

## SBE NEWS ALERT

# Get Over These Dangerous Business Planning Myths



Your business plan document, if and when needed, adds a lot of description and supporting information that aren't in the main plan. That's additional dressing. You add it when you have to in order to show a plan document to outsiders.

Every small-business owner suffers the problem of management and accountability. It's much easier to be friends with your coworkers than to manage them well.

Correct management means setting expectations well and then following up on results. Compare results with expectations. People on a team are held account-

Continued on page 2

**SMALL BUSINESS EXCHANGE**

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Phone: (415) 778-6250, (800) 800-8534

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#### Publisher of

Small Business Exchange  
weekly newspaper

by Tim Berry

If you don't plan your business because you don't need a formal business plan document for a loan application or investors, you're missing out. Planning is a tool for steering and managing your business – something that benefits all businesses, whether they need the formal document or not.

That fear and doubt so many business owners have (are you one of them?) is associated with several dangerous myths about business planning. So I want to dispel those myths with this post.

### 1. It's about the management, not the plan.

Your plan exists to help you manage. It includes only what you need for its function, which is setting strategy, tactics and concrete specifics. You use it to track performance against plan, review results, and revise regularly, so the plan is always up to date. And that's not a big document; it's a collection of lists, bullet points, reminders and projected business numbers. I hope it's gathered into a single place, as if it were a document, but it doesn't have to be. And it's only as big as you need, as polished as you need, as formal as you need.

# California Sub-Bid Request Ads



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

Survey, Traffic Control, SWPPP, Trucking, Soil Testing, Masonry, Fencing, Minor Structural Concrete, Landscaping, Electrical, Paving

### Fletcher Recharge Basin Project

City of Orange, CA

Orange County Water District

Contract No. FB-2014-1

**BID DATE July 29, 2014 @ 2:00 p.m.**

**Sub & Vendor Bids Due Prior**

### Sukut Construction, LLC

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Mike Greenlee

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

Plans/specs are available for viewing at our office by appointment, 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**

**\*\*THIS PROJECT HAS A 8% DBE Goal \*\***

**PROJECT: Route 138-West of Phelan Rd to the Junction of Rte 15/Rte 2**

**North of Wild Horse Canyon Rd to Rte 138**

**Contract No.: 08-3401U4**

**Owner: California Department of Transportation**

**BID DATE: Thursday July 24, 2014 • BID TIME: 2:00 pm**

**Please respond by 5:00 p.m., July 23, 2014**

We are seeking sub-bids from DBE subcontractors/subconsultants, and material and/or equipment suppliers in the areas of work included in, but not limited to: **LEAD COMPLIANCE PLAN, CONSTRUCTION AREA SIGNS, BARRICADES, PCMS, CRASH CUSHIONS, SWPPP, REAP, EROSION CONTROL, SWEEPING, BIOLOGIST, STRIPING & MARKING, BOX CULVERT, MBGR, ROADSIDE SIGNS, ROCK SLOP PROTECTION, AC PAVING, GRINDING, BRIDGE DECK SURFACING, DEMO, CLEAR & GRUB, REBAR, LANDSCAPE & IRRIGATION, RUMBLE STRIP, HYDROSEED, AC DIKE, FURNISH & DRIVE PILING, CIDH, JOINT SEAL, SHOTCRETE, SIGNS, RCP, PIPE, MISC IRON & STEEL, JACK AND BORE, FENCING, RAILING, CONCRETE BARRIER, ELECTRICAL, TRUCKING & HAULING, AGGREGATES, TRAFFIC CONTROL, ASPHALT OIL, BLASTING, FUEL SUPPLY**

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. We will provide assistance/advice with obtaining Bonds/Insurance/Credit. Waiver of Subrogation will be required. Plans are available through our San Diego Office or Caltrans. We are an EOE & seriously intend to negotiate with qualified firms. Non-DBE Subs/Suppliers: Indicate 2nd tier DBE participation offered on your quotation as it will be evaluated with your price.



9685 Via Excelencia, Ste 200 • San Diego, CA 92126  
858-536-3100

## Dangerous Business Planning Myths

■ Continued from page 1

able only if management actually does the work of tracking results and communicating results, after the fact, to the people responsible.

### 2. Not all business planning needs rigorous market analysis.

Contrary to the myth, a business plan doesn't have to include supporting information to analyze or prove a market — at least, not until later, if and when the business purpose requires it. Not that you don't have to know your market — but you don't have to describe it or prove it for a lean plan. You don't have to show some outsider who you are, what you own, or any of that.

You don't have to do a rigorous market analysis as part of your plan if you know exactly what you're offering, and to whom. So what about market analysis? Think about the business purpose. Do you need the market analysis to help determine your strategy? Then do it. Are you ready to go with that strategy regardless? Then don't sweat the market analysis.

### 3. Good planning doesn't reduce flexibility. It builds flexibility.

People say, "Why would I do a business plan? That just locks me in. It's a straitjacket."

And I say: wrong. The dumbest thing in the world is to do something just because it's in the plan. There is no merit whatsoever in following a plan just for the plan's sake. You never plan to run yourself into a brick wall over and over.

Instead, understand that the plan relates long term to short term, sales to costs and expenses and cash flow, marketing to sales, and lots of other interdependencies in the business. When things change — and they always do — the plan helps you keep track of what affects what else, so you can adjust accordingly.

It's not like change undermines planning; actually, planning is the best way to manage change.

So running a business right requires minding the details but also watching the horizon. Eyes down, eyes up. At the same time.

Link: <http://www.sba.gov/community/blogs/get-over-these-dangerous-business-planning-myths>

Source: U.S. SBA

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**Concerned about DBE Compliance?**  
SBE helps businesses with targeted outreach to find the firms you need.  
Let us assist you in your efforts.

Sub Bid Requests | Whether You're a Small Business Looking for Opportunities, or a Prime or Agency Seeking Small Businesses | SBE Weekly | SBE Daily

# California Sub-Bid Request Ads

Robert A. Bothman  
An Equal Opportunity Employer,  
is requesting bids from qualified Small & Micro LBE (certified by the City & County of San Francisco CMD) subcontractors and suppliers for the following trades: Surveying, Asphalt Paving, Ready-Mix supplier, Lumber supplier, Trucking.

**KEZAR TRACK REPLACEMENT PROJECT**  
**CONTRACT NO. CON14-007**  
**Project # 3231V**  
**City/Location: San Francisco, California**  
**Owner: City & County of San Francisco**  
**Bid Date: July 29th at 2:30 PM**

Bid documents can be viewed at our office or by contacting us for a link to access the plans and specifications.

This is a Public Works project subject to Prevailing Wage that will require Certified Payroll records be submitted on a weekly basis. We are signatory to Collective Bargaining Agreements. If any utilized subcontractors employ Operating Engineers, Laborers, Cement Masons, and Carpenters and are not signatory to these Unions, a one-job agreement will be required. 100% Payment & Performance bonds may be required from utilized subcontractors. Robert A. Bothman, Inc. utilizes a modified AGC Subcontract Agreement, which requires that all subcontractors meet specific requirements that may exceed project requirements. Insurance must be "Completed Operations Coverage", be the Primary Insurance and must include Waiver of Subrogation. Copies of all these requirements are available in our office or on our website at [www.bothman.com/contracting.php](http://www.bothman.com/contracting.php)

Please call our office for any assistance with bonding; insurance; obtaining necessary equipment, supplies, materials; lines of credit and/or technical assistance.

**Robert A. Bothman, Inc.**  
650 Quinn Ave • San Jose, CA 95112  
Phone: (408) 279-2277 Fax: (408) 279-2286  
Stephanie Hunt  
shunt@bothman.com


**REQUESTING BIDS FROM QUALIFIED DBE SUBCONTRACTORS AND SUPPLIERS FOR THE FOLLOWING PROJECT:**

**School Way Bridge Rd. 236 - Ukiah**  
**County of Mendocino, Office of the Department of Transportation #130078, Bid Date: July 22, 2014 at 2:30 pm**

We hereby encourage responsible participation of local Disadvantaged Business Enterprises (2% Goal), and solicit their subcontractor or material quotation for the following types of work. This is a highway project with the typical items of work associated, but not limited to: Hydroacoustic Monitoring, Landscape, Erosion Control, Temporary Erosion Control, River Diversion System, Temporary Fence, Prepare Storm Water Pollution Prevention Plan, Rain Action Event Plan, Storm Water Analysis, Construction Area Signs, Traffic Control System, Stripe and Markers, Channelizers, K-Rail, Biologist, Metal Beam Guard Rail, Cold Plane Asphalt, Bridge Removal, Clear and Grub, Roadway Excavation, Lead Compliance Plan, Structure Excavation (Bridge and Retaining Wall), Ditch Excavation, Imported Borrow, Erosion Control, Class 2 Agg Base, Hot Mix Asphalt, Steel Piling, Prestressing Cast-in-Place Concrete, Structural Concrete, Minor Concrete, Architectural Treatment, Joint Seal, Rebar, Single Sheet Aluminum Sign, Roadside Sign, Prep and Stain Concrete, Railroad Signal Work, Reinforced Concrete Pipe, Rock Slope Protection, Misc. Metal, Tubular Bicycle Railing, Concrete Barrier, Water Line Installation, Electrical, Construction/Equipment Rentals, Trucking, etc.

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DBE participation. If you are interested in any of this work, please provide us with a scope letter or contact us immediately. Plans and Specifications are available from C.C. Myers, Inc.'s Sharepoint site, please contact us for log in information.

Conditions or exceptions in Subcontractor's quote are expressly rejected unless expressly accepted in writing. Subcontractor and Supplier quotes are required 24 hours prior to the bid date to enable thorough evaluation.

**C.C. Myers, Inc.**  
  
3286 Fitzgerald Rd. • Rancho Cordova, CA 95742 • 916-635-9370 • Fax 916-635-1527

Each Subcontractor shall be prepared to submit faithful performance and payment bonds equal to 100% of their quotation. The Contractor will pay standard industry rates for these bonds.

**Contact C. C. Myers, Inc. for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications. C.C. Myers, Inc., is a Union Contractor. AN EQUAL OPPORTUNITY EMPLOYER**

**REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:**

**Hwy 880 Bioswale Drainage, Oakland**  
**Caltrans #04-4A8104**  
**BID DATE: August 5, 2014 @ 2:00 PM**

**We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, SWPPP, Storm Water Annual Report, Sweeping, Adjust Pull Box, Cold Plane AC, Clearing & Grubbing, Sod, Hydromulch, Hydroseed, Compost, AC Dike, Tack Coat, Object Marker, Vegetation Control (Minor Concrete) and Construction Materials**

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

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

**Blocks 36-39 Hardscape and Infrastructure Project Advertisement**

**Mission Bay Development Group, LLC**  
is seeking Contractors for the Blocks 36-39 Hardscape and Infrastructure Project.

**Scope of work for this project includes** demolition, roadbase, asphalt, plane and overlay, sidewalk, storm drain, low pressure, reclaimed water, and joint trench work.

This project has a 50% SBE/LBEs goal. One set of bid documents will be distributed to each interested General Contractor.

Please contact **Cathy Serrano** of **Townsend Management, Inc.**, at (415) 355-6644 to order a bid set. A pre-bid conference will be held at 410 China Basin Street, San Francisco, CA on **Tuesday, July 29, 2014 at 2:00 PM.**

## MEET AND GREET OUTREACH EVENT

**CONTRACTOR INFORMATION MEETING**

AC Transit's East Bay Bus Rapid Transit (BRT) will invest over \$178 million dollars to improve transit, upgrade the streets and sidewalks, and bring thousands of new riders to the International Boulevard/East 14th Street corridor between downtown Oakland and San Leandro BART.

Preliminary construction of the BRT is on track to begin in late 2014, with service projected to begin late-2017.

AC Transit is hosting an information meeting to provide an overview of Utility Relocation and Traffic and Parking Mitigation for the BRT project. The meeting will also provide the business community with information on the District's Small Business (SBE) & Disadvantaged Business (DBE) programs.

**AC Transit District Office**  
1600 Franklin Street  
Oakland  
July 31, 2014  
4 - 6 p.m.  
RSVP via email: [brt@actransit.org](mailto:brt@actransit.org)



# Public Legal Notices

## UNIVERSITY OF CALIFORNIA SAN DIEGO

### ADVERTISEMENT FOR PREQUALIFICATION OF CONTRACTOR (NO SUBCONTRACTOR BIDS REQUESTED AT THIS TIME)

Subject to conditions prescribed by the undersigned, Prequalification Questionnaires from Contractors licensed as follows:

#### C10 ELECTRICAL CONTRACTOR

are invited for the following work:

3EPDB DISTRIBUTION BOARD  
REPLACEMENT  
UCSD MEDICAL CENTER - HILLCREST  
UNIVERSITY OF CALIFORNIA, SAN DIEGO  
Project No. 4821/A4S-019/966195  
Estimated Construction Cost: \$350,000

#### PROJECT DESCRIPTION:

Replace and relocate Emergency Distribution Board 3EPDB; replace motor starter for Exhaust Fan SF-8; and install new Panelboard 3EPB. Estimated project duration is 90 calendar days.

The University seeks Contractors with demonstrated experience in electrical renovations to Hospitals and Medical Centers. Specific experience requirements include but are not limited to: work within a hospital with limited staging area; work within an operational facility; renovations/upgrades to existing outdated spaces; replacement of distribution board; replacement of electrical equipment for OSHPD project.

The Contractor shall have demonstrated annual business revenue of at least \$3,000,000 for each and every one of the last five (5) consecutive years. The Contractor must have demonstrated experience on a minimum of three (3) and a maximum of (5) comparable projects with the Contractor providing services as Prime and Electrical Contractor within the

last ten (10) years. Projects should have possessed the following construction challenges: urban site work with limited construction and staging areas; repair of buildings requiring proactive and innovative solutions due to noise, dust, and pedestrian traffic while building is occupied and research is ongoing; renovations/expansions requiring proactive and innovative solutions due to unknown and/or unforeseen field conditions; project complexity requiring tracking of multiple functions and phases; project complexity requiring critical path construction scheduling to complete on time; complex phasing plan development and execution (to accomplish 24/7 operations of a hospital); coordination with other ongoing projects

To view and download Prequalification Questionnaires go to [www.fdc.ucsd.edu](http://www.fdc.ucsd.edu). Click on Contracting Opportunities and Work Available for Bid. Open this project and download all prequalification files attached.

Prequalification Questionnaires will be received only at the following address:

FACILITIES DESIGN & CONSTRUCTION  
UNIVERSITY OF CALIFORNIA, SAN DIEGO  
10280 N. Torrey Pines Road, Ste. 465  
Contracts Department (MC 0916)  
La Jolla, CA 92037  
Attention: Carrie Robb

**No Prequalification Questionnaires will be received after 4:00 P.M., TUESDAY, AUGUST 5, 2014.**

Confidentiality of the information provided will be respected to the extent permitted by law.

Response to the Prequalification Questionnaire must be submitted on the forms contained within the Prequalification Questionnaire available at the address above.

All information requested in these forms must be provided in order to be considered "responsive" to the

requirements of the prequalification. The University contacts: Rosalie Pham, Project Manager, Facilities Design & Construction (858) 534-5343 or Rhonda Mitchell, Contracts Manager, Facilities Design & Construction (858) 822-3126.

A mandatory Prequalification Conference will be conducted on **WEDNESDAY, JULY 23, 2014, at 11:00 A.M.** at Facilities Design and Construction, 10280 N. Torrey Pines Rd., Ste 466, Large Conference Room, La Jolla, CA 92037. Campus maps can be found at <http://maps.ucsd.edu>.

**Attendance at the Prequalification Conference is mandatory for Contractors attempting to become prequalified to bid on this specific project.**

Metered parking spaces are available (for up to 2 hours) in the service yard/shuttle stop parking lot and underground parking area of Torrey Pines Center South. **Please allow ample time to secure parking. Contractors must be present for the entire conference.**

UC San Diego encourages the participation of Small, Disadvantaged, Minority-owned, Women-owned and Service/Disabled Veteran-owned Business Enterprises (S/D/M/W/DVBE's) and is committed to promote a diverse pool of firms for our building programs. Potential bidders will be required to submit their small business outreach plan to the University as part of the prequalification process.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy.

THE REGENTS OF THE UNIVERSITY  
OF CALIFORNIA  
July 2014



## SAN FRANCISCO HOUSING AUTHORITY

### Request For Quotes AS NEEDED LEAD BASED PAINT, MOLD & ASBESTOS CONTRACTOR SERVICE SAN FRANCISCO HOUSING DEVELOPMENTS SOLICITATION 14-620-QTE-0023

The San Francisco Housing Authority will receive sealed quotes for as need hazardous material abatement contractor services at San Francisco Housing Developments. Scope of work requires an asbestos, mold and lead based paint abatement worker and supervisor.

Responses are due **Thursday, August 14, 2014 at 1815 Egbert Avenue, San Francisco at 5:00 P.M.**

Download solicitation at [planroom@ebidboard.com](mailto:planroom@ebidboard.com)

For download questions, please contact Ms. Brenda Moore at (415) 715-3170; e-mail [moorebr@sfa.org](mailto:moorebr@sfa.org). For Technical questions, please contact Project Manager Andrew Passell at (415) 7153213

## UCLA

### UCLA

#### ADVERTISEMENT FOR PREQUALIFICATION (GENERAL CONTRACTOR) \*\*RE-ADVERTISED\*\*

NOTE: Bidders who successfully prequalified during the initial prequalification period for this project are not required to submit any further documentation, nor attend the below-specified Prequalification Conference.

The following is a summary of a full Advertisement for Prequalification (CM/Contractor) posted on the UCLA Online Planroom website (<https://www.uclaplanroom.com/>). **All interested parties must go to the Website for complete information.**

Subject to conditions prescribed by the University of California, Los Angeles, responses to the University's prequalification documents for a lump sum contract are sought from prospective general contractor bidders (hereafter "bidders") for the following project:

**Project Name:** Carnesale Fitness Center

**Project Number:** 947494.01

**General Description of Work:** Conversion of an existing shell space into a student fitness center. **Refer**

**to website for complete description.**

**Prequalification Documents Available at:**  
<https://www.uclaplanroom.com>

#### Prequalification Document Submittal Locations:

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

OR

UCLA Planroom website  
<https://www.uclaplanroom.com>

#### Dates:

Prequalification Document Availability:  
July 22, 2014

Mandatory Prequalification Conference:  
July 29, 2014

Beginning promptly at 10:00 a.m.  
(THERE IS NO GRACE PERIOD)

Prequalification Submittal Deadline:  
3:00 p.m., August 8, 2014

**License Requirement:**B-License (General Building)

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OF CALIFORNIA