

# SMALL BUSINESS EXCHANGE

SUCCESS STORIES.....	2
SCVWD	
BUSINESS OPEN HOUSE.....	2
ACCESS TO CAPITAL .....	3
SUB-BID REQUEST ADS .....	3-5, 7
FEDERAL CONTRACTING .....	6
PUBLIC LEGAL NOTICES.....	7-8

Vol 33, Edition 19

Weekly Publication 

August 3, 2017

## AMERICAN DIVERSITY IS DESTINY

92% OF THE TOTAL GROWTH IN U.S. POPULATION FROM 2000 TO 2014, CAME FROM MULTICULTURAL CONSUMERS

	POP (MILLIONS)	2014 (%PEN)	2060 (%PEN)
HISPANIC	56	17.6%	29.3%
NON-HISPANIC WHITE	197	62.1%	42.6%
AFRICAN-AMERICAN	40	12.7%	14.7%
ASIAN-AMERICAN	16	5.0%	8.2%
OTHER/2+ RACES	14	4.3%	8.2%

Source: Nielsen Pop-Facts, CY2014 with U.S. Census Bureau, 2060 projections (Dec 2012) with reported numbers to exceed 100% due to allocation/overlap for Hispanics of mixed race. Included in "Other/2+" are 3.1 million native American Indian and Native Alaskans (AINA), plus 600,000 Native Hawaiian & Pacific Islanders (NHPI), all generally of moderate growth.

## The Making of a Multicultural Super Consumer

Multicultural consumers are rapidly becoming the core of the U.S. population. Today, African-American, Asian American and Hispanic consumers account for more than 120 million people combined (38% of the total population). These groups are projected to increase by 2.3 million each year before becoming a numeric majority of the population by 2044, according to the U.S. Census. With expansive buying power and unique consumption habits, multicultural consumers are an emerging consumer force in the country.

And multicultural consumers can fundamentally transform categories when you consider Super Consumers. The top 10% of a category's household consumers—the "Super Consumers"—are the ones who can drive at least 30% of sales, 40% of growth and 50% of profits. They are product enthusiasts, fueled by an emotional and very often a cultural connection. With multicultural consumers

disproportionately making up Super Consumers in 15 major studied categories, understanding the cultural essence that drives multicultural consumer behavior today will not only provide a clear vantage point to see future market trends—it will also help forge long-term and lucrative relationships with these growing shopper bases.

### Who Are Today's Multicultural Consumers?

Hispanics will experience the most growth among multicultural consumer group in the U.S., estimated to account for over half of the country's total population growth by 2020 and nearly 85% by 2060, according to U.S. Census projections. Other multicultural groups will also make up an increasing share of the U.S. population. African-American growth will accelerate to 18% of total population growth by 2020 and increase to 21% by 2060, while Asian Americans will be responsible for 15% of total growth by

■ Continued on page 7

## White House Hosts Small Business Owners During American Dream Week

More than 100 small business owners from around the country voiced concerns about taxes, regulations and the need for a skilled workforce at a forum hosted by President Trump at the White House.

"America is on the verge of a golden age for small business," Trump said. "We are ending job-killing regulation, eliminating massive restrictions on American energy, and pursuing bold tax cuts so our companies can thrive, compete and grow. Together, we are unleashing a new era of American prosperity."

The White House event was part of Ameri-

can Dream Week and recognized entrepreneurship as a pathway to success. Small business owners discussed their challenges during a Q&A session in the East Room with U.S. Small Business Administration Administrator Linda McMahon and Ivanka Trump, First Daughter and Advisor to the President.

"As I travel and listen to small businesses all over the country, the themes are the same — I hear concerns about overly burdensome regulations and the need for tax reform and a skilled workforce, and the conversation at the White House was no different," McMa-

■ Continued on page 7

## Corporate Social Responsibility: What Your Small Business Needs to Know

By Bridget Weston Pollack

Ever wish your small business could do more for the community? Maybe you volunteer as a group or have a favorite cause, but you want to take that work a step further.

A corporate social responsibility (CSR) program could be what your company needs to work toward a community mission alongside your business mission. These programs are increasingly becoming a staple of business transparency efforts; many big companies like Patagonia, Warby Parker, and Ben & Jerry's have corporate responsibility programs for causes that align with their business missions.

SCORE's latest infographic highlights the power of CSR programs in building strong businesses with vision.

### CSR beyond boosting sales

Corporate responsibility can do a lot to attract customers. Fifty-five percent of consumers said they are willing to pay more for products from socially responsible companies.

Meanwhile, a CSR program can help drive employee recruitment. Seventy-nine percent of millennials — the largest generational

group in the nation — said they consider corporate responsibility when deciding where to work. And 83 percent of millennials said they would be more loyal to a company with a CSR program, according to a recent employee engagement study by Cone Communications.

### How to Get Started

A variety of business structures support CSR programs, from nonprofits, benefit corporations and cooperatives to traditional C corps.

CSR programs can support a variety of causes ranging from education, environmental efforts, economic development, youth services, disaster relief, or arts and culture. Almost two-thirds of mid-sized companies download Adobe Reader to read this link content focus their CSR programs within their home state, and most work with between one and five nonprofits to focus their local initiatives.

To prepare to launch your own CSR program, do the following:

- **Choose a direction:** A CSR program may focus on people, the environment or both. Choose a cause that your founders or staff are

■ Continued on page 6

This is a Complimentary Copy. Paid subscribers receive first class mail.

PUBLISHED BY SMALL BUSINESS EXCHANGE, INC.  
795 Folsom Street, 1st Floor, San Francisco, CA 94107

PRSR STD  
U.S. Postage  
PAID  
San Fran CA 941  
Permit No. 820



# Success Stories

## From Mentee to Mentor



**Kerry Rego**

Kerry Rego and her husband were in the process of starting a family, when Kerry decided to start her own business.

**What made you want to start a business as an organizer? How long did you do it? What type of clients did you work with?**

My husband and I started our family while we were living in Indio, California and decided to return home to get the support of our mutual families. I was out of work and thought about the types of skills I had that were marketable.

I had excelled at office and personal management in the past and decided to start my own business capitalizing on those skills. I started my business as an assistant-for-hire and the title and value proposition shifted to organization based on what my clients were asking for. I worked with individuals and small businesses to streamline their physical and digital assets for increased efficiency. I organized homes, closets, garages, filing systems, technology setups, and work spaces. I did that for three years before switching over my services to social media consultant.

**What made you want to switch from organizer to social media consultant?**

When the economy took a downturn, my clients were losing their money, homes, businesses and belongings. They didn't need me in the same way any longer. When I noticed that the introduction of the iPhone and the growth of social media brought with it many new questions and needs that I was uniquely positioned to answer, I made the shift.

**How did you hear about the Napa/Sonoma SBDC?**

I believe it was a one day class offered on patents, copyright, and trademarks taught by Steve Schneider. I took the class out of curiosity and was introduced to the services of SBDC.

**What did you discuss with SBDC counselor Janet Wentworth? What years did you work with her?**

We worked together in the summer of 2008. I believe it was only two sessions. We talked about what I thought my needs were, where my organizing business was going, and what opportunities I had.

**What was the best piece of advice or guidance she gave you?**

She taught me about the concepts of guerrilla marketing. I learned how to promote and market my business with little money and taking advantage of the opportunities available to me. This is the cornerstone of what I do for work today.

**What did you do with SBDC counselor John DeGaetano?**

John worked with me on every aspect of my business from September 2011 to May 2015. We worked on financials, growth projections, budgets, marketing, promotion, expansion plans and more. He guided me through the process of self-publishing my books.

**What was the best piece of advice or guidance he gave you?**

The guidance that he gave me covered a few things. Mostly, he acknowledged my hard work and how successful I am. When I doubted myself, he was supportive and objective in his assessment of my accomplishments. Secondly, he gave me the financial tools I needed to make smart decisions around budgeting and financing.

**How has business been since you got the counseling?**

Business is booming. I simply wouldn't be doing much of what I'm doing without the counseling.

**Did getting counseling allow you to hire? How many employees do you have?**

Counseling did allow me to hire. I've had several part time employees and interns. I've scaled back my work a bit and no longer need the help; so, I currently employ no one else.

**What are the titles of your books?**

1. The Social Media Starter Kit
2. The Social Media Starter Kit Workbook
3. What You Don't Know About Social Media CAN Hurt You: Take Control of Your Online Reputation

I also speak an average of 52 times per year.

**Do you have any advice for someone starting their first business?**

Create a business plan. It forces you to envision what your business is about, what your goals are, who your competition is, and who your audience is. It's crucial to business success.

**Do you have any advice specifically for other women business owners?**

Find mentors and a support circle. Find other businesswomen that can shed some light on what the challenges, obstacles, and rewards are in owning your own business. You will need their support when you doubt yourself and when your fears are holding you back.

Who approached you to become a teacher at SBDC? Have you done any counseling as well? What's your favorite class to teach?

■ Continued on page 4

You are invited to attend our ...

## BUSINESS OPEN HOUSE

AUGUST 30, 2017

4 to 6 p.m.

Learn about consultant contract and procurement opportunities available through the Santa Clara Valley Water District at the 2017 Business Open House.

The water district's anticipated operating and capital expenditures for Fiscal Year 2017-2018 are approximately \$501 million. The Open House provides a forum to network with other firms and the water district Board of Directors, management and staff.

Managers and staff from our Capital, Consultant Contracts, Information Technology, Purchasing, Operations, Watershed, and Water Utility units will be present to provide information and answer questions about upcoming projects and business opportunities.

There is no cost to participate in this event; however, space is limited and registration in advance is recommended.

To register please follow the link to the registration page below:  
<https://delivr.com/2534g>



Santa Clara Valley Water District  
5700 Almaden Expressway, San Jose, CA 95118  
Contact Person: Kimberley Linser, Tel. (408) 630-2992  
Website: [www.valleywater.org](http://www.valleywater.org)  
Email: [businessopenhouse@valleywater.org](mailto:businessopenhouse@valleywater.org)



Scan here to register

**Editorial Staff**  
President & CEO:  
Gerald W. Johnson  
[gwj@sbeinc.com](mailto:gwj@sbeinc.com)

**Production Manager:**  
Nabil Vo  
[nvo@sbeinc.com](mailto:nvo@sbeinc.com)

**Graphics Design:**  
Domingo Johnson  
[doming0@mac.com](mailto:doming0@mac.com)

**Webmaster:**  
Umer Farooq  
[umer@octadyne.com](mailto:umer@octadyne.com)

**Marketing:**  
Kim Johnson  
[kjita1@gmail.com](mailto:kjita1@gmail.com)

**Managing Editor:**  
Valerie Voorhies  
[vvv@sbeinc.com](mailto:vvv@sbeinc.com)

**Diversity Outreach Manager:**  
Rosalie Vivanco  
[rvivanco@sbeinc.com](mailto:rvivanco@sbeinc.com)

**Marketing:**  
Tim Rosaire  
[tim.rosaie@earthlink.net](mailto:tim.rosaie@earthlink.net)

**Writer:**  
Cheryl Hentz  
[cheryl.hentz@gmail.com](mailto:cheryl.hentz@gmail.com)

**SBE Northeast Manager:**  
Leslie McMillan  
[lmcmillan@sbeinc.com](mailto:lmcmillan@sbeinc.com)

### Contact Info:

Small Business Exchange, Inc.  
795 Folsom Street, 1st Flr, Room 1124, San Francisco, CA 94107  
Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com) • Website: [www.sbeinc.com](http://www.sbeinc.com)  
Phone: (415) 778-6250, (800) 800-8534 • Fax: (415) 778-6255

### CALIFORNIA CERTIFICATIONS

CDOT UCP DBE #5988 • CA DGS SBE #1789941 •  
SFCMD LBE #CMD011713300 •

**EDITORIAL POLICY**—The Small Business Exchange is published weekly. Publication is extended by one day for weeks in which holiday occurs on a Monday.

Copyright © 2017 Small Business Exchange, Inc.

The Small Business Exchange is adjudicated as a newspaper of general circulation by the Superior Court of the City and County of San Francisco, State of California, under the date January 29, 1988. Organized 1984.

**NOTICE:** SBE is not liable to any subscriber or any other user for any damages or any other costs incurred in connection with the utilization of, or any other reliance upon, any information contained in its newspapers. The information contained herein may be subject to typographical error in the transcribing and/or printing of its contents. Information contained in this publication is intended only as notification to its subscribers of available bidding and contracting opportunities. The SBE reserves all rights in connection with this publication and prohibits the duplication of the contents herein without the expressed written consent of the SBE. Subscription fees are nonrefundable.

ISSN 0892-5992



# Access to Capital

## Access to Capital among Young Firms, Minority-owned Firms, Women-owned Firms, and High-tech Firms

By Alicia Robb, Marin Consulting, LLC

### Purpose

The availability of capital is crucial for small business startup, survival, and growth. This study investigates how the youngest small firms operated and were financed during the evolving financial environment of the recent Great Recession, especially high-tech firms and firms owned by women and minorities.

### Background

The major constraint limiting the growth, expansion, and wealth creation of small firms—especially women- and minority-owned businesses—is inadequate capital. Because of their size, these small firms typically have almost no access to external funds from public markets and are bank dependent. Small firms have little or no collateral and, as relatively young firms, lack an extensive history from which future firm or

management performance can be surmised, even though the firm may have high growth potential. Research also shows that bank lending is adversely affected by a tightening of monetary policy, regulatory changes that tighten capital requirements, and bank capital crunches.

Studies indicate that women entrepreneurs have less access to financial capital or make less use of it than male entrepreneurs. Research shows that the characteristics of women-owned firms may help explain why women obtain smaller loans, pay higher interest rates, must put up higher collateral, and are dissatisfied with the bank loan process.

For instance, younger and smaller businesses, as women-owned businesses typically are, tend to be less favored by bankers, regardless of the gender of the owner.

On the equity side, women typically have limited social interaction with venture capi-

tal firms, and are under-represented among fast-growth and high-tech businesses. They also rely more on informal funding methods and self-financing. These characteristics may help explain the gender disparity in access to capital.

For many minorities, starting out at lower wealth levels also acts as a barrier to entrepreneurship.

### Policy Implications

- Skill development and training have a critical role in improving the economic performance of women and minority entrepreneurs; targeted initiatives might help them build more viable businesses.
- Encouraging enrollment in science, technology, engineering, and math disciplines is another option for women and minority prospective entrepreneurs.

- Developing and expanding networks can help women and minority business owners access needed resources such as financial capital.

### Overall Findings

High tech firms had higher levels of financial capital; surprisingly, they were more dependent on formal debt financing than were similar firms that were not high tech firms at the start-up phase and in subsequent years before and during the financial crisis.

Both women- and minority-owned businesses (African American- and Hispanic-owned firms) showed some similar disparities in their capital structure relative to firms owned by men and nonminorities. They used a different mix of equity and debt capital and were more reliant on owner equity investments. The average women- or minority-owned business operated with much less

■ Continued on page 6

## California Sub-Bid Request Ads



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

**Site Concrete, AC Berm, Asphalt Paving, Clear & Grub, Survey, Hydroseed, Stripers, Electrical, Microsurfacing (Pavement Seal Coat), Crack Seal, Concrete, Asphalt, CMB**

**GRAND AVENUE BIKE LANE IMPROVEMENTS – PHASE I  
GRAND AVENUE BIKE LANE IMPROVEMENTS – PHASE II**

**Wildomar, Riverside County, CA**

**City of Wildomar**

**PROJECT #CML-5484(007) & CML-5484(008)**

**BID DATE August 15, 2017 @ 2:00 p.m.**

**Sub & Vendor Scopes and Bids Due Prior**

**Sukut Construction, LLC**

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

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

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

**Sukut Construction, LLC**  
An Equal Opportunity Employer  
CA License 985106 • DIR #1000001133

**Mission Bay Development Group, LLC**

**is actively seeking General Contractors for the upcoming Mission Bay Blocks 29-32 and Blocks 33-34 Public Improvements Scope 4 (Illinois St) project.**

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

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

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

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

The project manual and bid documents will be made available to each interested General Contractor. Please contact Cathy Serrano of Townsend Management, Inc., at [cathy\\_serrano@tmi-cm.com](mailto:cathy_serrano@tmi-cm.com) or (415) 355-6644 to pick up a set at the Mission Bay Office, 410 China Basin Street, San Francisco, CA 94158.

A pre-bid conference will be held at the Construction Manager's Trailer at 410 China Basin Street, San Francisco, CA on Tuesday, August 1, 2017 at 10:00 AM. Contractors and subs are strongly encouraged to attend.

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

# California Sub-Bid Request Ads

## DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
Dublin, CA 94568-2909  
(925) 829-9220 / FAX (925) 803-4263  
Estimator: JIM YACKLEY  
Website: www.desilvagates.com  
An Equal Opportunity Employer

DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

### SUMMER 2017 PLACER COUNTY FEDERAL HOT MIX ASPHALT OVERLAY

**Contract No. 0961,  
Federal Aid Project No. STPL-5919(131)  
Disadvantaged Business Enterprise Goal  
Assigned is 8%**

**OWNER:  
COUNTY OF PLACER  
2964 Richardson Drive, Auburn, CA 95603  
BID DATE: AUGUST 14, 2017 @ 11:00 A.M.**

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

**COLD PLANE, EMULSION SUPPLIER, FABRIC/GEOSYNTHETIC PAVEMENT INTERLAYER, SWPPP/ WATER POLLUTION CONTROL PLAN PREPARATION, TRAFFIC CONTROL SYSTEMS, TRUCKING, WATER TRUCKS, STREET SWEEPING, HOT MIX ASPHALT (TYPE A) MATERIAL.**

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

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

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

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

## Kiewit

Kiewit Infrastructure West Co.  
4650 Business Center Drive Fairfield, CA 94534  
Attn: Victor Molina • [norcal.bids@kiewit.com](mailto:norcal.bids@kiewit.com)  
Fax: 707-439-7301

Requests sub-bids from qualified Contract Monitoring Division (CMD) Small and Micro-LBEs and San Francisco Public Utilities Commission (SFPUC) certified Local Business Enterprises (LBE) Subcontractors, Consultants, and/or Suppliers seeking to participate in the SFPUC, Alameda Creek Recapture Project in Sunol, CA.  
<http://www.sfgov.org/cmd>

Subcontractors and Suppliers for the following project:

### Alameda Creek Recapture Project Contract No. WD-2825 Project No. CUW35201

**Owner: San Francisco Public Utilities Commission  
Bid Date: August 10, 2017 @ 2:00 P.M.**

**Small Business Enterprises and Micro (SBEs)**  
wanted for the following scopes, including, but not limited to: Aggregates, AC Paving, Concrete, Forming, Clear & Grub, Concrete Supply, Concrete Reinforcement Supply & Install, Demolition, Dewatering, Doors & Windows, Erosion Control, Electrical & Communications, Fencing & Vehicle Gate, Grouting, HVAC, Hydroseeding, Instrumentation & Controls, Landscaping, Metals, Prefabricated Building, Painting & Coatings, Piping & Valves, Pumps, Safety & Security Systems, Structural Steel, Shoring, Signage, Street Sweeping, SWPPP, Thermal & Moisture Protection and Water Truck.

Bonding, insurance and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested CMD and SFPUC certified, LBE and Small and Micro SB LBE suppliers and subcontractors. Please visit SFPUC website: <http://sfgov.org/cmd/surety-bond-assistance-program-1> for their Bond Assistance Program. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

### Subcontractor and Supplier Scopes are due

**August 4, 2017 and Quotes**

**NO LATER THAN August 9, 2017 at 5 P.M.**

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to complete the SFPUC Confidentiality Agreement, register your company and to receive bidding information, view plans and specifications.

You can view the plans in our office during regular business hours by appointment.

Performance Bond and Payment Bonds may be required for subcontractors and a suppliers bond for suppliers, where applicable.

State Prevailing Wages apply.

**An Equal Opportunity Employer  
CA Lic. 433176  
DIR # 1000001147**

## Kiewit

Kiewit Infrastructure West Co. (Kiewit)  
10704 Shoemaker Ave., Santa Fe Springs, CA 90670  
Tel: (562) 946-1816, Fax: (562) 946-3823  
Contact: Jeff Rowland at [jeff.rowland@kiewit.com](mailto:jeff.rowland@kiewit.com)

Kiewit is seeking sub-quotes from Small Business Enterprise (SBE) firms as Subcontractors and Material Vendors/Suppliers.

Firms must be certified by one of the following agencies: State of California Department of General Services (DGS), Los Angeles County Metropolitan Transportation Authority (Metro); or the City of Los Angeles.

**Project Owner:**  
Metro Gold Line Foothill Extension  
Construction Authority

**Project Name:** Utility Relocation Project, RFB C2001  
**Project Location:** Glendora to Claremont, CA

**Bid Due Date:** September 13, 2017 at 11:00 a.m. PST

### Project Description:

The project entails installation of additional utility protections to water and sewer lines consisting of split steel casings or concrete encasements. The work will be performed within the active railroad corridor along the future 12.3 mile Foothill Goldline Phase 2B project.

Kiewit is currently requesting sub-quotes for traffic control, trucking/hauling, subsurface investigation, underground piping (wet), asphalt paving, and ready mix supply.

All responsive subcontractors must possess a valid California Contractor's license, be registered with the Department of Industrial Relations (DIR), and provide acceptable insurance. Responsible subcontractors and material contractors will be required to provide bonding for 100% of their contract value. Bond premium will be reimbursed by Kiewit. Subcontractors performing any on-site work must be signatory to the appropriate union labor agreements that govern its work. Subcontractors, Consultants, Professional Service Firms, and Material Vendors/Suppliers must be able to accept all terms and conditions of the project under its resultant agreement.

Kiewit intends to conduct itself in good faith with all firms regarding participation on this project. For further information, to discuss your specialty or scope of work, the requirements of the contract, licensing, project scheduling, insurance or bonding, please contact Jeff Rowland. Plans and specifications are available for review at the address listed herein, through SmartBidNet by contacting Kiewit, and on the Owner's website at [www.foothillgoldline.org](http://www.foothillgoldline.org).

**Kiewit Infrastructure West Co.  
is an Equal Opportunity Employer.  
We encourage qualified women, minorities, veterans,  
individuals with disabilities, and other to apply.**



**O.C. Jones & Sons, Inc.**  
1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
Contact: Terry Zahner  
An Equal Opportunity Employer

### REQUEST FOR LBE SUBCONTRACTORS AND SUPPLIERS FOR:

**WPCP Asphalt Rehabilitation  
Project No. 2015.0260  
Bid No. 16-17-018  
City of San Leandro**

**BID DATE: August 10, 2017 @ 3:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Sheeting & Shoring, Handling Lead-Containing Trench Spoils, Dewatering, Storm Line, Service Risers, Cement for Soil Stabilization, Inlets, Adjust Utilities, Minor Concrete, Headerboard, AC Dike and Construction Materials

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 LBE Participation. Plans & Specs are available for viewing at our office or through the City of San Leandro's website.

## Kiewit

Kiewit Infrastructure West Co.  
4650 Business Center Drive Fairfield, CA 94534  
Attn: Victor Molina • [norcal.bids@kiewit.com](mailto:norcal.bids@kiewit.com)  
Fax: 707-439-7301

Requests sub-bids from qualified Contract Monitoring Division (CMD) Small and Micro-LBEs, San Francisco Public Utilities Commission (SFPUC) certified Local Business Enterprises (LBE), CUCP and SBA certified Disadvantaged Business Enterprises (DBE) Subcontractors, Consultants, and/or Suppliers seeking to participate in the SFPUC, SEWPCC New Headworks Facility Scope 1 Site Preparation Project in San Francisco, CA.

<http://www.sfgov.org/cmd>  
<http://www.epa.gov/> / <http://www.sba.gov>  
[www.californiainc.org](http://www.californiainc.org)

Subcontractors and Suppliers for the following project:

### SEWPCC New Headworks Facility Scope 1 Site Preparation Project

**Contract No. WW-628  
Owner: San Francisco  
Public Utilities Commission  
Bid Date: August 21, 2017 @ 2:00 P.M.**

### Local Business Enterprises, Small/Micro (LBEs) Disadvantaged Business Enterprises (DBEs)

Disabled Veteran Business Enterprises (DVBE), Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Small Business Enterprises (SBE), Small Businesses in a Rural Area (SBRA), Labor Surplus Area Firms (LSAF), or Historically Underutilized Business (HUB) Zone Businesses

wanted for the following scopes, including, but not limited to:

**Aggregates, Cellular Concrete, Concrete Supply, Concrete Pumping, Concrete Reinforcement Supply & Install, Precast Concrete, CIDH, CLSM, Crew Transportation, Dewatering, Fencing, Groundwater Monitoring, Piping, Shoring, Street Sweeping, SWPPP, Trucking & Hauling and Water Truck.**

Bonding, insurance and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested CMD and SFPUC certified, LBE, Small/Micro SB LBE and CUCP, MBE, SBE, SBRA, LSAF OR HUB certified DBE suppliers and subcontractors. Please visit SFPUC website: <http://sfgov.org/cmd/surety-bond-assistance-program-1> for their Bond Assistance Program. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

### Subcontractor and Supplier Scopes are due

**August 14, 2017 and**

**Quotes NO LATER THAN August 18, 2017 at 5 P.M.**

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to complete the SFPUC Confidentiality Agreement, register your company and to receive bidding information, view plans and specifications.

You can view the plans in our office during regular business hours by appointment.

Performance Bond and Payment Bonds may be required for subcontractors and a suppliers bond for suppliers, where applicable.

Clean Water State Revolving Fund (CWSRF) Provisions apply

Prevailing Wages apply

**An Equal Opportunity Employer  
CA Lic. 433176  
DIR # 1000001147**



### Proven Management, Inc.

225 3rd Street, Oakland, CA 94607 Phone: 510-671-0000 • Fax: 510-671-1000

Requests proposals/quotes from all qualified and certified LBE/SLBE/ subcontractors, suppliers, and truckers for the following project:

### WARM SPRINGS BART WEST ACCESS BRIDGE & PLAZA PROJECT CITY OF FREMONT

**bids: 8/7/2017 @ 2 PM**

**SUBCONTRACTING GOALS: LBE-60%; SLBE-20%**

DEMOLITION - SWPPP - CONCRETE - REBAR - CMU - STRUCTURAL STEEL - STAY CABLE ASSEMBLIES - METAL DECKING - COLD-FORMED METAL FRAMING - METAL FABRICATIONS - BRIDGE RAILING - DECORATIVE METAL - AMPHITHEATER ILLUMINATED HANDRAILS - DEMARCATION STUD - STAINLESS STEEL PLAZA BAND - SPECIALTIES - THERMAL & MOISTURE PROTECTION - FURNISHINGS - BENCHES - TRASH & RECYCLING RECEPTACLES - BIKE LOCKERS - BIKE RACKS - COBBLE - DRINKING FOUNTAIN - TREE GRATES - CONVEYING EQUIPMENT - FIRE SUPPRESSION - PLUMBING - HVAC - ELECTRICAL - COMMUNICATIONS - ELECTRONIC SAFETY & SECURITY - EARTHWORK - CLEARING & GRUBBING - PILES - INTERLOCKING PAVERS - LANDSCAPE & IRRIGATION - HYDROSEED - UTILITIES - SOLAR-POWERED PHONE CHARGING STATION - PLAZA KIOSK - PILE LOAD TESTING

100% Payment & Performance bonds will be required from a single, Treasury-listed surety company subject to PMI's approval. PMI will pay bond premium up to 1.5%. Subcontractors awarded on any project will be on PMI's standard form for subcontract without any modifications. For questions or assistance required on the above, please contact Ben Pearce at [ben@provenmanagement.com](mailto:ben@provenmanagement.com) PMI is signatory to the Operating Engineers, Carpenters, and Laborers Collective Bargaining Agreements.

We are an Equal Opportunity Employer

## Mentee to Mentor

### Continued from page 2

Mary Cervantes of the Napa Sonoma SBDC approached me to be a trainer back in April 2014. As soon as I taught my first class in September 2014, students were asking to work with me as an advisor. I began working with my first counseling clients in December 2014.

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

# California Sub-Bid Request Ads



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

DBE & SBE Subcontractor/Supplier Bids Requested For:

**San Francisco Bay Area Rapid Transit District  
Oakland Emergency Generator (OEG) System  
Contract No. 09EK-130A  
Bid Date: September 12, 2017 at 2:00PM  
Fax all quotes to 510-777-5099**

Requesting certified DBE & SBE Subcontractor and Supplier Quotes on: Concrete Structural Work, Metal Fabrications, Stairs, Railings, Painting, Electrical NETA Testing & Power Studies, HVAC Ductwork & Equipment, HVAC Testing & balancing, Seismic Calculations, Systems Integrator, Above Ground Fuel Storage Tanks, Fuel Piping Systems, Electrical Power System Study, Electrical Medium Voltage Equipment, Emergency Generator System, DC Battery System, Lighting System, Uninterruptible Power Supply, Electrical Wire & Cable, Fire Alarm & Detection, Access Control, CCTV Systems, Earthwork, Deep Soil Mix Ground Improvements, Concrete Filled Piles, Asphalt Paving, Fencing & Gates, Sanitary Utility Sewerage Piping, Storm Drainage Utilities, Asbestos Abate

**IMPORTANT:** This is a security sensitive contract and all 3rd party firms must sign a Non-Disclosure Agreement with BART before being allowed access to the plans and specifications. To begin the NDA process, please contact Jamie Helmick at [jhelmick@shimmick.com](mailto:jhelmick@shimmick.com). **NDA Packages must be submitted to BART by August 11th.**

Security cleared Subcontractors and Suppliers interested in this project may contact Greg Adams by email at [gadams@shimmick.com](mailto:gadams@shimmick.com).

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

REQUEST FOR CERTIFIED LBE  
SUBCONTRACTORS, SUPPLIERS &  
TRUCKERS FOR:

**Crane Cove Park, Construction Package  
2- Park Improvements  
City and County of San Francisco  
Port of San Francisco  
Contract No. 2781  
San Francisco, CA  
Bid Date: August 18, 2017 @ 10:30 AM**

Work types requested, but are not limited to, the following: Asphalt Supply, Class 2 AB, Clearing & Grubbing, Concrete Paving; Concrete Supply, Construction Materials, Demolition, Electrical, Excavation, Fencing, Grading, Guard Rail, Hand Rail, Hazard Abatement, HVAC, Irrigation System, Landscaping, Lead Abatement, Lighting Supply, Permeable Pavers, Sign Work, Storm Water Control Plan, Trucking, and Utility Work.

Plans and Specifications are available for review at our office, or can be downloaded at <http://sfport.com/2781-crane-cove-park-2-project>

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

**Gordon N. Ball, Inc.**

Attn: Serina Sirna  
333 Camille Ave., Alamo, CA 94507  
Phone: (925) 838-5675 • Fax: (925) 838-0814  
[estimating@ballconco.com](mailto:estimating@ballconco.com)  
An Equal Opportunity Employer

REQUEST FOR CERTIFIED LBE  
SUBCONTRACTORS, SUPPLIERS &  
TRUCKERS FOR:

**Ocean Beach Coastal Erosion and  
Wastewater Infrastructure Protection  
City and County of San Francisco  
Public Utilities Commission  
Contract No. WW-663  
San Francisco, CA  
Bid Date: August 17, 2017 @ 2:00 PM**

Work types requested, but are not limited to, the following: Brushwood Fence, Construction Materials, Imported Coarse Sand Supply, Plant Material/Landscape Architecture, Sand Backpass, Straw Plugs, Traffic Control, and Trucking.

Plans and Specifications are available for review at our office, or can be downloaded at <http://sfwater.org/contracts>

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

**Gordon N. Ball, Inc.**

Attn: Serina Sirna  
333 Camille Ave., Alamo, CA 94507  
Phone: (925) 838-5675 • Fax: (925) 838-0814  
[estimating@ballconco.com](mailto:estimating@ballconco.com)  
An Equal Opportunity Employer

Visit [www.sbeinc.com](http://www.sbeinc.com) to download a PDF version of the latest **SBE Newspaper** and **SBE Daily Newsletter**

## Leadership Academy Preparing a New Generation of Leaders

### Our Vision

Thriving communities of color urgently need a generation of young people who are informed and engaged in addressing the most critical issues facing their communities. The Greenlining Academy works to empower and develop the next generation of multi-ethnic leaders to advance racial and economic equity and create positive social change. We seek to develop a network of visionary leaders ready to work across racial and ethnic lines to address America's most pressing problems and develop sustainable solutions rooted in equity and justice.

### The Challenge

People of color make up a majority of California's population and will be the U.S. majority by 2044. However, as governments, businesses, and nonprofits continue to underinvest in leadership opportunities for historically marginalized communities, these institutions fail to reflect the diversity of the communities they serve. This leaves people of color without opportunities to lead and shape decisions that impact their communities.



Asking Tough Questions: Some of Our Greenlining Leadership Academy Fellows

### Our Response An Array of Racial Equity-Based Leadership Development Programs

We confront the economic redlining of leadership development and train and empower emerging leaders to reach their full potential.

- Fellowship Programs – The Fellowship Programs consist of the Policy Fellowship and Legal Fellowship. The Fellowship Programs are year-long programs for young leaders who are seeking hands-on policy advocacy experience, leadership training,

and personal and professional growth. We seek individuals who are committed to equity and justice for communities of color. We recruit Policy Fellows who have completed at least an undergraduate degree and Legal Fellows who are recent law school graduates.

- Summer Associate Program – The Summer Associate program is an intensive 10-week training program for young leaders who want to gain hands-on policy experience and invest in their personal and professional growth. Through leadership development and experiential learning, we seek to instill participants with the skills, confidence, and social networks to become effective advocates. An undergraduate degree is required.
- Casa Residency – Founded in 1970 by Chicano/Latino students, Casa is a multi-ethnic residential leadership program for students attending UC Berkeley, committed to fostering academic success and cross-racial understanding among participating students.

SOURCE: <http://greenlining.org>

# Federal Contracting

## DEFENSE LOGISTICS AGENCY

ScImage Inc., **Los Altos, California**, has been awarded a maximum \$400,000,000 fixed-price with economic-price-adjustment, indefinite-delivery/indefinite-quantity contract for digital imaging network picture archiving communications system products and maintenance. This is the third contract competitively awarded under the open solicitation, SPE2D1-15-R-0004. This was a competitive acquisition with eight offers received. This is a five-year base contract with one five-year option period. Maximum dollar amount is for the life of the contract. Locations of performance are **California**, and other areas located within and outside the continental U.S., with a July 30, 2027, performance completion date. Using customers are Army, Navy, Air Force, Marine Corps and federal civilian agencies. Type of appropriation is fiscal 2017 through 2027 defense working capital funds. The contracting activity is the Defense Logistics Agency Troop Support, Philadelphia, Pennsylvania (SPE2D1-17-D-0037).

Parker-Hannifin Corp., **Irvine, California**, has been awarded a \$13,367,230 firm-fixed-price contract for servo cylinders. This was a sole-source acquisition using justification 10 U.S. Code 2304 (c)(2) from Federal Acquisition

Regulation 6.302-2, which cites an unusual and compelling urgency. This is a one-year contract with no option periods. Location of performance is California, with a Nov. 30, 2018, performance completion date. Using military service is Army. Type of appropriation is fiscal 2017 through 2019 Army working capital funds. The contracting activity is the Defense Logistics Agency Aviation, Redstone Arsenal, Alabama (SPRA1-17-C-0052).

## NAVY

Northrop Grumman Systems Corp., Herndon, Virginia, is being awarded a \$57,727,948 firm-fixed-price, cost-plus-fixed-fee, cost only contract for Joint Counter Radio-Controlled Improvised Explosive Device (RCIEDs) Electronic Warfare (JCREW) Increment One Build One Systems full-rate production in support of the Expeditionary Warfare Program Office. Counter Radio-Controlled Improvised Explosive Device Electronic Warfare (CREW) systems provide combat troops protection against RCIEDs. CREW systems are designed to provide protection for foot soldiers, vehicles, and permanent structures. The Joint CREW (JCREW) Increment One Build One Systems are the first generation system that develops a common open architecture across all three capabilities and provides

protection for worldwide military operations. This integrated design maximizes commonality across all capabilities, reduces life cycle costs, and provides increased protection against worldwide threats. This contract includes options which, if exercised, would bring the cumulative value of this contract to \$505,335,105. Work will be performed in **San Diego, California** (97 percent); and Sierra Vista, Arizona (3 percent), and is expected to be completed by August 2022. Fiscal 2015 other procurement (Navy) funding in the amount of \$56,156,794 and 2016 other procurement (Navy) funding in the amount of \$1,571,154 will be obligated at the time of award. Contract funds in the amount of \$56,156,794 will expire at the end of the current fiscal year. This contract was competitively procured via the Federal Business Opportunities website, with two offers received. The Naval Sea Systems Command, Washington, District of Columbia, is the contracting activity (N00024-17-C-6327).

## ARMY

General Dynamics Ordnance and Tactical Systems, Inc., Marion, Illinois, has been awarded a \$17,524,481 modification (P 00012) to contract W15QKN-15-C-0043 for 40mm low velocity day night thermal training cartridge. Work will

be performed in Marion, Illinois; **Coachella, California**; Minneapolis, Minnesota; Springfield, Missouri; Ogden, Utah; East Alton, Illinois; and Northlake, Illinois, with an estimated completion date of November, 30, 2019. Fiscal 2017 Other Procurement, Army funds in the amount of \$17,524,481 were obligated at the time of the award. U.S. Army Contracting Command, Picatinny Arsenal, New Jersey, is the contracting activity.

Lockheed Martin Corp., Lockheed Martin Aeronautics Co., Fort Worth, Texas, is being awarded \$211,200,000 for modification P00017 to a previously awarded cost-plus-fixed-fee, firm-fixed-price contract (N00019-16-C-0003). This modification provides for the procurement of production non-recurring special tooling and special test equipment that are required to meet current and future F-35 production rates. Work will be performed Fort Worth, Texas (29.73 percent); El Segundo, California, (21.65 percent); Nashua, New Hampshire (19.60 percent); Orlando, Florida (11.33 percent); and other locations in the U.S. (9.17 percent).

**Daily update of DOD Contracts can be found on our website by going to the link below.**

[www.sbeinc.com/resources/dod\\_department\\_of\\_defense\\_contracts.cfm](http://www.sbeinc.com/resources/dod_department_of_defense_contracts.cfm)

## Access to Capital among Young Firms, Minority-owned Firms, Women-owned Firms, and High-tech Firms

Continued from page 3

financial capital, even after controlling for other factors including credit score.

During the financial crisis period, many women and minority entrepreneurs of new startups were less likely to apply for a loan, fearing denial. The researchers controlled for some characteristics that were likely to affect bank borrowing, including legal form of organization, credit score, and type of business. The evidence showed that, compared with nonminority owners, minority owners of young firms were significantly less likely to have their loan applications approved.

### Scope and Methodology

This study uses data from the Kauffman Firm Survey (KFS) to examine the financing patterns of young, minority-owned, women-owned, and high-tech firms. The KFS is a cohort of businesses that began operations in 2004 and were followed through 2010. The author used owner demographics at the firm level to define the gender and minority status of the primary owner. For firms with multiple owners, the primary owner was indicated by the largest equity share, and where there were two or more owners with equal shares, hours worked, along with other variables, were rank-ordered to identify a primary owner.

Both univariate and multivariate tests were used to examine the financial environment and capital access of these firms. Three models using logistic regression estimated

separately the probability of (1) applying for a loan, (2) not applying for a loan when credit is needed for fear of loan denial, and (3) receiving a loan. Several control variables were utilized.

This report was peer-reviewed consistent with Advocacy's data quality guidelines. More information on this process can be obtained by contacting the director of economic research by email at [advocacy@sba.gov](mailto:advocacy@sba.gov) or by phone at (202) 205-6533.

### Additional Information

The full text of this report and summaries of other studies of the U.S. Small Business Administration's Office of Advocacy are available on the Internet at [www.sba.gov/advocacy/7540](http://www.sba.gov/advocacy/7540).

To receive email notices of new Advocacy research, press releases, regulatory communications, and publications, including the latest issue of The Small Business Advocate newsletter, visit [www.sba.gov/updates](http://www.sba.gov/updates) and subscribe to the Small Business Regulation & Research Listservs.

*This document is a summary of the report identified above, developed under contract for the Small Business Administration, Office of Advocacy. As stated in the report, the final conclusions of the full report do not necessarily reflect the views of the Office of Advocacy. This summary may contain additional information, analysis, and policy recommendations from the Office of Advocacy.*

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

## Corporate Social Responsibility: What Your Small Business Needs to Know

Continued from page 1



passionate about — one that also aligns somehow with your business mission.

For example, if your small business is a manufacturing facility, you may choose to strive to reduce environmental waste. Run a restaurant? You may choose to source your ingredients from local or sustainable sources. A retail shop may choose to focus on working with vendors who provide safe job opportunities for assemblers.

The choice is yours! Start with one cause at a time as you discover the challenges and benefits of focusing on a particular issue.

- **Communicate with your team:** Staff feedback will be crucial for the success of your CSR program. Employees who work with vendors or spend time with clients in the community may be best in tune with how your company can make improvements to its systems, both for the

benefit of your business and the benefit of your chosen cause.

Solicit feedback regularly and invite employees to share their thoughts and ideas.

- **Communicate with your customers:** Since customers want to do business with companies who have strong social programs, make plans to share your progress. You may not choose to release a regular CSR report in your first few months or dedicate a page of your website to your efforts immediately while you're testing options.

Instead, share your CSR wins on social media, in your email newsletter, or with clients face to face. Sharing your progress with your customers and in networking circles may provide opportunities to do even more for your chosen cause!

Want your small business to shine for a cause you care about? Work with a SCORE mentor to create a CSR program that's perfect for your company.

About the Author:

Bridget Weston Pollack is the Vice President of Marketing and Communications at the SCORE Association. She is responsible for all branding, marketing, PR, and communication efforts. She focuses on implementing marketing plans and strategies to facilitate the growth of SCORE's mentoring and trainings services. She collaborates with SCORE volunteers and develops SCORE's online marketing strategy.

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

# Public Legal Notices



## GOLDEN GATE BRIDGE HIGHWAY & TRANSPORTATION DISTRICT

### NOTICE INVITING Statements of Qualifications

The Golden Gate Bridge, Highway and Transportation District (District) seeks Statements of Qualifications (SOQ) for **RFQ No. 2018-FT-05, Refurbishment of M.S. Sonoma**. Interested Respondents must submit SOQs to the Office of the Secretary of the District by **Tuesday, August 15, 2017, at 4:00 p.m., PT.**

The District hereby notifies all Respondents that it is the policy of the District to ensure nondiscrimination on the basis of race, color, national origin, or sex in the award and administration of contracts. Respondents are strongly encouraged to obtain Disadvantaged Business Enterprise (DBE) participation on this RFQ, although there is no contract-specific DBE goal. For DBE assistance, contact Artemis Davenport, DBE Program Analyst, at 415-257-4581.

The RFQ Documents are available for download on the District's website. To download the RFQ Documents, go to the District's website home page at <http://www.goldengate.org>, click on Contract Opportunities, scroll down to Ferry Division and look for RFQ No. 2018-FT-05.

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

/s/ Aida S. Caputo, Contracts Officer  
Dated: 8/3/17  
8/3/17  
CNS-3037069#  
SMALL BUSINESS EXCHANGE



## GOLDEN GATE BRIDGE HIGHWAY & TRANSPORTATION DISTRICT

### NOTICE INVITING PROPOSALS

The Golden Gate Bridge, Highway and Transportation District (District) seeks proposals for **RFQ No. 2018-B-05, Consultants to Provide Technical Support for Toll Operations**. Interested Proposers must submit sealed proposals to the Office of the Secretary of the District by **Tuesday, August 22, 2017, at 4:00 p.m., PT.**

Requests for modifications or clarifications of any requirement must be submitted in writing by **Tuesday, August 8, 2017, at 4:00 p.m., PT.**

The RFP Documents are available for download on the District's website. To download the RFP Documents, go to the District's website home page at <http://www.goldengate.org>, click on Contract Opportunities, scroll down to Bridge Division and look for RFP No. 2018-B-05.

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

/s/ Aida S. Caputo, Contracts Officer  
Dated: August 3, 2017  
8/3/17  
CNS-3037051#  
SMALL BUSINESS EXCHANGE



## CALIFORNIA STATE LOTTERY Request for Proposal (RFP) #50077 Lead Agency Advertising Services

The California State Lottery (Lottery) anticipates releasing RFP #50077 in July 2017, to invite proposals from qualified Agencies to provide advertising and integrated marketing services for all Lottery products. The Lottery will consider proposals from partnerships and joint ventures, including a creative Advertising Agency, and/or Media Agency.

This RFP will be open to all Agencies and joint ventures that, at the time Phase I Submittals are due, meet the following minimum qualifications. Qualified Agencies must:

1. Have a minimum of 50 employees;
2. Have had at least \$20 million in revenue for calendar year 2016;
3. Have a minimum of 15% of the agency's work product for calendar year 2016 in digital marketing efforts;
4. Be legal business entities licensed to do business in California;
5. Have an office in California and maintain it for the duration of the contract; and
6. Meet the requirements as set forth in Section II, Phase I Submittals.

The RFP will be available to download, when released, exclusively at the Lottery website at [www.calottery.com/vendor](http://www.calottery.com/vendor). **The Lottery will not distribute paper copies of the RFP.**

CNS-3036864#

## American Dream Week

Continued from page 1

hon said. "I want them to know they have an advocate in Washington, not only in me, but in the President of the United States. He has lived his own American Dream. He believes in it, as do I. The American Dream exists for all of us."

President Trump noted this is an opportune time for small businesses in America, as the stock market hit a record high and unemployment dropped to a 16-year low.

"We are setting economic records, jobs are coming back and factories are coming back into our country," Trump said.

This week the SBA begins its 65th year as the federal agency that advocates for small businesses and helps them access capital, contracting, counseling, disaster assistance and international trade assistance. "When people think of the SBA, they automatically think loans. But SBA is much more than that. It is a counselor and mentor for networking and helping small businesses start, grow and succeed," McMahan said.

SOURCE: <http://www.sba.gov>.

SMALL  
**BUSINESS**  
EXCHANGE

## California Sub-Bid Request Ads

### DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
Dublin, CA 94568-2909  
(925) 829-9220 / FAX (925) 803-4263  
Estimator: ALAN MCKEAN  
Website: [www.desilvagates.com](http://www.desilvagates.com)  
An Equal Opportunity Employer

DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

**City of San Leandro  
WPCP Asphalt Rehabilitation  
Project No. 2015-0260 - Bid No. 16-17-018**

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

**BID DATE: AUGUST 10th, 2017 @ 3:00pm.**

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

**AC Dike, Electrical, Hazardous Material, Cement Treatment, Minor Concrete, Slurry Seal, Underground, Trucking, Hot Mix Asphalt (Type A) Material.**

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

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

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

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

**ADVERTISE  
YOUR AD HERE**

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

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



## The Making of a Multicultural Super Consumer

Continued from page 1

2020 and increase to 19% by 2060. Comparatively, non-Hispanic whites will be a shrinking portion of the country's population growth: This demographic will see just a 7% growth share in 2020 that will become a decline of 6% by 2030.

As the numbers of multicultural consumers continue to grow, so too will their purchasing power. Already, U.S. multicultural buying power is growing at an exponential rate compared to the total U.S., increasing from \$661 billion in 1990 to \$3.4 trillion in 2014. This is more than double the growth of total U.S. buying power.

Also, the young multicultural population will lead the way for sustained buying power growth. Last year, multicultural groups collectively represented greater than 50% of the population under age nine versus 35% of those 45-50 and 17% of those 80 or older. As a result, the effective years of buying power for African-Americans (42.3 years), Asian-Americans (52.3 years) and Hispanics (56.5 years) all exceed that of non-Hispanic whites (36.7 years).

### Meet Multicultural Consumers Early and in the Right Location

As multicultural consumers continue growth in size and spending power, brands will increasingly need to integrate multicultural insights into core business strategies. In addition, marketing to Millennials and younger generations must be driven by multicultural insights, as younger age cohorts are already over 50% multicultural. Fortunately, these younger wallets present a prime opportunity for brands seeking to establish lasting, meaningful relationships with these consumers, because their life expectancy is also high. The compound effects of longer life expectancy and the younger median age of multicultural consumers present a long-term opportunity for brands that can build loyalty early on.

Finally, location is also key to reaching multicultural consumers. Today, some states with major metropolitan areas in the U.S. already have multicultural majorities—with the multicultural groups comprising over 50% of the population in Hawaii, District of Columbia, California, New Mexico and Texas. Nevada, Maryland, Georgia, Arizona, Florida and New York are also approaching majority multicultural status. Reaching and relating to these consumer groups is not just important at the national, broader level, but also at a more personal, regional and hyperlocal one.

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

# Fictitious Business Name Statements

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376634-00

Fictitious Business Name(s):

1. **Agora Lending**  
 2. **Agora Loans**  
 3. **Agora Home Loans**  
 Address  
**180 Montgomery Street, Suite 1000, San Francisco, CA 94104**  
 Full Name of Registrant #1  
**Ethos Lending LLC (DE)**  
 Address of Registrant #1  
**180 Montgomery Street, Suite 1000, San Francisco, CA 94104**

This business is conducted by **A Limited Liability Company**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **NOT APPLICABLE**

Signed: **Adam Carmel**

This statement was filed with the County Clerk of San Francisco County on **6/30/2017**

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

Filed: **Morgan Jaldon**  
**Deputy County Clerk**  
**6/30/2017**

7/6/17 + 7/13/17 + 7/20/17 + 7/27/17 + 8/3/17 + 8/10/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376734-00

Fictitious Business Name(s):

**CQ Consulting**  
 Address  
**222 Oneida Avenue, San Francisco, CA 94112**  
 Full Name of Registrant #1  
**Claudia Quinonez**  
 Address of Registrant #1  
**222 Oneida 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 **7/10/17**

Signed: **Claudia Quinonez**

This statement was filed with the County Clerk of San Francisco County on **7/10/2017**

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

Filed: **Susanna Chin**  
**Deputy County Clerk**  
**7/10/2017**

7/13/17 + 7/20/17 + 7/27/17 + 8/3/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376863-00

Fictitious Business Name(s):

**DWF Technology Services**  
 Address  
**1235 Ramsell CT C, San Francisco, CA 94129**  
 Full Name of Registrant #1  
**David W. Freeman**  
 Address of Registrant #1  
**1235 Ramsell CT, Apt C, San Francisco, CA 94129**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **7/18/2017**

Signed: **David W. Freeman**

This statement was filed with the County Clerk of San Francisco County on **7/18/2017**

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

Filed: **Giselle Romo**  
**Deputy County Clerk**  
**7/18/2017**

7/20/17 + 7/27/17 + 8/3/17 + 8/10/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376873-00

Fictitious Business Name(s):

**DYT Electrical Design Services**  
 Address  
**426 Ramsell Street, San Francisco, CA 94132**  
 Full Name of Registrant #1  
**David Yukwang Teng**  
 Address of Registrant #1  
**426 Ramsell Street, San Francisco, CA 94132**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **1/1/2016**

Signed: **David Teng**

This statement was filed with the County Clerk of San Francisco County on **7/18/2017**

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

Filed: **Sonya Yi**  
**Deputy County Clerk**  
**7/18/2017**

7/27/17 + 8/3/17 + 8/10/17 + 8/17/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0377019-00

Fictitious Business Name(s):

**Jasmine Tea House**  
 Address  
**3253 Mission Street, San Francisco, CA 94110**  
 Full Name of Registrant #1  
**Jasmine Tea House**  
 Address of Registrant #1  
**3253 Mission Street, San Francisco, CA 94110**

This business is conducted by **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **7/1/2017**

Signed: **Zhu Juan Ruan, CEO**

This statement was filed with the County Clerk of San Francisco County on **7/28/2017**.

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

Filed: **Mariedyne L. Argente**  
**Deputy County Clerk**  
**7/28/2017**

8/3/17 + 8/10/17 + 8/17/17 + 8/24/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376749-00

Fictitious Business Name(s):

**Outer Orbit**  
 Address  
**3215 Mission Street, San Francisco, CA 94110**  
 Full Name of Registrant #1  
**Skillshot LLC (CA)**  
 Address of Registrant #1  
**316 Bocana Street, San Francisco, CA 94110**

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

Signed: **Christian K. Gainsley**

This statement was filed with the County Clerk of San Francisco County on **7/11/2017**

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

Filed: **Sonya Yi**  
**Deputy County Clerk**  
**7/11/2017**

7/20/17 + 7/27/17 + 8/3/17 + 8/10/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376736-00

Fictitious Business Name(s):

**Panhandle Plumbing**  
 Address  
**4108 Moraga Street, San Francisco, CA 94122**  
 Full Name of Registrant #1  
**Christopher Bierman-Gwinn**  
 Address of Registrant #1  
**4108 Moraga Street, 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 **7/10/2017**

Signed: **Christopher Bierman-Gwinn**

This statement was filed with the County Clerk of San Francisco County on **7/10/2017**

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

Filed: **Fallon Lim**  
**Deputy County Clerk**  
**7/10/2017**

7/13/17 + 7/20/17 + 7/27/17 + 8/3/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376575-00

Fictitious Business Name(s):

**Pink Lotus Nails**  
 Address  
**1085 Fillmore Street, San Francisco, CA 94115**  
 Full Name of Registrant #1  
**Loan Dam**  
 Address of Registrant #1  
**1085 Fillmore Street, San Francisco, CA 94115**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **6/26/2017**

Signed: **Loan Dam**

This statement was filed with the County Clerk of San Francisco County on **6/26/2017**.

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

Filed: **Morgan Jaldon**  
**Deputy County Clerk**  
**6/26/2017**

7/27/17 + 8/3/17 + 8/10/17 + 8/17/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376723-00

Fictitious Business Name(s):

**Proven**  
 Address  
**739 Bryant Street, San Francisco, CA 94107**  
 Full Name of Registrant #1  
**Four Seasons Care Center, Inc. (CA)**  
 Address of Registrant #1  
**739 Bryant Street #205, San Francisco, CA 94107**

This business is conducted by **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/25/2017**

Signed: **Jeremy Bragg, CEO**

This statement was filed with the County Clerk of San Francisco County on **7/07/2017**

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

Filed: **Homyrah Alocozy**  
**Deputy County Clerk**  
**7/07/2017**

7/20/17 + 7/27/17 + 8/3/17 + 8/10/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376785-00

Fictitious Business Name(s):

1.) **The Humanity Company**  
 2.) **HMNTY**  
 Address  
**5608 Mission Street, Apt 3, San Francisco, CA 94112**  
 Full Name of Registrant #1  
**Jobelle Gacuya**  
 Address of Registrant #1  
**5608 Mission Street, Apt 3, 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 **7/12/2017**

Signed: **Jobelle Gacuya**

This statement was filed with the County Clerk of San Francisco County on **7/12/2017**

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

Filed: **Susanna Chin**  
**Deputy County Clerk**  
**7/12/2017**

7/20/17 + 7/27/17 + 8/3/17 + 8/10/17

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0376750-00

Fictitious Business Name(s):

**William Decker & Company, Inc.**  
 Address  
**1113 Connecticut Street #6, San Francisco, CA 94107**  
 Full Name of Registrant #1  
**William Decker & Company, Inc. (CA)**  
 Address of Registrant #1  
**1113 Connecticut Street #6, San Francisco, CA 94107**

This business is conducted by **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **7/10/2017**

Signed: **Rachel M. Decker, President**

This statement was filed with the County Clerk of San Francisco County on **7/11/2017**

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

Filed: **Sonya Yi**  
**Deputy County Clerk**  
**7/11/2017**

7/13/17 + 7/20/17 + 7/27/17 + 8/3/17

### ABANDONMENT OF FICTITIOUS BUSINESS NAME

#### STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

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

1.) **Mama Art Cafe / Mama Spice**  
 Located at **4754 Mission Street, San Francisco, CA 94112**

This fictitious business name was filed in the County of San Francisco on **12/14/2010** under file **0332054**

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

Full Name of Registrant #1  
**Eden 3, Inc. (CA)**  
**4754 Mission Street, San Francisco, CA 94112**

This business was conducted by a **A CORPORATION**

Signed: **Eduardo A. Ramirez**

This statement was filed with the County Clerk of San Francisco County on

Filed: **Mariedyne L. Argente**  
**Deputy County Clerk**  
**7/17/2017**

7/20/17 + 7/27/17 + 8/3/17 + 8/10/17