

# SMALL BUSINESS EXCHANGE

Voice of Small, Emerging Diversity Owned Businesses Since 1984  
SBE is a certified DBE publication



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WWW.SBEINC.COM

July 5, 2012



## Crenshaw/LAX Transit Corridor Project Design Changes

### Overview

In September 2011, the Metro Board of Directors adopted the Crenshaw/LAX Transit Corridor Project. The 8.5 mile alignment includes six stations and runs from the Metro Expo Line at Crenshaw and Exposition to the Metro Green Line Aviation/LAX Station. The project was approved without a station at that location. The stations closest to Leimert Park are Martin Luther King Station to the north and Slauson Av Station to the south on Crenshaw Bl.

### Status

In May 2011, the Metro Board of Directors adopted a motion to include an optional Vernon Station at Leimert Park in the procurement documents for the Crenshaw/LAX Transit Corridor. Proposers will price the optional station in their proposal to: 1) add a complete station; or 2) add an unfinished station shell for completion at a future date. The cost of the optional station will be evaluated as part of the total contract price proposal and must allow for either station option's bid proposal to be within the life-of-project budget of \$1.749 billion. If the options exceed the project budget, neither station option will be included in the project.

Continued on page 6

### Environmental Assessment Public Meeting

Metro invites you to a Community Meeting to learn about design changes that have taken place since the environmental document was completed. Public comments will be taken and recorded during the meeting.

*Refreshments will be served.*

**Monday, July 16, 2012, 6-8 pm**  
**Inglewood City Hall, Community Room**  
**One Manchester Bl**  
**Inglewood, CA 90312**

Served by Metro Bus Lines 40, 111, 115, 212, and Rapid Bus Line 740

The Federal Transit Administration and Metro prepared a Supplemental Environmental Assessment to review modifications to the project. Modifications are the result of design refinements and cost reduction efforts, reduced right-of-way acquisition, and improvements at-grade crossings. Specifically these include:

- Relocation of the optional off-street Crenshaw/Vernon Station from Crenshaw Bl/Vernon Av to in-street north of 43rd Pl;
- Relocation of the optional Aviation /Manchester Station (renamed the Florence/Hindry Station) to Florence/Hindry Av;
- Street/driveway/sidewalk modifications and pedestrian crossing improvements, including a mid-block pedestrian crossing near Eucalyptus St and Florence Av; and
- A shift of partial portions in the alignment back into the former Burlington Northern Santa Fe (BNSF) right-of-way. The shift in the alignment eliminates property acquisitions but requires demolition of two railroad bridges at Florence Av/Interstate 405 (I-405) and Aviation Bl/Century Bl.

We look forward to having your involvement in the dynamic process of building a world class transportation system!

See page 6 for the MAP

## Federal Government Misses Small Business Contract Goal - Again

By Jose Pagliery

For the sixth year in a row, the government has missed its goal to award 23% of all federal contract dollars to small businesses.

On Tuesday, the Small Business Administration reported that federal agencies gave out 21.7% to small companies. That sounds close, but means that small businesses did not receive \$3.8 billion set aside for them.

The contracts are awarded by all federal departments for a wide array of projects and jobs. They funnel hundreds of billions of dollars every year to the private sector.

The awarding goal, which was raised slightly to 23% in 1997, was part of the same 1953 law that established the SBA. It was cre-

Continued on page 7

## CALIFORNIA SUB-BID REQUEST AD



A Joint Venture in Association with LAN I TY Lin

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

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

Please visit:  
[www.sshjv-c700.com](http://www.sshjv-c700.com)

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

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California Sub-Bid  
Request Ads -  
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Crenshaw/LAX Transit Corridor  
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Legal Notices -  
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Subscription form  
See Page 12



## Shoestring MARKETING by Alf Nucifora

### Trap More Web Visitors With Smarter Spiders

With marketing and advertising budgets now falling victim to recessionary pressures, there is a clear and obvious need to squeeze every ounce of effectiveness out of what were once considered marketing luxuries, primarily new technologies and methodologies, many of them online related. With most businesses, small and large, now committed in varying degrees to a Web presence, and consumers now addicted in a big way to the information-bearing benefit that it provides, the smart players are searching for every sliver of advantage that they can gain in the online marketing game.

#### Introducing Search Engine Marketing

Research shows that more than 80% of Internet consumers use search engines and directories to look for products, services and information. A recent NPD Group study further revealed that "search listings are better than banner ads at creating effective brands." The study notes that "twice as many people gave a more favorable opinion of companies in the top three search positions than those featured in ads and 55% of online purchases were made on sites found through search listings, while a mere 9% were on sites found through banner ads."

Given the high degree of consumer use and acceptance of search engine results, search engine optimization and registration can be the most cost efficient and rewarding means of generating qualified site traffic and activity. In affect, the process ensures that your company's name, description and link appear when Internet users search for keywords that directly relate to your business. It also helps position the site among the top listings in its categories ahead of competitors. Atlanta-based 360i.com, a digital marketing agency specializing in search engine optimization, performs such work for a roster of clients including Alamo Rent A Car, Disney Vacations, Sheraton Grand Resorts and BellSouth. According to co-president and media director, David Williams, "the ultimate goal of optimization is to help potential customers or visitors find the websites that are most relevant to the keyword, phrase or search term of interest."

Typically, a search engine works by sending out a search "spider" to find as many documents as possible that match the search enquiry. Another program, called an indexer, then reads the selected documents and creates an index based on the words contained in the document. Each search engine uses its own proprietary algorithm to create its indices so that, ideally, only meaningful results are returned for each query. (Note. A "spider" or "webcrawler" is a program that visits websites and indexes the pages present in those sites.)

360i.com, unlike off-the-rack optimizing spammers, utilizes complex techniques that demand a customized approach and an in-depth understanding of the client website's information and communication thrust. These include design and/

or layout changes, new text for title tags, metatags and headings and changes to the first 200-250 words of the main text.

Since more than two thirds of all Internet traffic comes from the largest search engines and directories, 360i.com concentrates its customization efforts to ensure that it's clients' web sites receive favorable treatment from the 20+ major engines and directories including AltaVista, Lycos, MSN, GoTo, Excite, Hot Bot, Yahoo, Google, AOL and Netscape.

#### Rank Counts

Research shows that most active search engine users will not generally look past the first two or three pages of results returned by a search engine. As such, a site must have rich and timely content that people want to visit repeatedly. Notes Williams, "we provide detailed online reports that summarize keyword/phrase performance and search engine positioning. If we observe a downward trend in the rankings, we will re-optimize and resubmit to maintain positioning over time."

#### The More You Pay, The Higher You Rank

The latest innovation in search engine marketing is the Pay-Per-Click (PPC) search engine that allows you to bid against competing advertisers for higher rankings. The more you pay per click, the higher up on the list your site appears. Major players in the field include GoTo.com, Spinks and FindWhat. What are the benefits of PPC? According to Williams, who sees significant potential in this new addition to the search engine-marketing field, PPC programs offer increased value to advertisers and consumers. Advertisers benefit by paying only for qualified leads on a per click basis and gain increased control over advertising exposure and expenditure. Consumers benefit from the ability to quickly find the product, service or information that they are actively seeking.

Website: [www.nucifora.com](http://www.nucifora.com)

Alf's syndicated writings appear in business publications throughout the U.S.



### Small Business Exchange is Proud to Support the AGC of California Construction Education Foundation

#### California is projected to have a shortfall of 1 million construction workers by 2018

This unprecedented demand for skilled labor means it's critical that the youth of today understand that the industry represents significant, long term employment in a variety of skilled trade capacities. As partners in the national construction industry for over 28 years, Small Business Exchange sees the importance of building the next generation of the construction workforce. SBE supports the AGC of California Construction Education Foundation in its efforts on awareness and development of the future workforce.

This is to advise that AGC members and industry partners can support the AGC CEF by advertising in the [Small Business Exchange \(SBE\)](http://www.sbeinc.com). SBE Inc. has committed to donating 5% of its annual advertising sales revenue to the CEF. For more information about SBE, please visit [www.sbeinc.com](http://www.sbeinc.com) or call us at 1-800-800-8534.

Each of the following packages represents discounted advertising rates, as well as additional bonus visibility in print and online. The opportunity to showcase your company as a supporter of the Foundation is a great way to publish your message, build a positive image, and create a favorable perception of your company, while contributing to the efforts to prepare the workforce of the future. (Larger Ad sizes - custom pricing available.)

BRONZE Package	SILVER Package	GOLD Package
<ul style="list-style-type: none"> <li>3 months, weekly 4" Sub-Bid Request ad</li> <li>Company Listing on "Foundation for the Future" webpage</li> <li>Mention in Career Awareness Day publication</li> <li>Larger ads @15% discount (from open rate)</li> <li>15% discount on Tower Banner Ad</li> <li>3 months weekly = 13 weeks</li> </ul>	<ul style="list-style-type: none"> <li>6 months weekly 4" SBR ad</li> <li>Company Listing on "Foundation for the Future" webpage</li> <li>Banner Ad (Endowed) on Resources page of sbeinc.com</li> <li>6 months = 26 weeks</li> </ul>	<ul style="list-style-type: none"> <li>12 months weekly 4" SBR ad</li> <li>Company Listing on "Foundation for the Future" webpage</li> <li>Banner Ad (Endowed) on Home page of sbeinc.com</li> <li>Feature article on your company and sponsorship of the Foundation. Print and Online</li> <li>12 months @ 52 weeks</li> </ul>
<b>\$1579</b>	<b>\$3292</b>	<b>\$5207</b>

Reserve your space, and support the AGC of California Construction Education Foundation

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#### AWARDS

- CITY OF LOS ANGELES Black Business Association, Outstanding Entrepreneur Mayor's Advisory Board, Outstanding Achievement as a Vendor/Supplier
- COUNTY OF LOS ANGELES Black Business Association, Outstanding Entrepreneur
- SAN FRANCISCO BAY AREA BACCOA Champion of Diversity
- NAMCSC
- MINORITY ADVOCATE

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ISSN 0892-5992

SBE is a certified DBE - CA UCP Firm #5988

# CALIFORNIA SUB-BID REQUEST ADS

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

**Rt. 101 Willits Bypass  
Contract # 01-262004  
Mendocino County  
Bids: July 10, 2012 at 2:00 p.m.**

This is a highway project with the typical items of work associated, but not limited to: Aggregate, CIDH Pile, Clear and Grubbing, Concrete Barrier, Concrete Crack Sealing, Construction Area Signs, Consult – Enviro Compliance, Core and Saw, Demo Bridge, Demo Minor, Earthwork and Base, Imported Borrow, Electrical H'Way, Fence & MBGR, Minor Flat Concrete, Joint Seals, K-Rail, Landscape, Erosion Control, Metal Bridge Rail, Minor Concrete Structure, Pavement Grinding, Paving PCC, Plane A C, Paving ASPH Concrete, A C Dike and Misc. Pile Drive, Pipe - Coor Steel, Precast Concrete Pipe, Prestress Concrete, Ready Mix Concrete, Rebar, Rock Slope Protect, Sign Structures, Signs Roadside, Stripe and Mark, Structure Excavate Bridge, Structure Excavate Site, Traffic Control, Trucking.

C.C. Myers, Inc./Teichert Construction a Joint Venture is willing to break down items of work into economically feasible units to encourage DVBE 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 Caltrans at: [www.dot.ca.gov/hq/esc/oe](http://www.dot.ca.gov/hq/esc/oe).

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. / Teichert Construction a Joint Venture**

3286 Fitzgerald Rd. 24207 County Rd 100A  
Rancho Cordova, CA 95742 Davis, CA 95617-1890  
(916) 635-9370 Fax 530-406-4299  
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./Teichert Construction a Joint Venture for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications.

AN EQUAL OPPORTUNITY EMPLOYER.

Sub-Bids Requested From Qualified DBE Subcontractors and Suppliers for:  
**Anaheim Regional Transportation Intermodal Center (ARTIC)**

New Construction of a 3 Story 67,585 SF Main Terminal Building with 1,000' FT of Double Sided Railroad Platform, 2 Underground Tunnels, 15+ Acres of on Site Parking Lots, Pavers, Landscape and Lighting. Project includes extensive Civil Work  
**Bid Date: July 26, 2012 @ 2:00 PM**

**Turner Construction Company**  
1900 S. State College Blvd. Suite 200  
Anaheim, CA 92806  
Phone: 714-940-9000 • FAX: 714-712-4415  
**Contact: Sam Hernandez**  
**Email: sahernandez@tcco.com**  
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Prevailing Wage Required. Project duration is 788 Calendar Days, Project Start is September 2012. Work Includes – Structural Steel, Glazing, Site/Structural Concrete, Flooring, Fire Proofing, Doors, Equipment, Specialties, Earthwork, Asphalt, Fencing, Etc.

Requesting Sub-bids from Qualified MBE/WBE/OBE Subcontractors/Vendors for:  
**Destruction/Maintenance/Repair of Water Wells for the Los Angeles Department of Water & Power**  
**Bid Deadline: 7/20/2012 at 12:00PM**

For information on the availability of plans and specifications and the bidders policy concerning assistance to subcontractors in obtaining bonds, lines of credit and or insurance, please contact our office and ask for **Cindy Lee**.

**Layne Christensen Company**  
1717 W Park Ave • Redlands CA 92373  
909-390-2833 • 909-390-6097  
**Cindy.lee@layne.com**

**WEST BAY BUILDERS INC.**  
is requesting bids from S/LBE & DVBE subcontractors, suppliers, & truckers for the following project:

**NEW GOMPERS & LPS RICHMOND SCHOOLS**  
**West Contra Costa Unified School District**  
**Bid Date: 7/10/12 at 2:00PM**  
**Estimate: \$34,000,000**  
**\*\*\* This project adheres to a Project Labor Agreement (PLA)\*\*\***

**SCOPE:** Construction of one 3-story Group-E occupancy, type IIA buildings and construction of two 2-story Group-E/Group-A3 occupancy, type IIA buildings.

**TRADES NEEDED (but not limited to):** Concrete, Concrete Formwork, CIP Concrete, Reinforcing Steel Concrete Floor Sealers, Grout, Structural Steel & Misc. Iron, Metal Decking, Cold Formed Metal Framing; Metal Fabrications, Decorative Metal Railings, Rough Carpentry, Sheathing, Architectural Woodwork, Plastic Paneling, Waterproofing, Insulation; Weather Barriers, Metal Roof Panels, Metal-faced Composite Wall Panels, SBS Modified Bituminous Membrane Roofing, Sheet Metal Flashing & Trim; Roof Accessories & Waterproofing; Firestopping; Fire-Resistant Joint Systems; Elevator Door Smoke Containments System; Doors, Frames, Hardware; Overhead Coiling Doors; Skylights; Glass & Glazing; Plastering, Gypsum Board; Tile; Acoustical Panel Ceilings; Linear Metal and Wood Ceilings; Flooring; Carpeting; Painting; Visual Display Surfaces; Signage; Electronic Signage; Toilet Compartments & Accessories; Fire Extinguisher & Cabinets; Metal Lockers, Flagpoles; Food Service Equipment; Laboratory Fume Hoods; Gymnasium Equipment; Interior Scoreboards & Game Clocks; Roller Window Shades; Telescoping Stands; Site Furnishings; Hydraulic Elevators; Fire Suppression Sprinkler Systems; Plumbing; HVAC; Electrical; Communications; Electronic Safety & Security; Earthwork; Asphalt and Concrete Paving; Artificial Turf; Fencing, Landscape; Utilities.

We are signatory to both the Carpenters Collective Bargaining Agreement and the Laborers Collective Bargaining Agreement. Certification of insurance for General Liability and Workers' Compensation are required. A Waiver of Subrogation will also be required with all Subcontract Agreements. Subcontractors' faithful performance and payment bonds in the amount of the subcontract price will be required. Reasonable market rate bond premium will be reimbursed by West Bay Builders, Inc.

Please call to discuss how West Bay Builders, Inc. can assist you with obtaining bonding, insurance, and various equipment, supplies, and/or related services. Plans may be viewed at local Builders Exchanges or in our office at 250 Bel Marin Keys Boulevard, Building A, Novato, CA. Please call if you are interested in submitting a bid for this project.

**Contact: Karri Kenoyer**  
(415) 456-8972 • FAX: (415) 459-0665  
EMAIL: [karrik@westbaybuilders.com](mailto:karrik@westbaybuilders.com)

REQUESTS SF HRC-CERTIFIED LOCAL SUBCONTRACTOR/SUPPLIER BIDS FOR:

**City and County of San Francisco PWD**  
**Glen Canyon Park Improvements**  
**Contract #3071V**  
**Bid Date: July 18, 2012 at 2:30 PM**  
**Fax quotes to (925) 838-0814**

Requesting qualified MBE/OBE/WBE Subcontractor and Supplier Quotes on:

**Hazmat; Playground Equipment; Landscape; Building Work; Supply Aggregates; Asphalt Paving; Boiler System Work; Carpentry; Building Materials; SWPPP Work; Site Security; Metal Work; Metal Railing; Reinforcing Steel; Sign Work; Wrought Iron; Underground Work; Electrical Work; Safety Surfacing; Flatwork Concrete; Plumbing; Trucking; Construction Supplies.**

Contract Documents are available on CD for \$15 purchase from SF PWD - Contract Administration Division, 875 Stevenson St, Room 420, SF, CA (415) 554-6229; download from <http://bsm.sfdpw.org.contractadmin>; or viewed at Gordon N. Ball's office by appointment only.

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

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

**Gordon N. Ball, Inc.**

333 Camille Avenue • Alamo, CA 94507  
Phone: 925-838-5675 • Fax: 925-838-0814  
**Contact: Linda Brain**  
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REQUEST FOR CERTIFIED MBEs, WBEs, OBEs, SBEs, DVBEs, and LBEs SUBCONTRACTORS & SUPPLIERS FOR:

**Los Altos Drive Repair –**  
**Project #0672-6U2519**  
**Contra Costa County – PWD**  
**Bid Date: July 17, 2012 @ 2:00 PM**

Proposals requested for the following trades: **CAS; Traffic Control; Erosion Control; HMA; CIDH; Timber Lagging; MBGR; Railing; Trucking and Construction Supplies.**

Plans and specifications may be viewed at our office, at [www.cccounty.us/pwprojects](http://www.cccounty.us/pwprojects), or purchased from Blueprint Express (707) 745-3593.

Call for assistance in obtaining bonds, line of credit, and/or insurance.

**Gordon N. Ball, Inc.**

333 Camille Avenue • Alamo, CA 94507  
Phone: 925-838-5675 • Fax: 925-838-0814  
**Contact: Linda Brain**  
An Equal Opportunity Employer

REQUEST FOR UDBE/DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**US 101/Capitol Expressway- Yerba Buena Road Interchange Improvements, San Jose Santa Clara VTA**  
**BID DATE: July 23, 2012 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Staking, Fencing, Erosion Control, Sweeping, Rain Event Action Plan, Storm Water Annual Report, Storm Water Sampling & Analysis, Construction Area Signs, Portable Changeable Message Sign, Adjust Utilities, Cold Plane AC, Bridge Removal, Crash Cushion, Lead Compliance Plan, Asbestos Compliance Plan, Structure Excavation, Planting & Irrigation, Underground, Lean Concrete Base, AC Dike, Data Core, Tack Coat, Structural Concrete, Minor Concrete, Bar Reinforcing Steel, Shotcrete, Sign Structure, Roadside Signs, Misc. Iron & Steel, Misc. Metal, Survey Monument, Object Marker, MBGR, Concrete Barrier, Striping & Marking, Retaining Walls, MSE Walls, Jacked RCP, Hydroseeding, Survey, Electrical and Construction Materials

**O.C. Jones & Sons, Inc.**

1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
**Contact: Donat Galicz or Jean Sicard**  
An Equal Opportunity Employer

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

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Hwy 85 Widen Ramps**  
**Sunnyvale, Caltrans #04-154204**  
**BID DATE: July 24, 2012 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, SWPPP, Sweeping, Rain Event Action Plan, Storm Water Annual Report, Storm Water Sampling & Analysis, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Noise Monitoring, Clearing & Grubbing, Lead Compliance Plan, Imported Borrow, Highway Planting & Irrigation, Erosion Control, Underground, AC Dike, Tack Coat, CIDH Concrete Piling, Structural Concrete, Minor Concrete, Bar Reinforcing Steel, Sign Structure, Roadside Signs, Misc. Iron & Steel, Object Marker, MBGR, Crash Cushion, Concrete Barrier, Striping & Marking, Electrical and Construction Materials

**O.C. Jones & Sons, Inc.**

1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
**Contact: Greg Souder**  
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Advertisewith the Small Business Exchange

Utilize SBE's TARGET DISTRIBUTION to reach the DBEs, SBEs, DVBEs, MBEs, and OBEs that match the trades and goods you need.

[www.sbeinc.com](http://www.sbeinc.com)

# CALIFORNIA SUB-BID REQUEST ADS

We are looking for licensed subcontractors and registered San Francisco LBE's interested in submitting qualifications and proposals for a complete Rehabilitation and renovation of the historic Fire Station 30, including seismic upgrades and adaptive reuse to house a community program room and office space.

- 2 levels above grade, total of approximately 6,000sf
- Restoration of existing brick façade
- Interior plaster restoration and build out

**Location: Block 8,  
Third Street & China Basin Street,  
San Francisco, CA  
Respond by: July 6, 2012**

### Charles Pankow Builders, Ltd.

License 688972  
Contact person: **Jesse Horn**  
Phone: 510-379-1487  
Email: [Jhorn@pankow.com](mailto:Jhorn@pankow.com)  
7/5/12  
CNS-2338977#  
SMALL BUSINESS EXCHANGE

## Marketing ON A Shoestring

### A CUSTOMIZED MARKETING PUSH

SBE offers an effective, low cost, customized marketing campaign service that gives small businesses an opportunity to effectively present themselves to a targeted market.

### Reach your market through SBE's 4-step process

- Deliver your message through email, fax, or mail to targeted market
- Print and electronic advertising
- Telephone follow-up
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Call us today **1-800-800-8534** for more information



### CAHILL - NIBBI JOINT VENTURE

**Project Name: Hunters View Promontory Park**  
**Location: 1151 Fairfax Avenue  
San Francisco, California**  
**Bid Date: Tuesday, July 24, 2012 @ 2:00pm**  
**Pre-Bid Conference: July 10, 2012 @ 9:30am**  
**Location: 180 Hubbell Street, San Francisco, CA**

Cahill / Nibbi Joint Venture is bidding the Hunters View Promontory Park project and is requesting Earthwork, Landscape, Site Concrete, Miscellaneous Steel, Site Utilities, and Electrical bids from all qualified Subcontractors and Suppliers including those certified with the Office of the City Administrator (Successor Agency to SFRA). This project consists of a new private park to be built as part of Phase 1A of the redevelopment of Hunters View. The scope of work includes construction of retaining walls, stairs, ramps, paved areas, and lawn for use as a park facility.

The Office of the City Administrator (Successor Agency to SFRA) participation goal has been established for this project at: 50% for SBE Subcontractors and we highly encourage all Office of the City Administrator (Successor Agency to SFRA) certified Subcontractors to bid.

To obtain bid and contract documents please email [GraceN@nibbi.com](mailto:GraceN@nibbi.com).

**FAX PROPOSALS TO  
CAHILL / NIBBI JOINT VENTURE AT:  
415-241-2951 or email: [GraceN@nibbi.com](mailto:GraceN@nibbi.com).**  
**For information regarding this project contact:  
ATTN: Grace Nicer ([GraceN@nibbi.com](mailto:GraceN@nibbi.com))  
Cahill / Nibbi Joint Venture  
415-863-1820 Phone 415-241-2951 Fax**

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

**Pavement Management Program  
2012 (Overlay)**  
**City of Brentwood CIP Project No. 336-30832**  
**Federal Aid Project No. STPL-5300 (009)**  
**Engineer Estimate: \$920,000**  
**UDBE Goal 3.6**  
**Bids: July 17, 2012 @ 2:00 PM**

Requesting Sub-quotes for (including but not limited to): Cold Plane, Electrical, Grinding, Striping/Markers, Trucking, Minor Concrete, Fabric and Oils, Slurry Seal and Traffic Control.

**Scope of Work:** Grind, overlay, remove and replace AC or cold in-place recycling, sidewalk, slurry seal, signal loops, striping and curb ramp modifications on Sand Creek Rd., O'Hara Ave. and Sellers Ave.

**RGW Construction, Inc.**  
550 Greenville Road • Livermore, CA 94550  
Phone: 925-606-2400 • Fax: 925-961-1925

RGW is willing to breakout any portion of work to encourage participation. Plans and Specs are available to view and copy at our office or by submitting an e-mail request to [engmessages@brentwoodca.gov](mailto:engmessages@brentwoodca.gov) or by calling 925-516-5420. Contact Mark Smith 925-606-2400 for any questions, including bonding, lines of credit, necessary equipment, supplies and materials or insurance. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation.

AN EQUAL OPPORTUNITY EMPLOYER  
CALIC. NO. 591940

Condon-Johnson & Associates, Inc. –  
Nicholson Construction Company Joint  
Venture (CJA-NCC JV)  
REQUEST FOR QUALIFIED SBE/DBE  
SUBCONTRACTORS AND SUPPLIERS FOR  
**City and County of San Francisco Municipal  
Transportation Agency  
Third Street Light Rail Program Phase 2  
Central Subway, Union Square/  
Market Street Station**  
**Bid Date: August 15, 2012 @ 3:00 P.M.**

CJA-NCC JV is requesting quotes from all qualified subcontractors and suppliers including certified SBE/DBE firms. CJA-NCC JV is willing to further break down items into economically feasible units to facilitate and encourage participation. We are requesting quotes on the following material supply items and scopes of work, including but not limited to:

Photographic documentation, testing and inspection, handling transportation and disposal of grout spoils, supply structural steel bracing and piles, fabricate structural steel bracing and piles, supply cement, supply concrete backfill, supply specialty drilling equipment, supply fuel oil and grease, supply welding equipment and welding supplies, furnish and provide temporary power, furnish and provide construction water, excavation demolition and backfill of existing obstructions, saw cutting, geotechnical instrumentation and monitoring, structural instrumentation and monitoring, supply oscillator casing, supply micropiles, supply tiebacks, dewatering wells and discharge, buy and weld studs, form and pour guide walls.

Bid documents may be procured at no cost from the SFMTA, ATTN: Mr. Bernie Ancheta, One South Van Ness Avenue, 3rd Floor, San Francisco, CA 94103, fax (415) 701-4300 phone (415) 701-4278. We are available to assist you in such matters as clarifying questions regarding the scope of work, obtaining plans and specifications, bid preparation, obtaining bonds, lines of credit, or insurance as required by contract. Must be properly licensed for the type of work performing and may be required to furnish bonding for insurance, equipment, material and/or supplies. For assistance or if there are questions please contact us by phone (510) 636-2100 or fax (510) 568-8569. The estimator for this project is Mark Morrison.

*An Equal Opportunity Employer*

UMS Group Inc. is seeking qualified MBEs, WBEs, and OBEs to support it in providing services to assist the Los Angeles Department of Water & Power on the following project.

**Project: Improving the Quality of the  
Customer Experience (RFP 90060)**  
**Bid Due Date: July 11, 2012 at 2:00pm**

UMS intends to subcontract out all or part of the following areas per the RFP, as appropriate: Communications & Messaging Planning, Customer Experience Improvement, Interactive Voice Response Scripting, CIS System Integration Planning, Communications Strategy, Change Management and Project Management. Interested parties should have experience in the relevant area.

A copy of the RFP is available for download at [www.ladwp.com/esrp](http://www.ladwp.com/esrp) or by contacting UMS. We are willing to assist in obtaining bonds, lines of credit, and/or insurance. If interested, please provide qualifications and proposed scope by **July 5, 2012** to:

### UMS Group Inc.

Contact: **Steve Morris**  
Morris Corporate Center 1  
300 Interpace Pkwy, Suite C380 • Parsippany, NJ 07054  
email: [smorris@umsgroup.com](mailto:smorris@umsgroup.com)  
Phone: 973-335-3555 Fax: 973-335-7738

### REQUEST FOR PROPOSALS – CIVIL ENGINEERING SERVICES

**Project Name:  
Hunters View Revitalization, Phase II**  
**Location: West Point & Middle Point Roads  
San Francisco, CA 94124**  
**Proposals Due: August 3, 2012 at 4:00 PM**

Hunters View Associates, LP is requesting proposals from qualified Civil Engineering firms to provide infrastructure design and construction administration services for Phase II of the project, which includes infrastructure and 91 units of rental housing.

**Voluntary Pre-Submittal Q&A Session on  
July 17, 2012 at 11:00 AM.**

Access RFP at: <http://mission.sfgov.org/OCA-BidPublication/BidDetail.aspx?K=5716>

Contact: **Christina Mun** at [cmun@jSCO.net](mailto:cmun@jSCO.net)  
or (415) 345-4400.

**SBE/LBE/MBE/WBE firms**  
encouraged to submit a proposal

### REQUEST FOR PROPOSALS – ARCHITECTURAL SERVICES

**Project Name:  
Hunters View Revitalization, Phase II**  
**Location: West Point & Middle Point Roads  
San Francisco, CA 94124**  
**Proposals Due: August 3, 2012 at 4:00 PM**

Hunters View Associates, LP invites qualified Architectural firms to submit proposals for the design and construction administration services for Phase II of Hunters View. Phase II of the project will consist of two blocks (91 units) of rental housing.

**Voluntary Pre-Submittal Q&A Session on  
July 17, 2012 at 11:00 AM.**

Access RFP at: <http://mission.sfgov.org/OCA-BidPublication/BidDetail.aspx?K=5715>

Contact: **Christina Mun** at [cmun@jSCO.net](mailto:cmun@jSCO.net)  
or (415) 345-4400.

**SBE/LBE/MBE/WBE firms**  
encouraged to submit a proposal

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to download the latest  
SBE Newspaper and  
Newsletter



**SMALL BUSINESS EXCHANGE**

## CALIFORNIA SUB-BID REQUEST AD

Sub-Bids Requested From Qualified UDBe Subcontractors & Suppliers:  
**I-15/I-215 Interchange Improvements – Devore Design-Build Project In San Bernardino County**  
**Contract No.: 08-OK7104, Project No.:08000003664**  
**Subcontractor Proposals Due: August 22, 2012**

The SGJV is interested in soliciting in Good Faith all subcontractors and suppliers, as well as certified UDBe companies for this project. Proposals are requested for supplies and services including, but not limited to: Biological Monitor, Storm Water Pollution Plan, Street Sweeping, Construction Area Signs, Traffic Control System, Temporary Fencing, Erosion Control, Temporary Traffic Stripe/Markings, Temporary Railing, Portable Changeable/ Message Signs, Temporary Crash Cushion Module, Metal Beam Guard Railing, Roadside Signs, Abandon Culvert, Cold Place Concrete Pavement, Concrete Barrier, Bridge Removal, Clearing and Grubbing, Roadway Excavation, Structure Excavation, Structure Excavation (Bridge), Structure Excavation (Retaining Wall), Structure Backfill, Sand Backfill, Imported Borrow, Rock Blanket, Erosion Control, Fiber Rolls, Corrugated Steel Pipe Conduit, Class 2 Aggregate Base, Lean Concrete Base, Hot Mix Asphalt, Place Hot Mix Asphalt Dike, Tack Coat, Concrete Pavement, Profile Grinding, Furnish & Drive Steel Pile, CIDH Concrete Piling, Prestressing CIP Concrete, Precast Concrete, Structural Concrete, Bridge Structural Concrete, Retaining Wall, Minor Concrete, Soundwall Barrier, PTFE Bearing, Joint Seal Assembly, Joint Seal, Bar Reinforcing Steel (Bridge), Bar Reinforcing Steel (Retaining Wall), Furnish Sign Structure, Install Sign Structure, Furnish Laminated Panel, Furnish Single Sheet Aluminum Sign, Metal (Barrier Mounted Sign), Roadside Sign, Install Sign, Alternative Pipe Culvert, Reinforced Concrete Pipe, Plastic Pipe, Corrugated Steel Pipe, Welded Steel Pipe Casing, Alternative Flared End Section, Irrigation and Landscaping, Rock Slope Protection, Slope Paving, Minor Concrete, Miscellaneous Metal, Miscellaneous Iron and Steel, Bridge Deck Drainage System, Chain Link Fence, Chain Link Railing, Pipe Handrail, Tubular Handrail, Concrete Barrier, Cable Railing, Transition Railing, Transition Railing, Terminal System, Crash Cushion, Aggregate Bases and Structural Backfill, Pavement Delineation, Concrete Barrier, Signal & Lighting, Lighting & Sign Illumination, Interconnection Conduit & Cable, Fiber Optic Conduit, Electric Service (Irrigation), Traffic Monitoring Station, Closed Circuit TV System, Ramp Metering System, Earth Retaining Structures.

In order to assist UDBe subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities and establish delivery and construction schedules which will permit maximum participation when feasible.

If you are interested in submitting a proposal, and would like access to the Plans and Specifications, please visit the SGJV website and complete the contractor's questionnaire on the following website: [www.usa.skanska.com/devoreinterchange](http://www.usa.skanska.com/devoreinterchange)

**SKANSKA** | **GRANITE**

a Joint Venture, in Association with **HNTB**

1995 Agua Mansa Road • Riverside, CA 92509-2405 • Phone: (951) 684-5360 • Fax: (951) 788-2449  
 Contact Email: [www.usa.skanska.com/devoreinterchange](http://www.usa.skanska.com/devoreinterchange)

Official Bid packages will be issued pending Prime Contractor selection, at which time the SGJV will assist qualified subcontractors in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. The SGJV insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg.; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers' Comp. Endorsements or waivers required are Additional Insured End., Primary Wording End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by SGJV. SGJV will pay bond premium up to 1%. SGJV is signatory to Operating Engineers, Laborers, Cement Masons Carpenters unions and Teamsters. Subcontractors must provide weekly, one (1) original and (1) copy of all certified payrolls, including non-performance, and fringe benefit statement if required by law or by the Prime Contract. All interested subcontractors, please indicate all lower tier UDBe participation offered on your quotation as it will be evaluated with your price. SGJV is an equal opportunity employer

## Turner Construction Co. Fort Irwin contractor outreach meeting

To encourage partnerships between LBE (large) and SBE (small) firms

# Turner

Invites you to an information session  
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- SKYLIGHTS
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- TILE
- RESILIENT FLOORING / CARPET
- TERRAZZO FLOORING
- RESINOUS FLOORING
- ACCESS FLOORING
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- PAINTING
- SPECIALTIES / DIV 10 & 11
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- DRILLED PIERS
- ASPHALT PAVING
- PARKING CONTROLS
- LANDSCAPING & SITE FURNISHINGS
- ORNAMENTAL SITE FENCING

**Monday, July 9, 2012**

**1-3 pm**

**The Mirage Hotel**

**St. Kitts Room**

**3400 Las Vegas Blvd**

**LAS VEGAS, NV Hotel**

**Hotel Phone 702-791-7158**

**You MUST RSVP for admittance**

**Please email RSVP to [socal@tcco.com](mailto:socal@tcco.com) (preferred)**

**Or call 714-940-9039**

**Deadline for RSVP is July 6<sup>th</sup> @ 12 noon**

For more information, contact Michelle Ballard 714-940-9000

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# Crenshaw/LAX Transit Corridor Project Design Changes

Continued from page 1

Stantec is concurrently seeking non-Metro alternative funding sources in the event the contractor's price proposals exceed the project budget for the options. An application was recently submitted for funding under the TIGER Discretionary Grant Program for this and other Metro priorities.

## At A Glance

- The current optional station location is just north of 43rd Pl
- The optional station will be underground without parking facilities
- The optional station portal opens to Leimert Park Village at Vernon Av
- Station options will be procured as part of the Crenshaw/LAX Transit Corridor Project

## Next Steps

The Metro Board of Directors will consider the contractor's price and technical proposals in the Fall of 2012.

## Considerations

Proposal evaluations will determine if either option is equal to or less than the \$1.749 billion life of project budget. Ultimately, one of the following approaches will be implemented:

- Vernon Station at Leimert Park will be built
- Vernon Station shell at Leimert Park will be built
- No station or shell will be built at Leimert Park

### Contact Us

Phone: 213.922.2736

Email: [crenshawcorridor@metro.net](mailto:crenshawcorridor@metro.net)

Website: [metro.net/crenshaw](http://metro.net/crenshaw)

## About METRO:

### Vision

Safe, clean, reliable, on-time, courteous service dedicated to providing Los Angeles County with a world class transportation system

### Mission

Metro is responsible for the continuous improvement of an efficient and effective transportation system for Los Angeles County

### Values

**Safety:** We commit to ensure that our employees, passengers and the general public's safety is always our first consideration.

**Service Excellence:** We commit to provide safe, clean, reliable, on-time, courteous service for our clients and customers.

**Workforce Development:** We commit to make Metro a learning organization that attracts, develops, motivates and retains a world class workforce.

**Fiscal Responsibility:** We commit to manage every tax payer and customer-generated dollar as if it were coming from our own pocket.

**Innovation and Technology:** We commit to actively participate in identifying best practices for continuous improvement.

**Sustainability:** We commit to reduce, re-use and recycle all internal resources and reduce green house gas emissions.

**Integrity:** We commit to rely on the professional ethics and honesty of every Metro employee.

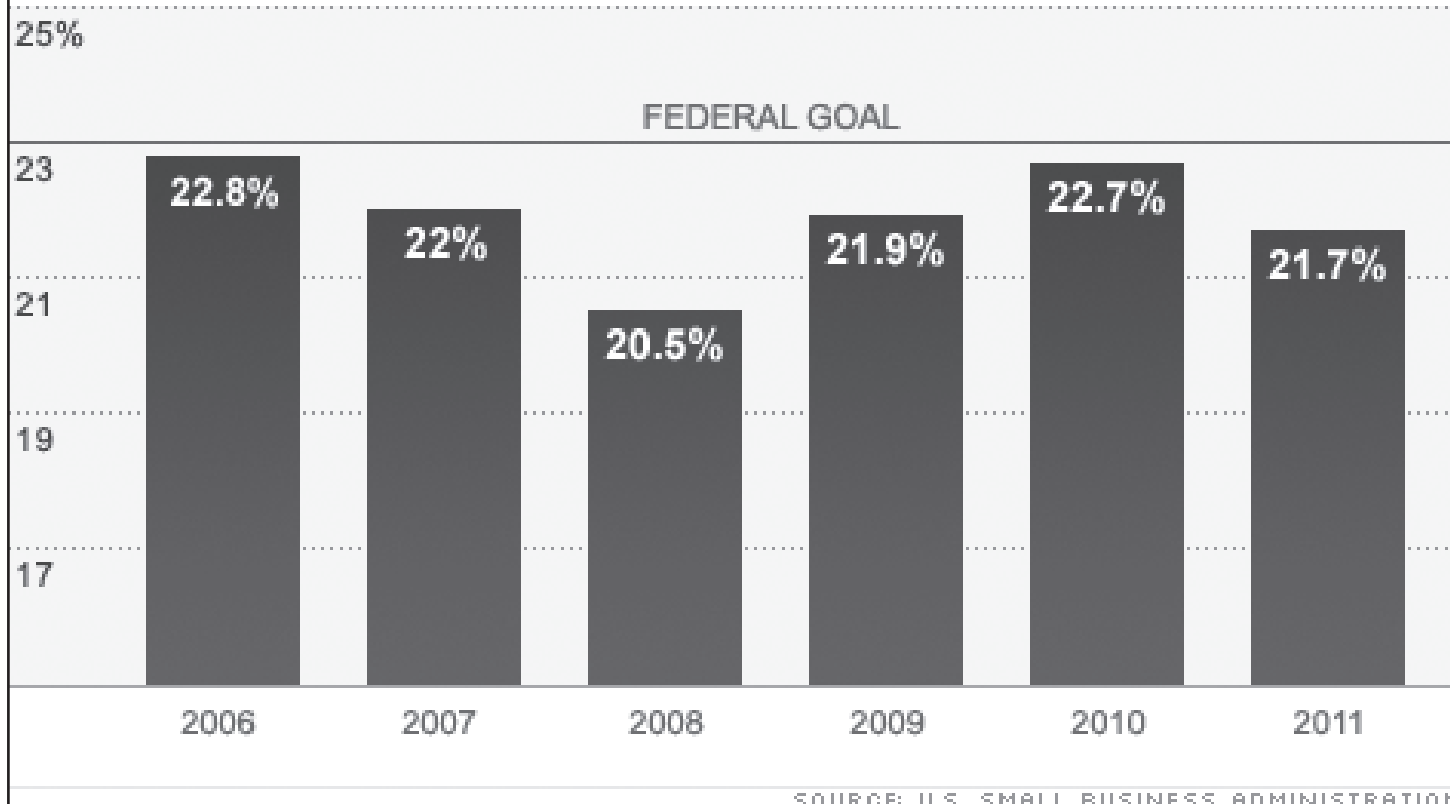
**Teamwork:** We commit to actively blend our individual talents to achieve world-class performance and service.

## Crenshaw/LAX Transit Corridor



# Federal Government Misses Small Business Contract Goal - Again

## SHARE OF FEDERAL CONTRACTING DOLLARS AWARDED TO SMALL BUSINESS



The federal government in 2011 missed its target of awarding 23% of all contract dollars to small businesses. That makes six straight years.

■ Continued from page 1

ated to support small companies and avoid having large ones, such as Boeing and Lockheed Martin, gobble up all the federal money.

But the government has missed the target consistently. Small businesses have missed out on at least \$25.7 billion in contracts since 2006, the last year the government reached its goal.

The SBA did not provide comment about the failure of agencies to meet the goal. It pointed to a blog post that discussed its efforts to minimize fraud and increase participation of small companies.

The chairman of the House Small Business Committee, Rep. Sam Graves (R-MO), has pushed legislation that aims to increase transparency in contracting and punish the agencies that fail to meet the goal.

The legislation also provides for educating contracting officers who often mislabel contracts worth millions as “small business” contracts, even though they’re directed to subsidiaries of major corporations.

A provision in the legislation also raises the goal from 23% to 25%, which sounds unrealistic given the track record.

But Graves insists even the higher target is achievable.

“Solutions to both of these problems can be accomplished at the same time. The goal hasn’t been met, because there hasn’t been an incentive for agency staff to do so,” Graves said.

The government has reached its 23% target only three times in the past dozen years.

One group long critical of federal contracting procedures said the situation is worse than it appears.

The American Small Business League, which analyzes thousands of contracts every year, points to mistakes by federal contract officers and said they inflate the numbers.

“I endorsed Barack Obama for president, but I couldn’t be more disappointed,” said Lloyd Chapman, the group’s president. “Ending the diversion of federal small business contracting to corporate giants around the world would create more jobs than anything President Obama has ever proposed.”

Source: CNNMoney; Cable News Network.

# Passage of Transportation Bill is a Victory for Construction Industry and Economy

Carolinas AGC (CAGC) and its members applaud the passage of the Moving Ahead for Progress in the 21st Century Act (H.R. 4348). The legislation will authorize federal highway and transit investment through September 30, 2014. The Associated General Contractors of America (AGC of America) and the American Road and Transportation Builders Association (ARTBA), for which Carolinas AGC serves as the local chapter, worked tirelessly to urge legislators to approve the measure.

Chief executive officer of AGC of America, Steve Sandherr, noted, “The passage of the twenty-seven month transportation bill ends nearly three years worth of temporary extensions that have made it increasingly difficult for state and local officials to plan for, fund, and execute major new infrastructure projects. The new highway and transit bill should allow construction to finally begin on many long-delayed, vital projects. In addition, this bill will make it easier for

a host of long-contemplated projects to move through a regulatory review process that until now was hopelessly inefficient.”

“Given the political climate in Washington, we’re extremely pleased and thank all our members who helped contact our congressional delegations,” said Berry Jenkins, CAGC’s North Carolina Highway and Government Relations Director.

Carolinas AGC represents contractors and construction-related firms in North Carolina and South Carolina.

Through diverse partnerships, Carolinas AGC effectively innovates and shares knowledge across sectors and generations; advancing the construction industry to enhance the quality of life and deliver a sustainable difference in the Carolinas.

Visit us at [www.cagc.org](http://www.cagc.org).  
Source: <http://money.cnn.com>

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Our website is where the most current bid information is made available to our DBEs. Our archive of articles and bid information is an important resource for business development.

### SBE NEWSPAPERS

SBE publishes three newspapers, SBE weekly, and two monthlies: Louisiana Business Journal and Western Business Exchange, covering Construction opportunities in the western states including Alaska.

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SBE Today is a twice weekly newsletter that is distributed via email to targeted 10,000 DBEs, agencies and primes.

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- Bidders Lists History - Short description of the service.

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SBE DBE Directory helps DBE firms market themselves to prime contractors.

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## SAN FRANCISCO FICTITIOUS BUSINESS NAMES

### FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343995-00

Fictitious Business Name(s):  
**I. Antique and Fashion Co.**  
Address  
**417 Silver Avenue, San Francisco, CA 94112**  
Full Name of Registrant  
**John K. Ng**  
Address of Registrant  
**417 Silver Avenue, San Francisco, CA 94112**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/7/2012**.

Signed: **John K. Ng**

This statement was filed with the County Clerk of San Francisco County on **6/8/12**.

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

**Filed:** Jennifer Wong  
Deputy County Clerk  
6/8/12

**6/14/12 + 6/21/12 + 6/28/12 + 7/5/12**

### FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0344375-00

Fictitious Business Name(s):  
**1. Pop Social**  
Address  
**2950 Van Ness Avenue Apt. #1, San Francisco, CA 94109**  
Full Name of Registrant  
**Jungah Lee** Address of Registrant  
**2950 Van Ness Avenue #1, San Francisco, CA 94109**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/16/12**.

Signed: **Jungah Lee**

This statement was filed with the County Clerk of San Francisco County on **6/29/12**.

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

**Filed:** Magdalena Zevallos  
Deputy County Clerk  
6/29/2012

**7/5/12 + 7/12/12 + 7/19/12 + 7/26/12**

### FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343950-00

Fictitious Business Name(s):  
**1. Red Room**  
Address  
**2120 Greenwich Street, San Francisco, CA 94123**  
Full Name of Registrant  
**2120 Greewich, Inc (CA)**  
Address of Registrant  
**425 Bush Street, #444, San Francisco, CA 94108**

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: **Franck Le Clerc**

This statement was filed with the County Clerk of San Francisco County on **6/7/12**.

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

**Filed:** Mariedyne L. Argente  
Deputy County Clerk  
6/7/12

**6/14/12 + 6/21/12 + 6/28/12 + 7/5/12**

### FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0344321-00

Fictitious Business Name(s):  
**1. Victoria Ngo Design Studio**  
Address  
**1450 7th Ave. #1, San Francisco, CA 94122**  
Full Name of Registrant  
**Victoria Ngo**  
Address of Registrant  
**1450 7th Ave. #1, San Francisco, CA 94122**

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

Signed: **Victoria Ngo**

This statement was filed with the County Clerk of San Francisco County on **6/28/12**.

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

**Filed:** Mariedyne L. Argente  
Deputy County Clerk  
6/28/2012

**7/5/12 + 7/12/12 + 7/19/12 + 7/26/12**

### FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343803-00

Fictitious Business Name(s):  
**1. Yocup Yogurt**  
Address  
**101 Spear Street, A10, San Francisco, CA 94105**  
Full Name of Registrant  
**Young Soon Hwang**  
Address of Registrant  
**2950 Ramona Street, Palo Alto, CA 94306**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/25/2012**.

Signed: **Young Soon Hwang**

This statement was filed with the County Clerk of San Francisco County on **5/31/2012**.

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

**Filed:** Mariedyne L. Argente  
Deputy County Clerk  
5/31/2012

**6/21/12 + 6/28/12 + 7/5/12 + 7/12/12**

### FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343803-00

Fictitious Business Name(s):  
**1. Yocup Yogurt**  
Address  
**685 Market Street #130, San Francisco, CA 94105**  
Full Name of Registrant  
**Young Soon Hwang**  
Address of Registrant  
**2950 Ramona Street, Palo Alto, CA 94306**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **5/25/2012**.

Signed: **Young Soon Hwang**

This statement was filed with the County Clerk of San Francisco County on **5/31/2012**.

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

**Filed:** Mariedyne L. Argente  
Deputy County Clerk  
5/31/2012

**6/21/12 + 6/28/12 + 7/5/12 + 7/12/12**

## CHANGE OF NAME

### CHANGE OF NAME

ORDER TO SHOW CAUSE FOR CHANGE  
OF NAME

CASE NO. CNC 12-548710

PETITIONER OR ATTORNEY

**Hsiang-ju Wang**  
820 Jones St. Apt. 25  
San Francisco, CA 94109

TO ALL INTERESTED PERSONS:

1. Petitioner **Hsiang-ju Wang** for a decree changing names as follows:

**Hsiang-ju Wang** changed to **Audrey Hsiang-ju Wang**

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

NOTICE OF HEARING

Date: **July 31, 2012** 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**

ROSSALY DE LA VEGA, Clerk  
DATED - June 7, 2012

**6/14/12 + 6/21/12 + 6/28/12 + 7/5/12**

### CHANGE OF NAME

ORDER TO SHOW CAUSE FOR CHANGE  
OF NAME

CASE NO. CNC 12-548720

PETITIONER OR ATTORNEY

**Huirao Chen**  
165 Ashton Avenue, San Francisco, CA  
94112

TO ALL INTERESTED PERSONS:

1. Petitioner **Huirao Chen** for a decree changing names as follows:

**Wan Ying Yang** changed to **Stephanie Ying Yang**

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 9, 2012** 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**

ROSSALY DE LA VEGA, Clerk  
DATED - June 12, 2012

**6/28/12 + 7/5/12 + 7/12/12 + 7/19/12**

## The Difference Between a Trade Name and a Trademark

by **Caron Beesley,**  
*Community Moderator*

When it comes to starting a business, there's often some confusion about the process of business name registration. How are trade names and trademarks different? Does a trade name afford any legal branding protection? Can your trade name be the same as your trademark?

Simply put, a **trade name** is the official name under which a company does business. It is also known as a "doing business as" name, assumed name, or fictitious name. A trade name does not afford any brand name protection or provide you with unlimited rights for the use of that name. However, registering a trade name is an important step for some – but not all – businesses (more on this below).

A **trademark** is used to protect your brand name and can also be associated with your trade name. A trademark can also protect symbols, logos and slogans. Your name is one of your most valuable business assets, so it's worth protecting.

An important reason to distinguish between trade names and trademarks is that if a business starts to use its trade name to identify products and services, it could be perceived that the trade name is now functioning as a trademark, which could potentially infringe on existing trademarks.

To learn more about the role trade names and trademarks have in your business and how to apply for each, read on.

### Registering a Trade Name

Naming your business is an important branding exercise. If you choose to name your business as anything other than your own personal name (i.e. a "trade name"), then you'll need to register it with the appropriate authority as a "doing business as" (DBA) name.

Consider this scenario: John Smith sets up a painting business and chooses to name it "John Smith Painting." Because "John Smith Paining" is considered a DBA name (or trade name), John will need to register it as a fictitious business name with a government agency.

### You need a DBA in the following scenarios:

- **Sole Proprietors or Partnerships** – If you wish to start a business under any name other than your real one, you'll need to register a DBA name so you can do business under the DBA name.
- **Existing Corporations or LLCs** – If your business is already incorporated and you want to do business under a different name, you will need to register a DBA.

Note that many sole proprietors maintain a DBA or trade name to give their business a professional image, yet still use their own name on tax forms and invoices.

Depending on where your business is located, you'll need to register your DBA name through either your county clerk's office or your state government. Note: Not all states require fictitious business names or DBA registration. SBA's Business Name Registration page has more information about the process, plus links to the registration authorities in each state.

### Registering Your Trademark

Choosing to register a trademark is up to you, but your business name and identity is one of its most valuable assets, so it's worth protecting.

Registering a trademark guarantees exclusive use, establishes legally that your mark is not already being used, and provides government protection from any liability or infringement issues that may arise. Being cautious in the beginning can certainly save you trouble in the long run. You may choose to personally apply for trademark registration or hire an intellectual property lawyer to register for you.

Trademarks can be registered on both federal and state levels. Federal trademarks can be registered through the United States Patent and Trademark Office. Applications can be submitted online, by using the Trademark Electronic Application System (TEAS), or by requesting a hard copy application and mailing in a paper form. Although both methods are acceptable, filing online is a faster and more cost-effective process (less than \$300).

**Tip:** Before you register, you'll need to follow these steps:

- Determine whether your product is eligible for a trademark
- Conduct a trademark search using TESS (Trademark Electronic Search System)

Because it can be tricky to identify potential infringement or clashes, and the penalties for doing so are high, it's worth talking to a good intellectual property lawyer to ensure you cover all bases.

As with trade names, registering a trademark at the state level varies from state to state. Check out the USPTO's State Trademark Information page for links to your state's trademark office.

For a step-by-step guide to filing a trademark application, FAQs and more, refer to SBA.gov's Small Business Guide to Intellectual Property.

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



## CALIFORNIA PUBLIC LEGAL NOTICE

UNIVERSITY OF CALIFORNIA  
DAVIS HEALTH SYSTEM

### ADVERTISEMENT FOR BIDS

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

**PROJECT NO. 9556400**  
**Stockton Boulevard Utilities and**  
**Site Infrastructure**

**Exterior Landscape Improvements – Phase 1**

**Description of Work:** Develop landscape on the west side of the Institute for Regenerative Cures Building located at 2921 Stockton Boulevard, University of California Davis Medical Center Campus. The landscape improvements include demolition of trees and tree stumps, grading, new concrete mow strips, irrigation, decomposed granite strip and fieldstone boulders and new planting and trees.

Procedures: Bidding Documents will be available at 9:00 AM on July 6, 2012, and will be issued only at:

Facilities Design and Construction  
4800 2nd Avenue, Suite 3010,  
Sacramento, CA 95817

Tel.: 916-734-7024; Fax: 916-734-7751  
contracts@ucdmc.ucdavis.edu

Bidders must attend a **MANDATORY** pre-bid conference at 1:00 PM on Tuesday, July 17, 2012. For details, see our website (<http://www.ucdmc.ucdavis.edu/facilities/>) that provides all details including location and parking instructions.

**Bids will be received only at:** Facilities Design and Construction

**Bid Deadline:** Sealed bids must be received on or before 1:00 PM, Tuesday, July 31, 2012.

The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid: B – General Building, or C-27 – Landscape Contractor.

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.

**Estimated Construction Cost: \$117,000**

THE REGENTS OF THE UNIVERSITY  
OF CALIFORNIA

University of California, Davis Health System  
JULY 2012

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



# U.S. Transportation Secretary LaHood Announces \$29 Million to Help Veterans and Military Families



**Ray LaHood,**  
U.S. Transportation Secretary

U.S. Transportation Secretary Ray LaHood today announced \$29 million in grants to provide improved access to local transportation for veterans and their families, wounded warriors and other military personnel, helping them find affordable rides to work, school, shopping, medical care and other destinations in their communities. The grants will support 64 projects in 33 states and the Northern Mariana Islands.

“Ensuring that our veterans and military families have access to quality, convenient transportation is just one way we can thank

them for their service,” said Secretary LaHood. “With these transportation grants, we will help connect veterans and military families with the jobs and training opportunities they deserve, as well as the medical care and other services they need, all located close to home.”

The Veterans Transportation and Community Living Initiative, funded and managed by the Federal Transit Administration (FTA), supports efforts by local governments and transit agencies to implement technologies—ranging from “smart phone” applications to real-time transit bus locator information—that make it easier for veterans and others to access and schedule rides on available buses, vans, taxis and other transportation systems. The unemployment rate for Iraq and Afghanistan veterans is more than 12 percent, more than four percentage points above the national average.

“America’s war heroes deserve a chance to support their families, participate in their communities, receive job training and get to work,” said FTA Administrator Peter Rogoff, who was in Lee County, Florida, for the announcement. “It’s vitally important that we remove barriers to success by making transportation available wherever our veterans choose to live, work and receive care.”

#### Projects receiving grants today include:

- Lee County, Florida, which is receiving a \$1.4 million grant that will, among other things, enable the installation of new information kiosks at a brand new Veterans Administration outpatient clinic in Cape Coral and other locations, where veterans can readily obtain real-time information on transit rides and schedules, day or night.

- The Greater Dayton Regional Transit Authority in Dayton, Ohio, which is home to the Wright-Patterson Air Force Base and more than 80,000 veterans. The \$450,000 grant announced today will make it easier for returning and retired veterans and those who have disabilities to arrange for rides by phone, smart phone or on the web.

FTA received 81 eligible proposals requesting \$41 million for this second round of the Veterans Transportation and Community Living Initiative grants, reflecting strong demand for the program. In FY2011, FTA awarded \$34.6 million for 55 veterans’ transportation projects around the country.

The Obama Administration has committed roughly a \$1 billion a year in discretionary resources to help communities around the nation build and expand light rail, commuter rail, bus rapid transit, and other forms of public transportation to connect American families, including our nation’s returning veterans, with jobs, education, medical care and other vital services.

The Veterans Transportation and Community Living Initiative was developed by the Federal Interagency Coordinating Council on Access and Mobility, a permanent partnership of federal departments working together to better coordinate federal programs on behalf of people with disabilities, older adults and individuals with lower incomes. The Council is chaired by Secretary LaHood.

For more information on the individual grants go to [http://ftarsync.ad.dot.gov/grants/13094\\_14562.html](http://ftarsync.ad.dot.gov/grants/13094_14562.html)

*Source: U.S. Department of Transportation*

## Construction Spending Hits 2-1/2 Year Peak In May As Gains In Private Nonresidential And Residential Building Offset Public Downturn

Industry Economist Predicts Ongoing Strength in Power and Energy, Manufacturing and Apartment Building; Association Officials Say Newly Enacted Highway Bill Will Help, Call for Action on Other Infrastructure Bills

Construction spending in May reached the highest level since December 2009 as widespread gains in private nonresidential construction, single-family and multifamily homebuilding more than offset a continuing downturn in public construction, according to an analysis of new federal data released today by the Associated General Contractors of America. Association officials said they expect the disparity between private and public construction is likely to persist, although enactment of a federal highway and transit bill will cushion the decline in public spending.

“It is encouraging to see such a broad-based pickup in private construction,” said Ken Simonson, the association’s chief economist. Simonson noted that private nonresidential spending climbed for the third month in a row and was 19 percent higher than in May 2011. Residential construction surged 3 percent for the month and 8 percent year-over-year, with new multifamily construction leaping 6 percent and 50 percent, respectively,

and single-family homebuilding up 2 percent and 15 percent.

The construction economist said that four private nonresidential categories each posted 12-month spending increases of more than 25 percent: power and energy construction, 35 percent; hotels, 29 percent; educational and manufacturing, 27 percent apiece. There were also improvements in year-over-year totals for private transportation such as trucking and rail facilities, up 17 percent; health care and commercial (retail, warehouse and farm), 11 percent each; and office construction, 7 percent.

In contrast, public construction slumped for the fifth consecutive month, falling 4 percent below the May 2011 level, Simonson noted. He said the largest public category, highway and street construction, slipped 0.5 percent from April but edged up 2 percent year-over-year, while the second-largest segment, educational construction, fell 3 percent and 7 percent, respectively.

“Based on the number and variety of projects that have been announced in recent months, I expect the private nonresidential sector to keep posting hefty gains for the rest of 2012 and beyond,” Simonson predicted. “Apartment construction seems sure to remain

strong as well. Single-family homebuilding is not as solid but has apparently passed its low point. Together, these categories should mean that total construction spending in 2012 will be positive for the year for the first time since 2007 despite ongoing weakness in public construction.

Association officials said the enactment of a federal highway and transportation bill that slightly increases spending over the next 27 months will keep public construction from falling further. But they urged Congress to include more funding for essential water and wastewater projects.

“Getting a highway and transit bill passed is a great first step,” said Stephen E. Sandherr, the association’s chief executive officer. “Next, Congress should focus on keeping other forms of infrastructure from falling behind while enacting measures to support broader economic growth.”

*Source: The Associated General Contractors (AGC) of America*

**SMALL BUSINESS EXCHANGE**

# FEDERAL • STATE • CITY/COUNTY COMMODITIES OPPORTUNITIES

This is a Partial Listing of Commodities bids visit [www.sbeinc.com](http://www.sbeinc.com) for a full listing.



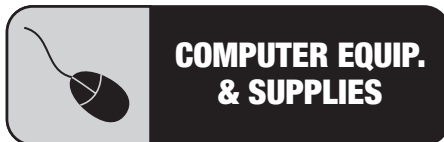
## MACHINERY & SUPPLIES

### LASSEN COUNTY

SOURCES SOUGHT-SOURCES SOUGHT FOR 120K A  
1st reported in SBE: 6/28/12  
Location: Herlong, CA  
Date: 7/20/12  
Bid Date Extended from: 6/12/12  
Ref#: W912GY12R0017  
Description last reported in SBE: 06/28/12  
Owner: Department of the Army, Building 74, Herlong, CA, 96113-5009, Megan Barr  
SIC: 333913

### VENTURA COUNTY

KALMAR MODEL RT250 ROUGH TERRAIN CONTAIN  
Location: Port Hueneme, CA  
No Bid Date Specified  
Bid Date Extended from: 6/05/12  
Ref#: SP3300-12-R-0038  
LOCATION:Port Hueneme, CA  
CONTACT:J Avenue  
TITLE:KALMAR MODEL RT250 ROUGH  
TERRAIN CONTAINER HANDLER FOR THE DLA  
DISTRIBUTION EXPEDITIONARY GROUP  
This acquisition will provide for the procurement of one Kalmar Model RT250 Rough Terrain Container Handler with all required optional items for the DLA Distribution Expeditionary Group with delivery to DLA Distribution Guam, Marianas. The awardee will deliver the Container Handler to Port Hueneme, CA, and the Government will ship the Container Handler to DLA Distribution Guam, Marianas.  
<https://www.fbo.gov/spg/DLA/J3/DDC/SP3300-12-R-0038/listing.html>  
Owner: Defense Logistics Agency, Port Hueneme, Eric S. Berns, (717)770-4282  
SIC: 333924



## COMPUTER EQUIP. & SUPPLIES

### SAN DIEGO COUNTY

MACBOOK PRO LAPTOPS AND RELATED SOFTWARE  
Location: San Diego, CA

Date: 7/26/12  
Bid Date Extended from: 6/19/12  
Ref#: N00039-12-R-0063  
CONTACT:4301 Pacific Highway Bldg OT4 Code 02, San Diego CA 92110-3127  
The Space and Naval Warfare Systems Command (SPAWAR) on behalf of the Program Executive Office - Command, Control, Communications, Computers and Intelligence (PEO-C4I), Shore and Expeditionary Integration Program Office (PMW790), intends to issue Request of Proposal (RFP) number N00039-12-R-0063, for the commercial item acquisition of 24 MacBook Pros with preloaded software and additional software as listed in attached justification. The Government anticipates issuing the brand name solicitation consistent with FAR 6.302-1(c) without further notice in early July 2012. The solicitation, along with any amendments issued, will be available to interested parties solely on the SPAWAR e-Commerce Central Website (<https://e-commerce.spawar.navy.mil/>). Contract award is estimated for late July 2012, with delivery of all units required in August 2012. Any projected proposal due dates/times in this synopsis and any subsequent updates are estimates only; the actual proposal due date/time will be established in the final solicitation. Questions or comments concerning this synopsis may be directed to Lieutenant Commander Shane Derby, Contracts Specialist, shane.derby1@navy.mil (619) 524-7181, or David Chesnut, Contracting Officer, david.chesnut@navy.mil (858) 537-0364.  
<https://www.fbo.gov/spg/DON/SPAWAR/SPAWARHQ/N00039-12-R-0063/listing.html> Contract Specialist  
Owner: Department of the Navy, 4301 Pacific Highway Bldg, San Diego, CA, 92110-3127, Shane H Derby  
SIC: 334111



## COMMUNICATION EQUIPMENT

### SAN DIEGO COUNTY

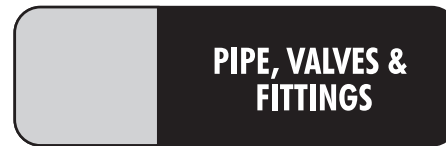
COMMERCIAL BROADBAND SATELLITE PROGRAM ( )  
1st reported in SBE: 6/14/12  
Location: San Diego, CA  
Date: 10/31/12  
Bid Date Extended from: 4/20/12  
Ref#: N00039-12-R-0021  
Description last reported in SBE: 06/14/12  
Owner: Department of the Navy, 4301 Pacific Highway Bldg, San Diego, CA, 92110-3127, - Kenneth B Nickel  
SIC: 334220



## LABORATORY & MEASURING

### SAN DIEGO COUNTY

ACP 215 DEGLYCEROLAZATION KIT  
1st reported in SBE: 6/28/12  
Location: San Diego, CA  
No Bid Date Specified  
Ref#: N0025912T0803  
Description last reported in SBE: 06/28/12  
Owner: Department of the Navy, San Diego, CA, Jojie Urrete 619-532-8084



## PIPE, VALVES & FITTINGS

### LASSEN COUNTY

COUPLING ASSEMBLIES,PIPE SECTION, DRIVER  
1st reported in SBE: 6/28/12  
Location: Herlong, CA  
Date: 7/30/12  
Ref#: W912GY12T0048  
Description last reported in SBE: 06/28/12  
Owner: Department of the Army, Building 74, Herlong, CA, 96113-5009, Charee K. Harris  
SIC: 332912  
SBASA



## MISCELLANEOUS PRODUCTS

### LASSEN COUNTY

MEDIA REFILL KITS  
Location: Herlong, CA  
Date: 7/30/12  
Ref#: W912GY12T0044  
LOCATION:ACC- Warren (ACC-WRN)(SIAD) Building 74, Herlong CA  
CONTACT:ACC- Warren (ACC-WRN)(SIAD), Building 74, Herlong, CA 96113-5009  
This solicitation number is W912GY-12-T-0044 with the associated North American Industrial Classification System (NAICS) code 333319 and a small business size standard of

500 employees.  
This requirement is a [Small Business] set-aside and only qualified offerors may submit bids. The posting of this solicitation is June 28, 2012 and closes July 30, 2012, at 5:00pm EST. In accordance with FAR 5.102(d), availability of this solicitation will be limited to the electronic medium. br br This procurement is for the purchase of: br Qty (30) br -100# 14 - 12 Coarse Gravel, NSN: 5610014294402 br -200# 18 -16 Gravel, NSN: 5610014294403 br -500# 812 Particle Mesh Garnet Sand, NSN: 5610014073130 br -650# 50 Mesh Fine Garnet Sand, NSN: 5610014292434 br -400# Filter AG, NSN: 5610014289667 br br For this solicitation: br Delivery to Sierra Army Depot, Herlong, CA 96113 br Bid MUST be good for 30 calendar days after close of solicitation. br br Shipping must be free on board (FOB) destination CONUS (Continental U.S.), which means that the seller must deliver the goods on its conveyance at the destination specified by the buyer, and the seller is responsible for the cost of shipping and risk of loss prior to actual delivery at the specified destination. br br \*\*\* Inquiries: All contractual and technical questions must be submitted in writing through Army Single Face Industry (ASFI) or may be faxed to 530-827-4722, Attn: Jasteena Gomoll or emailed to [Jasteena.k.gomoll.civ@mail.mil](mailto:Jasteena.k.gomoll.civ@mail.mil). No telephone questions will be accepted. Questions will not be accepted within 10 days of the closure date.\*\*\* br br Offeror must be registered in the Central Contractor Registration (CCR) database before an award can be made to them. If the offeror is not registered in the CCR, it may do so through the CCR website at <http://www.ccr.gov> br br Notifications: Notification of any postponements and any amendments to this solicitation will be posted on this website. It is the sole responsible [https://www.fbo.gov/notices/aa0d043d29a66ab39445a27c119969e4ACC-Warren\(ACC-WRN\)\(SIAD\)](https://www.fbo.gov/notices/aa0d043d29a66ab39445a27c119969e4ACC-Warren(ACC-WRN)(SIAD))  
Owner: Department of the Army, Building 74, Herlong, CA, 96113-5009, Jasteena Gomoll  
SIC: 333319  
SBASA

### SAN DIEGO COUNTY

PRIDE MOD BRIDGE CONTRACT SYNOPSIS  
1st reported in SBE: 5/24/12  
Location: San Diego, CA  
Date: 8/01/12  
Ref#: N00039-12-R-0053  
Description last reported in SBE: 05/24/12  
Owner: Department of the Navy, 4301 Pacific Highway Bldg, San Diego, CA, 92110-3127, - Mark E St. Moritz  
SIC: 541511

# FEDERAL • STATE • CITY/COUNTY EVENTS & SEMINARS

This is a Partial Listing of Events and Seminars Services bids visit [www.sbeinc.com](http://www.sbeinc.com) for a full listing.

### JULY 11, 2012

FEDERAL & STATE BASIC PAYROLL TAX SEMINA  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 7/11/12 9:00AM  
Description last reported in SBE: 06/28/12  
Duration: 09:00am-03:00pm  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA, 91203, LA SCORE, (818)552-3206

### JULY 12, 2012

PRACTICAL INFORMATION ABOUT WORKPLACE  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 7/12/12 7:30AM  
Description last reported in SBE: 06/28/12  
Duration: 08:00am-12:00pm  
Los Angeles, 6661 W Imperial Hwy, Los Angeles, CA, Aileen Zeidman, (310)925-8223

### JULY 19, 2012

COMPUTER SECURITY IS GOOD BUSINESS WORK

1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 7/19/12 8:00AM  
Description last reported in SBE: 06/28/12  
Duration: 08:00am-12:30pm  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA, 91203, Richard kissel

### JULY 24, 2012

BOOT CAMP FOR SMALL BUSINESS OWNERS  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 7/24/12 6:00PM  
Description last reported in SBE: 06/28/12  
Duration: 06:00pm-08:00pm  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA, 91203, Victor Green, (818)552-3206

### JULY 26, 2012

SPEED DATING II  
1st reported in SBE: 4/19/12  
Location: Oakland, CA  
Bid Date: 7/26/12 4:30PM

Description last reported in SBE: 04/19/12  
Duration: 04:30pm-06:30pm  
Oakland, 59 Grand Ave, Oakland, CA, 94612  
[dot.ca.gov/dist4/calemntor](http://dot.ca.gov/dist4/calemntor)

### AUGUST 7, 2012

BOOT CAMP FOR SMALL BUSINESS OWNERS  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 8/07/12 6:00PM  
Description last reported in SBE: 06/28/12  
Duration: 06:00pm-08:00pm  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA, 91203, Victor Green, (818)552-3206

### AUGUST 8, 2012

FEDERAL & STATE BASIC PAYROLL TAX SEMINA  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 8/08/12 9:00AM  
Description last reported in SBE: 06/28/12  
Duration: 09:00am-03:00pm  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA,

91203, LA SCORE, (818)552-3206

### AUGUST 14, 2012

UNDERSTANDING BUSINESS FINANCIALS  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 8/14/12 9:00AM  
Description last reported in SBE: 06/28/12  
Duration: 09:00am-11:00am  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA, 91203, LA SCORE, (818)552-3206

### AUGUST 21, 2012

BOOT CAMP FOR SMALL BUSINESS OWNERS  
1st reported in SBE: 6/28/12  
Location: Los Angeles, CA  
Bid Date: 8/21/12 6:00PM  
Description last reported in SBE: 06/28/12  
Duration: 06:00pm-08:00pm  
SBA Los Angeles, 330 N Brand Blvd # 1200, Glendale, CA, 91203, Victor Green, (818)552-3206

# BANKING \$ FINANCE

## Is Your Small Business a Target for Cyber Crime?

Computer networking has been able to take the business world to staggering heights not once thought possible. In today's world a business cannot survive without the use of computers. Unfortunately this leaves them vulnerable to cyber-attacks. The news has been filled with stories of sophisticated hacker organizations infiltrating even the most protected computer networks. Many small business owners believe they won't have to worry about cyber-attacks due to the belief that hackers will mainly target large companies with more resources. This belief is inaccurate, and leaves many small to medium business owners unprepared when such an incident occurs.

### Statistics Involving Small Business and Cyber Crime

Small business owners who believe their company is safe due to its small size may be leaving themselves open to internet theft. Recent research has shown that three out of five small business owners don't use anti-virus software on all of their computers. Two out of three didn't even have protection software installed on the computers they used for their online banking practices.

These numbers really make it unsurprising that forty percent of cyber-attacks happen to small and medium size business owners. Only twenty-eight percent of attacks actually affect large corporations or companies. Other research showed that in America alone there were 760 cyber-attacks on businesses in 2011 which is the highest number ever recorded. Experts say this peak is likely due to hackers deciding to take on easier targets like small businesses.

### Why Small Business is Vulnerable

Any defense lawyer who has defended a hacker can explain why small businesses are vulnerable: they are easy targets. Hackers are aware that small businesses may not have the resources to fully protect their computer systems. They also know that small business owners may feel less vulnerable to cyber-attacks and will thus be less prepared. Even attacking a small business can lead to big payoffs for individual hackers.

Another feature of small businesses that increases their likelihood of being attacked is that they are less reactive in nature. Large corporations have nearly unlimited resources that they could put towards the task of bringing hackers to justice. This is especially true if the criminals gained access to any confidential intellectual property. Small businesses often do not have these types of resources, and will often just hope that their insurance will cover any losses due to the attack. Small budgets can also lead to a lack of security measures even if the company feels they do need protection. This accompanied with a sometimes complete misunderstanding of how cyber-attacks can occur make small businesses a prime target for hackers.

### Protective Measures

Any small business ranging from a San Diego stock broker to an Orlando criminal attorney needs adequate cyber protection to safeguard their assets. There are several steps a company can take to lessen their vulnerability to attack.

Assessing a company's security weaknesses is one way to help. A business owner should take additional precautions if any confidential information is accessible via the internet. Anti-virus software should also always be used and kept up to date.

Properly preparing employees is another way to lessen the risk of potential cyber-attacks. Employees should be informed of the potential cyber risks involved in working with a small business. Meetings and training classes should be held that go over safe computer practices in the work place. Employees should also be required to sign a security agreement as a condition of their employment. This will give employees the additional incentive to report any suspicious activity or mistake that could lead to a security breach.

Hackers can cause a slew of problems for any business owner. Unfortunately the most vulnerable businesses are also the ones most likely to be seriously damaged by a cyber-attack. Small companies often do not have the resources to recover from a cyber-security breach which can lead them to lose everything. This means being proactive in nature could save a small business time, money and maybe even their entire livelihood.

Molly Henshaw is a law student and a contributing writer for the Orlando based Law Firm of Katz & Phillips. Contacting an attorney should be the first step when you feel your intellectual property rights may be at risk.

Source: [SBAloans-123.com](http://SBAloans-123.com)

## What Implications Will Divorce Have For Your Small Business?

Small business owners that are currently married may not always think about the financial effects that a divorce may have on their current business. Unfortunately, approximately half of all marriages in the United States end up in divorce. In addition, individuals that have a second or third marriage are also faced with an average of a 70 percent divorce rate. With a divorce rate so high, it is always a smart idea to consider the possible financial devastation that a divorce can have on your business.

### Joint Ownership

A divorce can take a devastating toll on the potential profit that can ultimately be made by a small business. This is true because one spouse will end up taking half of the total cash flow, capital, profit and resources of an established business. This devastating financial blow can ultimately and easily lead to the end of a business's success. A business that is created by both spouses is usually split equally between the spouses. Splitting a business in half and allowing parties to take their share and go their separate ways is an option that can throw a wrench in a flourishing business.

If you are looking for a divorce lawyer Orlando has a number of experienced professionals that can help you protect your assets during the process of a divorce. They can help you to retain assets that you may need for capital infusion. Any small business is required to maintain a certain level of capital and cash flow in order to be able to meet with the demands of the various aspects of the business.

### What's Mine Is Yours

Individuals that have not included their spouse in the ownership of a business may still be liable for paying a portion of the total worth of a business to their spouse. Orlando divorce attorneys can help a business owner determine if their spouse has the

right to collect any financial benefits from their business. It is important to note that state laws vary when it comes to divorce regulation in every state. In general it is important to protect your business in a divorce by clarifying both separate property and marital property. Separate property is property that was not wired after the marriage and is ultimately protected from being shared with a spouse during a divorce.

There is definitely a thin line between marital property and separate property. Separate property has the ability to lose its status if it is mixed with marital property. The same law can be applied to a business that was originally separate property. A business owner that has added their spouse to a business or gifted their spouse a portion of the business will be financially responsible for sharing this in the event of a divorce.

The total marital settlement may not always financially cripple a small business. A couple may have the financial capability of continuing to operate their business even though their overall capital has been significantly diminished. A business also loses a great amount of its current and future profit as a result of a divorce. If a spouse chooses to hold on to their stake in business the other spouse will ultimately end up receiving half of what they could have been making it prior to the divorce. This makes it even more pressing to be proactive in setting up your business structure. By planning for the worst you could be saving your business in the future!

Molly Henshaw a small business owner who writes on legal and business subjects. As a contributing writer for the Katz & Phillips Orlando divorce team she likes to emphasize the importance of having an objective professional to help protect your business during a divorce.

Source: [SBAloans-123.com](http://SBAloans-123.com)

## Protect Your Business from Clients Who Can't Pay

The unprecedented volatility over the past year has left more than a few people gasping for financial air. As a result, when it comes to extending credit to your customers and suppliers, you can't afford to rest easy on the promise of past payment records.

Now more than ever you need to know the financial health of current and prospective customers before extending credit to them.

One way to do this is to ask for copies of your clients' financial statements. Of course this information is only of useful if you can interpret it (or can afford to hire someone who can). You also run the risk of offending customers you've known for a while. Explain that you're now asking this of all of your customers and you're only doing it because of the recession.

You can also find customer credit and plenty of other information online. Your greatest challenge here may be finding the time to gather the information and interpret what you uncover. You can always pay a credit-reporting agency to gather the information for you. They'll also provide an outsourced credit department for far less than a full-time expert would charge.

### Here are some other steps to take:

- Stick to your company policies at all times and don't make exceptions -- even for your friends.
- Consider requiring a deposit or down-payment from your customers, particularly those in suspect financial health. You may want to secure a current bank reference. This involves speaking with the customer's lender(s), and it's a good

idea for anyone considering any business transaction that involves a large amount of money. Ask whether the customer has access to liquidity, what its current financial obligations are, and if it's in compliance with them.

- Follow your instincts. If your gut tells you something isn't right, maybe it isn't. Remember it's OK not to take some business, especially if you think it's risky.
- Keep the lines of communication open. Speaking with clients on a regular basis can give you an indication of how they're doing and how reachable they are.
- Secure customer credit selectively. Asking customers to put up letters of credit or pay cash in advance for purchases has its pros and cons. Yes you're guaranteed payment for products and services. But you're also tying up customers' working capital, which means you could end up losing them to competitors.
- Think about credit insurance, which protects you if a customer defaults on payment. Like virtually any type of insurance, it must be secured in good times, which means before you have a problem. It won't protect you against current risks but you may want to insure today's "good" risks so you're protected down the line.
- Finally, as hard as it is, sometimes you need to tell the client, even if you're friends, that you simply can't do any additional business until your invoices are paid in full.

Source: [AllBusiness.com, Inc.](http://AllBusiness.com, Inc.)

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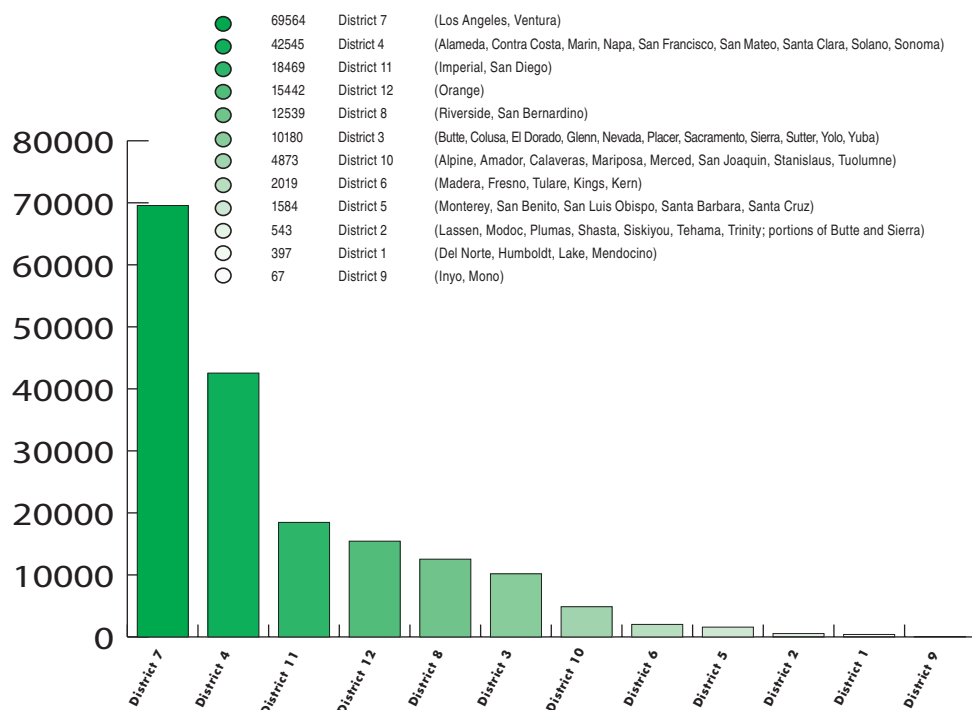
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