to back-end web design.

They also created a Kickstarter campaign. "Neither of us came from money, so we had to do something else," says Elliott. Crowdfunding has become a highly successful business strategy for outdoor companies. Kickstarter's top three most-funded projects (two Pebble smartwatches and a cooler with a built-in blender and speaker) are active-gear oriented. The platform's ninth-biggest campaign—with 26,359 backers fronting almost \$6.5 million—was built around a messenger bag from a San Francisco-based company called Peak Designs, a regular on the Outdoor Retailer floor.

The Wylder Kickstarter campaign had two goals: generate enough money to get the company off the ground, and prove to outdoor brands that there's strong demand for an online women's-gear retailer. It went live April 19, 2016, with a goal of raising \$45,000—enough to build out the website, buy initial inventory, cover basic legal work, and, with whatever was left over, pay themselves—an amount they figured would come to only a couple of thousand dollars. They'd produced a four-minute video for the campaign, which, through trades and favors, had cost them less than \$500. In the clip, you watch as women surf, run, and backpack. "What inspires me about Wylder is a chance to build a better business," Elliott narrates. "The chance to take all the best things that are built to last, that are built with social and environmental good in mind, and celebrate them." For prizes, Dial and Elliott offered donors everything from trucker caps to a weekend bouldering in Moab led by the women and professional climber Kevin Jorgeson, a close friend. They mobilized a grassroots campaign, recruiting a network of brand reps,

industry influencers, active women, and friends to spread the word.

At 1:30 that afternoon, Elliott and Dial were holed up at Dial's parents' house in Draper, Utah, drinking LaCroix, eating dark chocolate, and staring at a computer screen. For four minutes nothing happened. "It was the longest four minutes of my life," says Elliott. "Then—ding! Backer alert!" One of her high school friends had just donated \$1, enough to encourage others to follow suit. Within an hour and a half, the women were scrambling to find more donor gifts. By the time the fundraising drive had ended, in May 2016, they'd received more than \$54,000 from 606 backers. That, plus a low-interest loan from a friend, allowed the women to move forward with Wylder.

"The Kickstarter campaign proved that we had buying power with vendors," says Elliott. Indeed, while 600 backers doesn't sound like much, the sudden emergence of a passionate group of women willing to put money into the idea caught the industry's attention. As Tyler Nelson, Patagonia's sales representative in Utah, put it, "They have a following that established retailers would kill for."

### Step Three: Hustle

A few days into August 2016, I met Dial and Elliott at the Salt Palace Convention Center, at Outdoor Retailer's summer show, where the two ruddy-cheeked brunettes—so similar in appearance that they could pass for sisters—greeted me with smiles and an abundance of self-esteem. "See my key chain?" Dial asked. Engraved in it were the initials JMFD. "Jainee Motherfucking Dial," she chuckled.

Their website, [WylderGoods.com](http://WylderGoods.com), was about half complete, and the two were at OR to curate the products they'd sell through it. To control their branding, outdoor-gear manufacturers—particularly big dogs like the North Face and Patagonia—can be picky about who they let sell their products. I expected the Wylder women to have to plead with companies to hear out their strategy. So I was surprised when, during a meeting with Salomon, Dial and Elliott dressed down a marketing executive for what they deemed were products with a less-than-satisfactory environmental impact.

Visit link below for the full article:

<https://www.outsideonline.com/2192556/wyld>

SOURCE: [Outsideonline.com](http://Outsideonline.com)

# Fictitious Business Name Statements

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376539-00

Fictitious Business Name(s):  
**Brian's Handyman**  
 Address  
**266 Hale Street, San Francisco, CA 94134**  
 Full Name of Registrant #1  
**Brian Luu**  
 Address of Registrant #1  
**266 Hale Street, San Francisco, CA 94134**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/22/2017**

Signed: **Brian Q. Luu**

This statement was filed with the County Clerk of San Francisco County on **6/22/2017**

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  
 6/22/2017

6/29/17 + 7/6/17 + 7/13/17 + 7/20/17

## 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-0376268-00

Fictitious Business Name(s):  
**Kia Consulting**  
 Address  
**168 Welsh Street, San Francisco, CA 94107**  
 Full Name of Registrant #1  
**Abdolahim 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: **Abdolahim 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-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-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-0375855-00

Fictitious Business Name(s):  
**Plinth Architecture, Urban Design, Interiors**  
 Address  
**58 West Portal Avenue #328, San Francisco, CA 94127**  
 Full Name of Registrant #1  
**Sharon Cox**  
 Address of Registrant #1  
**58 West Portal Avenue #328, San Francisco, CA 94127**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/10/2017**

Signed: **Sharon Cox**

This statement was filed with the County Clerk of San Francisco County on **5/4/2017**

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  
 5/4/2017

5/18/17 + 5/25/17 + 6/1/17 + 6/8/17

## 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

## 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 17-553124

PETITIONER OR ATTORNEY  
**Rapunzel, Rosaroso**  
**19 Morrell Street, San Francisco, CA 94109**

TO ALL INTERESTED PERSONS:  
 1. Petitioner **Rapunzel, Rosaroso** for a decree changing names as follows:

**Rapunzel, Rosaroso** changed to  
**Samantha Rosaroso Tan**

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 24, 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**

NEYL WEBB, Clerk  
 DATED - JUNE 19, 2017

6/22/17 + 6/29/17 + 7/6/17 + 7/13/17