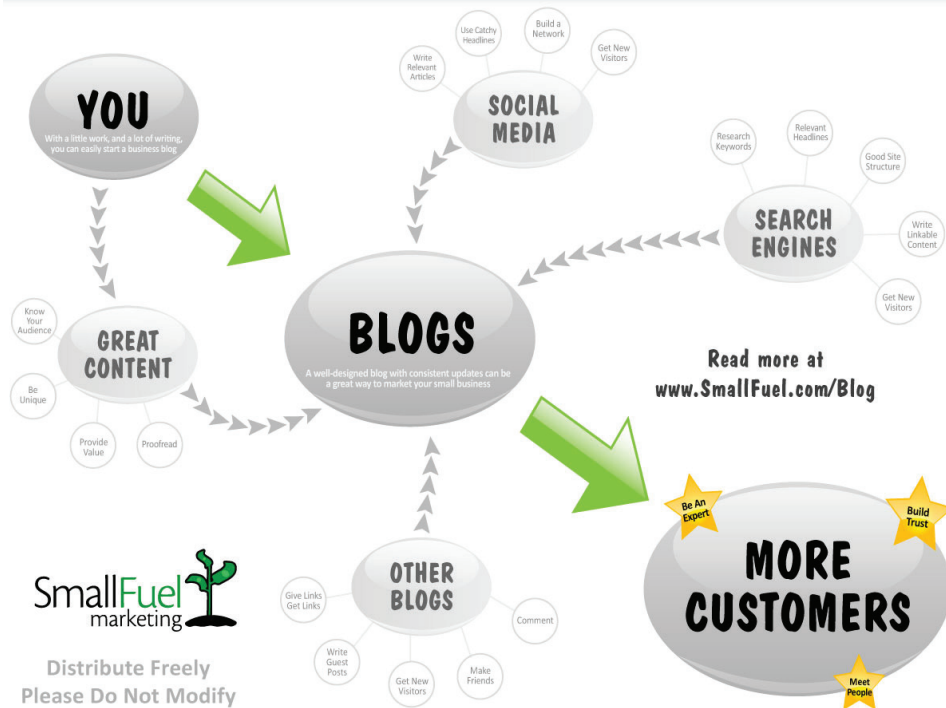


## SBE NEWS ALERT

# 8 Tips for Keeping your Business Blog Current, Relevant and Fresh

### Small Business Blogging Map



### How to Keep Your Blog Fresh and Relevant

As a business blogger you don't need to post five blogs a week; you just need consistency, relevance and a little inspiration.

Here are eight tips for keeping your small business blog current and fresh!

**1. Write Within Your Means** – You don't need to write a long blog post (over 500 words) every time. Keep your posts brief if you need to. A great way of doing this is to use "fillers" (posting links to other blogs, event pages, YouTube videos, and so on) and

Continued on page 5

## SMALL BUSINESS EXCHANGE

### SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

#### Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at [www.sbeinc.com](http://www.sbeinc.com)

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Targeted mailings sent to businesses per your criteria.

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Will fit right into your proposal, along with a list of interested firms to contact.

#### Contact Info:

703 Market Street, Suite 1000

San Francisco, CA 94103

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

#### Publisher of

Small Business Exchange  
weekly newspaper

### By Caron Beesley

How's your business blog doing? Running out of ideas? Struggling to keep it up-to-date?

You're not alone. In the busy-ness of business, keeping your blog fresh is not always at the top of your mind and not always the easiest chore to check off your list. The problem is, if you really want to make an impact you have to keep your blog updated regularly to keep visitors interested.

Here are a few other reasons to keep your blog fresh:

- Search engines love to provide their customers with relevant, helpful, and up-to-date content and blogs provide this. Blogs are also less formal than static web content and this conversational tone is akin to the way people query search engines and connect with the content they find.
- An up-to-date and informative blog is also an essential tool in your social media arsenal. If you keep your blog current you'll never run out of useful tips, insights and relevant information to share with our Facebook and Twitter fans. It's also a great way to get your audience to engage with your business and each other (via comments), and of course, a great way to drive traffic that you wouldn't normally get to your website.

# BIDDING OPPORTUNITIES

**\*\*This is a Prevailing Wage Project\*\***  
**\*\*\*THIS PROJECT HAS A MANDATORY 15% SBE GOAL \*\*\***

**PROJECT: West Aircraft Maintenance Area Project (WAMA)**

**LOCATION: Los Angeles Airport (LAX)**

**IFB NO.: 19561**

**BID DATE: May 6, 2014 • BID TIME: 2:00 P.M.**

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

We are seeking quotes for the following, but not limited to, work items: Traffic Control, Temp Erosion Control, Asphalt Paving, Fencing/Guardrail, Airfield Lighting/Electrical, Blast Deflector, Concrete Bollards, Mill AC Pavement, Aggregates, Pavement Markings/Striping, Curb & Gutter, Chain Link Fencing, Metal Beam Guardrail, RCP (Class V) Storm Drain, Catch Basin, Manhole, Sewer Pipe, Underground/Water Lines, Oil/Water Separator, Sump Pump Station, HVAC, Signs, Trucking/Hauling, Security Guard, Barricades, Sweeping, Reinforcing Steel, Trench Drain, Dowels/Dowel Baskets.

## Griffith/Coffman a Joint Venture

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

Phone 858-536-3100 • Fax 858-586-0164

Email: [estimating@coffmanspecialties.com](mailto:estimating@coffmanspecialties.com)

GCJV is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit. Waiver of Subrogation will be required. Plans are available through the City department's plan room, or on the Los Angeles Business Assistance Virtual Network (LABAVN) website at <http://www.labavn.org/bid.cfm?19561>. We are an EOE & seriously intend to negotiate with qualified firms. Non-SBE Subs/Suppliers: Indicate 2nd tier SBE participation offered on your quotation as it will be evaluated with your price.

## REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Hwy 101 Reconstruct Overcrossing, Retaining Walls,  
Ground Improvement - Burlingame  
Caltrans #04-235844**

**BID DATE: May 13, 2014 @ 2:00 PM**

**O. C. Jones & Sons, Inc. is soliciting quotes (including but not limited to):**

Trucking, Lead Compliance Plan, Construction Area Signs, Portable Changeable Message Sign, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Temporary Erosion Control, Sweeping, Dewatering and Non Storm Water Discharge System, Water Quality Sampling and Analysis, Temporary Fence, ADL Burial Location Report, Treated Wood Waste, Adjust Utilities, Cold Plane AC, Cap Inlet, Bridge Removal, Clearing & Grubbing, Develop Water Supply, Roadway Excavation (Type Z-3 ADL) (Type Y-1 ADL), (Type Y-2 ADL), Previous Backfill Material, Imported Borrow, Lightweight Embankment Material (Cellular Concrete), Subgrade Enhancement Geotextile Class B-2, Soil-Cement Ground Improvements, Weed Germination, Soil Amendment, Planting & Irrigation, Imported Topsoil, Hydroseed, Compost, Lime Stabilized Soil, Lean Concrete Base, Slurry Seal, Data Core, Tack Coat, Biofiltration Soil, Jointed Plain Concrete, Mechanically Stabilized Embankment, Temporary Shoring, Minor Concrete, Sign Structure, Roadside Signs, Prepare & Paint Concrete, Rock Slope Protection, Automatic Drainage Gate, Fencing, Delineator, Object Marker, Midwest Guardrail System, Wildlife Passage Way, Tubular Handrailing, Crash Cushion Type SCI-100GM, Striping & Marking, Electrical – Signals & Lighting, Stone Veneer, Ornamental Railing, CA-ST-10 Bridge Rail, Metal Lettering, Metal Bands, Precast Concrete Letters, Prepaving Grinding, Inertial Profiler, Grated Line Drain, and Construction Materials

**Contact: Jean Sicard @ O.C. Jones 510-526-3424 Fax 510-526-0990**

**Disney Construction, Inc. is soliciting quotes for (including but not limited to):**

Asbestos Compliance Plan, Noise Monitoring, CIDH Concrete Piling, Prestressing Precast Girder, Precast Prestressed Concrete Girder, Joint Seal, Corbel Cap, Rebar, Bar Reinforcing Steel, Pipe Jacking, Misc. Iron and Steel, Concrete Barrier, Furnish Pile, Drive Pile, Cast-In-Steel Shell Concrete Pile

**Contact: Rick Disney @ Disney Construction 650-259-9545 Fax 650-259-9651**

## O. C. Jones & Sons and Disney Construction, A Joint Venture

1520 Fourth Street • Berkeley, CA 94710

An Equal Opportunity Employer

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

**DeSilva Gates-Flatiron West, a Joint Venture of DeSilva Gates Construction, L.P. and Flatiron West, Inc., is soliciting for DBEs for the following project:**

**CONSTRUCTION ON STATE HIGHWAY IN  
SAN MATEO COUNTY IN BURLINGAME FROM 0.3 MILE  
NORTH OF ANZA BOULEVARD  
TO 0.9 MILE SOUTH OF MILLBRAE AVENUE OVERCROSSING  
- ROUTE 101,**

**Contract No. 04-235844**

**Federal Aid Project ACNHP-Q101(237)E**

**Owner: STATE OF CALIFORNIA -  
DEPARTMENT OF TRANSPORTATION  
1727 30th Street, Bidder's Exchange, MS 26,  
Sacramento, CA 95816**

**BID DATE: May 13, 2014 @ 2:00 P.M.**

We hereby encourage responsible participation of local Disadvantaged Business Enterprises, and solicit their sub-contractor or material quotation for the following types of work including but not limited to:

**DESILVA GATES CONSTRUCTION –  
Estimator: Victor Le – Phone No. 925-829-9220  
Fax No: 925-803-4263:**

ADL BURIAL LOCATION REPORT, AERIALY DEPOSITED LEAD (TYPE Z-3), CLEARING AND GRUBBING/DEMOLITION, COLD PLANE, CONCRETE BARRIER, EMULSION SUPPLIER, JOINT PLAIN CONCRETE PAVEMENT, LEAD COMPLIANCE PLAN, LEAD CONCRETE BASE, LIME STABILIZATION, MINOR CONCRETE, MINOR CONCRETE STRUCTURE, MISC. IRON AND STEEL, PREPAVING GRINDING, SLURRY SEAL, STRIPING, UNDERGROUND, VEGETATION CONTROL, TRUCKING, WATER TRUCKS, STREET SWEEPING, CLASS 2 AGGREGATE BASE MATERIAL, CLASS 4 AGGREGATE BASE MATERIAL, HOT MIX ASPHALT (TYPE A) MATERIAL, HOT MIX ASPHALT (OPEN GRADED) MATERIAL, RUBBERIZED HMA (GAP GRADE) MATERIAL.

**FLATIRON WEST –**

**Estimator: Jeff Wells – Phone No. 707-742-6018  
Fax No: 707-746-1603:**

CONSTRUCTION AREA SIGNS/ROADWAY SIGNS, BRIDGE DEMO, EROSION CONTROL, LANDSCAPING/IRRIGATION, CIDH, JOINT SEAL ASSEMBLY, PRESTRESSING, REBAR, OVERHEAD SIGNS, PAINTING/CONCRETE STAIN, FENCING, METAL RAILING, MBGR, BRIDGE CONCRETE BARRIER, ELECTRICAL, CELLULAR CONCRETE, FURNISH/ERECT PRECAST GIRDERS, DSM WALLS SOIL CEMENT, STRUCTURE BACKFILL PERMEABLE MATERIAL, READY MIX, CONCRETE PUMPING, CONCRETE PILING, 24" STEEL PIPE PILE, WELDED STEEL PIPE, MISC. METALS, SWPPP PLAN (ENVIRONMENTAL COMPLIANCE), SWPPP MATERIALS, GEOTEXTILE MATERIALS, BRIDGE BEARINGS, FORMLINER, STREET SWEEPING, NOISE MONITORING.

100% Performance and Payment Bonds may be required for full amounts of the subcontract price. Surety company will have to be approved by DeSilva Gates-Flatiron West, a Joint Venture. DeSilva Gates-Flatiron West, a Joint Venture will pay bond premium up to 2%. Sub-contractors must possess current insurance and worker's compensation coverage meeting DeSilva Gates-Flatiron West's requirements. Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies. Plans and specifications are available for review at our Dublin office.

## DeSilva Gates-Flatiron West, a Joint Venture

11555 Dublin Boulevard

P.O. Box 2909

Dublin, CA 94568-2909

(925) 829-9220 / FAX (925) 803-4263

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

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# BIDDING OPPORTUNITIES

Bid Requests from Certified SBE Subcontractors and Suppliers for ALL TRADES except for Earth Shoring

**HUNTER'S POINT SHIPYARD PHASE I, BLOCK 56&57**

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

**Hunter's Point Shipyards Phase I, Block 56&57**  
 Coleman Street at Innes Court  
 San Francisco, CA 94124  
**Bid Date: 5/15/14 @ 2 PM**

Voluntary Pre-bid Meeting on 4/30/14 at 11 AM at Construction Assistant Program Trailer Located at 690 Hudson Ave., Trailer "B", San Francisco, CA 94124.

**CAHILL CONTRACTORS, INC.**

Contact: Julie Park  
 estimating@cahill-sf.com, (415) 986-0600

Bid Requests from Certified SBE Subcontractors and Suppliers for Structural and Miscellaneous Metals (including design-build and design -assist scope), Fire Protection (design build), Solar Thermal Water Heating System (design build)

**HUNTERS VIEW PHASE 2 - BLOCKS 7 & 11 EARLY BID**

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

**Hunters View Phase 2 - Block 7 & 11**  
 Middle Point Road  
 (Intersection - West Point Road)  
 San Francisco, CA 94124  
**Bid Date: 5/8/14 @ 2 PM**

Voluntary Pre-bid Meeting on 4/23/14 at 10 AM at Jobsite Trailer located at Middle Point Rd. & West Point Rd. in San Francisco, CA 94124.

**CAHILL CONTRACTORS, INC.**

Contact: Julie Park  
 estimating@cahill-sf.com, (415) 986-0600

Sub Bids Requested From Qualified DBE, UDBE Subcontractors & Suppliers for

**County of Yuba**  
**SR 70/Feather River Blvd. Interchange**  
 Location: Olivehurst, CA  
 Project No. 2014-8002  
**Bid Date: May 6, 2014 @ 10:00 AM**

McGuire and Hester is seeking qualified subcontractors in the following trades: Survey; Construction Area Signs; Highway Signs; Erosion Control; Trucking; Landscape & Irrigation; Steel Piling; Prestressed Concrete; Rebar; CIDH; Anti-Graffiti Coating; Concrete; Flatwork; Fencing; Concrete Barrier; and Electrical.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

**McGuire and Hester**

9009 Railroad Avenue • Oakland, CA 94603  
 Phone: (510) 632-7676 • Fax: (510) 562-5209  
 Contact: Dave Koerber  
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**\*\* REVISED OPPORTUNITY \*\***

**Kiewit Infrastructure West Co.**

Request for Subcontractor/Supplier Quotes from Disadvantaged Business Enterprises (DBE), Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), and all Other Business Enterprises (OBEs), Subcontractors, Professional Services, Material Suppliers, and Equipment Suppliers:

**Project Owner: Department of Water and Power of the City of Los Angeles**  
**Project Name: River Supply Conduit Improvement Upper Reach - Units 5 & 6 Project**  
**Project Proposal Due: Tuesday, April 29, 2014 @ 2:00PM PDT**  
**Subcontractor/Supplier Quotes Due: Tuesday, April 29, 2014 @ 2:00PM PDT**

On behalf of the bidding entity (may include a JV), Kiewit Infrastructure West Co., a subsidiary of Kiewit Corporation (Kiewit), is bidding as a prime contractor for the construction of the project listed above and is seeking sub-quotes from DBEs, MBEs, WBEs, and all OBEs.

Kiewit is requesting quotes from interested subcontractors, professional services, material suppliers, and equipment suppliers. All responsive subcontractors must possess a valid California Contractor's license and provide acceptable insurance. Responsible subcontractors will be expected to provide bonding for 100% of their contract value. The subcontractors, professional services, material suppliers, and equipment suppliers must be able to accept all terms and conditions of the project under the subcontract.

Kiewit will conduct itself in good faith with all DBEs, MBEs, WBEs, and OBEs regarding participation on the project; utilizing the MBDA, U.S. SBA, California Supplier Clearinghouse, and/or CalTrans online resources.

We are accepting quotes for the following services/supplies: Acoustical Engineer, Geotechnical Engineer, Quality Control, Noise/Vibration Monitoring, Certified Arborist, Dumpster/Trash Service, Site Security, Hydro Test, Traffic Control / MOT, Aggregate, Cement and Concrete, Utility Material, Trucking & Hauling, Shoring and Underpinning, Excavation Support and Protection, Soil Treatment, Permeation Grouting, Storm Water Pollution Prevention Plan (SWPPP), H Piles Supply, Bored Pile, Instrumentation and Monitoring, Cathodic Protection, Manhole Covers & Frames, Asphalt Paving, Curb and Gutter, Irrigation System, Fencing, Planting, Landscaping Contractors, Concrete Reinforcing Installation, Concrete Reinforcing Supply, Cast-in-Place Concrete, Concrete Pumping, Precast Concrete Specialties, Welding Services, Steel Pipe, Hydraulic Valve, Basic Measurement and Control Instrumentation, Basic Electrical Materials and Methods, Grounding and Bonding, Electrical Identification, Conductors and Cable, Raceway and Boxes, Wiring Device, Lighting, Tunneling, Boring and Jacking, Microtunneling, Boring or Jacking Conduit, Steel Casing, Low Density Concrete, Grout, Pipes and Tubes, Valves, Piping Specialties, Mechanical Pipe & Fittings, Temporary Barriers & Enclosures, Sound Wall (design and install), Saw Cutting.

**ADDITIONAL OPPORTUNITIES: Pumps, Surveying, CCTV, Striping, Heavy Lifting, Pipe Disinfection, Traffic Signaling, Rail**

Quotes are to be submitted to:



**Kiewit Infrastructure West Co.**

10704 Shoemaker Ave., Santa Fe Springs, CA 90670  
 Tel: (562) 946-1816, Fax: (562) 309-8201  
 Contact Niels Kofoed, Niels.Kofoed@kiewit.com, (503) 849-8459, or  
 Brandon Morlet, Brandon.Morlet@kiewit.com (562) 946-1816 for questions.

To obtain more information about this bid or for assistance with the requirements of the proposal, project scheduling, insurance, bonding, lines of credit, equipment, supplies, and/or technical assistance, please contact Kiewit directly. Electronic versions of all project documents including plans and specifications can be found on the SmartBidNet database available through Kiewit. The project documents are also available for viewing at our office 10704 Shoemaker Ave, Santa Fe Springs, CA 90670) 7am - 5pm M - F. For more information pertaining to Smart Bid Net or to visit the office to view project documents, please contact Ann Klunder, Ann.Klunder@kiewit.com, (562) 946-1816.

**Equal Opportunity Employer • Contractor #876881**

**Looking for Subcontractors, Vendors, and Suppliers?**

**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.**



Call 1-800-800-8534  
 or visit us at [www.sbeinc.com](http://www.sbeinc.com)



# Public Legal Notices

## RUDOLPH AND SLETTEN CONSTRUCTION

### ADVERTISEMENT FOR PREQUALIFICATION AND ADVERTISEMENT FOR BIDS LUMP SUM SUBCONTRACTORS UCSF HSIR PROGRAM

#### PROJECT NOTICE

Rudolph and Sletten Construction (R&S) is requesting bids and intends to award lump sum subcontracts for Architectural Millwork, Interior Glass & Glazing, ACT Ceilings, Resilient Flooring & Carpet, Painting, Miscellaneous Specialties, Interior Signage, Window Coverings, Environmental Rooms, and Air & Water Balance for the following project:

#### UCSF HEALTH SCIENCES INSTRUCTION AND RESEARCH (HSIR) PROGRAM

##### HEALTH SCIENCES EAST (HSE) FLOORS 7 AND 8

##### HEALTH SCIENCES WEST (HSW) FLOORS 7 AND 8

Project No.: M2628, M2629, M2630, M2631,  
M2632, M2637

R&S Project No.: 10201500

UNIVERSITY OF CALIFORNIA,  
SAN FRANCISCO

#### PREQUALIFICATION OF PROSPECTIVE BIDDERS

The University and R&S have determined that the trade packages listed herein must be prequalified to participate in the bidding process. Prequalified contractors must have the following California State Contractor's License Board Classifications:

BP 3D - Architectural Millwork	C-6
BP 3E - Interior Glass & Glazing	C-17
BP 3F - ACT Ceilings	D-50
BP 3G - Resilient Flooring & Carpet	C-15
BP 3I - Painting	C-33
BP 3J - Interior Signage	C-45 or D-42
BP 3K - Miscellaneous Specialties	D-64
BP 3L - Window Coverings	D-52
BP 3N - Environmental Rooms	C-38
BP 3O - Air & Water Balance	D-62

#### GENERAL DESCRIPTION OF WORK

HSIR Program for HSE and HSW involves 45,000 sqft of new laboratory and office spaces at the UCSF Parnassus campus. The project site is located at 505 Parnassus Ave, San Francisco, California.

The estimated values for the following bid packages are:

BP 3D - Architectural Millwork	\$160,000
BP 3E - Interior Glass & Glazing	\$350,000
BP 3F - ACT Ceilings	\$480,000
BP 3G - Resilient Flooring & Carpet	\$520,000
BP 3I - Painting	\$135,000
BP 3J - Interior Signage	\$22,000
BP 3K - Miscellaneous Specialties	\$25,000
BP 3L - Window Coverings	\$36,000
BP 3N - Environmental Rooms	\$250,000
BP 3O - Air & Water Balancing	\$180,000

The lowest responsible bidder will be selected on the basis of Lowest Lump Sum bid to Rudolph and Sletten and the University.

#### PREQUALIFICATION SCHEDULE

Prequalification Documents will be available beginning **April 23, 2014 at 10:00 AM** by requesting via e-mail to Marissa Lidyoff at marissa\_lidyoff@rsconst.com with the following information:

Company name, address, phone no, fax no, and email address

Please reference Project 'HSIR Program' in the subject line.

Any questions or requests for clarifications or interpretation of the Prequalification Documents must be submitted in writing to Marissa Lidyoff, Prequalification Manager by **April 29, 2014 at 5 PM**. Questions received after the above-noted deadline may be answered at the discretion of Rudolph and Sletten, Inc. and the University.

Prequalification Questionnaires will be submitted and processed electronically through the University's web based procurement platform and must be submitted on or before **May 5th at 5:00 PM**.

Any person or entity not satisfied with the outcome of the prequalification must file a writ challenging the outcome within 3 calendar days from the date of the R&S or University's written notice regarding

prequalification determination. Any assertion that the outcome of the prequalification process was improper will not be a ground for a bid protest. However, R&S and the University reserve the right to accept late submissions and to request, receive, and evaluate supplemental information after the above time and date at its sole determination.

Bids will only be accepted from prequalified contractors. Bids will be due on or before **June 24, 2014 at 2:00 PM**. Bids will be opened at 2:05 PM at UCSF Capital Programs Office, 654 Minnesota Street, 2nd Floor, San Francisco, CA 94107. Bids will be awarded based on the lowest responsible bid. Bidder may revise and resubmit any bid submitted prior to the bid due date and time up until the bid due date and time cutoff.

This project will be insured under a University Controlled Insurance Program ("UCIP") providing workers' compensation and employer's liability insurance coverage, commercial general liability insurance coverage, and excess liability insurance coverage for Work performed on or at the Project site ("UCIP Coverages"). All insurance policies required to be obtained by and lump sum Subcontractor shall be subject to approval by R&S and University for form and substance. All such policies shall be issued by a company rated by Best as A- or better with a financial classification of VIII or better, or have equivalent rating by Standard and Poor's or Moody's.

The University and R&S reserves the right to reject any or all responses to Prequalification Questionnaires and to waive non-material irregularities in any response received.

All information submitted for prequalification evaluation will be considered official information acquired in confidence and the University will maintain its confidentiality to the extent permitted by law.

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

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

THE REGENTS OF THE UNIVERSITY  
OF CALIFORNIA

University of California, San Francisco  
April 2014

## UNIVERSITY OF CALIFORNIA SANTA CRUZ

### ADVERTISEMENT FOR BIDS

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

COLLEGE EIGHT - SERVERY ALTERATION  
Project Number: 5300-034

**Description of Work:** Provides 1500 Sq. Ft. of renovated buffet serving line equipment and overhead trellis and lights. Removal/Demo of the existing salad station to be replaced with movable serving equipment.

**Bid Deadline:** Sealed bids must be received on or before **Thursday, May 15, 2014 at 3:30 PM**.

Bids will be received only at:

Physical Planning and Construction,  
UNIVERSITY OF CALIFORNIA, Santa Cruz

1156 High Street, Barn G, Contracts Trailer  
Santa Cruz, CA 95064  
831-459-2366 / 831-459-5540

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on **Monday, April 28, 2014** beginning promptly at **2:00 PM**.

**PLEASE VISIT OUR WEBSITE AT:  
<http://ppc.ucsc.edu> FOR THE TEXT OF THE  
FULL ADVERTISEMENT AND INFORMATION  
ON HOW TO OBTAIN BID DOCUMENTS.**

# Public Legal Notices

## UNIVERSITY OF CALIFORNIA SAN FRANCISCO

### ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, San Francisco, sealed bids for a lump sum contract are invited for the following Work:

#### GENENTECH HALL LIGHTING PANEL UPGRADE

Project No.: M3650/ Contract No.: SL0270  
UNIVERSITY OF CALIFORNIA,  
SAN FRANCISCO

#### DESCRIPTION OF WORK:

Replace selected existing obsolete Cuttler Hammer lighting panel system on all floors with current UCSF campus standard lighting panel system. Work includes but not limited to:

- 1) Provide new relay type lighting control panels.
- 2) Provide control and communication wiring for new lighting control panels.
- 3) Remove selected existing ranch circuit panelboards.
- 4) Replace selected electrically operated lighting control branch circuit breakers with standard manually operated circuit breakers.
- 5) Provide modifications to existing branch circuit wiring.

6) Remove selected existing lighting control equipment and related wiring and coordinate with

University regarding control interface and systems integration with existing building management system and new lighting control system.

**BIDDER QUALIFICATIONS:** To be eligible for consideration of award, bidders must have the minimum experience set forth in the Supplementary Instructions To Bidders. Bidders must submit qualification documents as via the online Supplier Registration and Sourcing (SRS) system with the Bid Form.

#### PROCEDURES:

Bidding Documents will be available beginning **April 21, 2014 at 10AM** by requesting via e-mail to [RFx@ucsf.edu](mailto:RFx@ucsf.edu) with the following information: Company name, address, phone and fax nos. **Please reference Project No. M3650 in the subject line.** You will be sent an email with a link to register with the UC Supplier Registration and Sourcing (SRS) system in order to obtain the bidding document.

Bidders must attend a **mandatory** pre-bid conference at **10:00 AM, April 28, 2014**. For details, see <http://www.cpfm.ucsf.edu/contracts/index.htm>

(Use the same website above to view complete Advertisement for Bids - Project Bidding Information).

Sealed bids must be received on or before **3:00 PM, May 6, 2014** using the UC SRS system accessible through <https://suppliers.sciquest.com/UCOP/>.

Bids will be opened at **3:05 PM** at Minnesota St. Finance Service

Center, University of California, Can Francisco, 654 Minnesota Street, 2nd Floor, San Francisco, CA 94107. Phone: (415) 476-5343.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

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:

**LICENSE CLASSIFICATION:**  
**Electrical Contractors**

**LICENSE CODE: C10**

**ESTIMATED CONSTRUCTION COST: \$95,000 to \$125,000**

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

University of California, San Francisco  
April, 2014

# Business Blog

## Continued from page 1

frame them with an intro. Don't do it all the time but it's certainly a way to keep content fresh without spending too much time researching and writing.

**2. Listen to and Get Blog Ideas from your Customers**—Your customers, and potential customers, are your target audience and a great source for blog topic ideas. Listen to them. What are their challenges? How can your skills and expertise help them with their pain points? You don't need to delve into how your product helps them; do that and you run the risk of sounding like a sales pitch. Instead, focus on your area of expertise and write about what is relevant to your customers.

For example, if you run a law business and get hundreds of questions about "How do I write a will?" or a fashion boutique owner who regularly finds yourself offering your customer's style tips. Use your blog articles to share your expertise and answer the questions you get every day. In this case the law business could write about "5 Things You Need to Know about Writing your First Will" and the boutique owner might wish to share "6 Tips for Pairing Old and New in your Closet".

So lend an ear to your customers wherever they are -- on Facebook, on Twitter, in your store, in their homes, wherever you come into contact with them.

**3. Look to What Others are Writing About**—Inspiration can come from a variety of sources, and don't feel that you have to reinvent the wheel with your blogs. Take the time to follow and read other blogs that relate to your field. What's going on in the news? Is there a new industry development that's worth writing about? Oftentimes you can spin a different angle on a topic that's already been written about, or even reference that blog and weigh in with your comments (but never copy the article).

**4. Showcase People**—Why not feature willing customers? What they do, why they use you, real simple stuff. What about your team? Do you have any quirky characters or rock star employees that your customers love—showcase them so that your readers can get to know the people behind the business!

**5. Invite Guest Bloggers**—Take the burden off yourself every now and again while also opening the door to a new voice. Guest bloggers often cover ground that you can't or provide a useful insight into another aspect of your industry. Guest bloggers might include a business partner, a vendor, or an industry expert. Be sure to give them plenty of advance notice to write the blog, and be prepared to discuss the angle you want their topic to take. You also want to subtly ensure that your quality is not impacted. Don't be afraid to edit the guest post, just be sure to share the edits with the blogger as a courtesy—most guest bloggers welcome a second pair of eyes to review and polish up their work.

**6. Turn on Comments**—Simply put, comments are another way for readers to interact with you and each other. Don't disable them, and be sure to monitor them for SPAM, etc.

**7. Develop an Editorial Calendar**—This is an absolute must and can really make the process of writing much easier because you do all the planning in advance. Use a simple spreadsheet to schedule your blogs—quarterly plans are good, but a monthly plan can also work. Remember, you don't need to post any more than one or two blogs per week but having an editorial calendar can help you formulate your ideas in advance. Your calendar should identify your topic, describe the angle you are going to take, and assign an author and a due date. Be sure to check for any industry or market updates that might impact the angle your blog takes. Then, when you're ready to write the blog you can hit the ground running.

**8. Keep it Focused on Business**—The number one golden rule of business blogging: never veer into personal musings on how fast your kids are growing up or what the dog got up to at the park. Yes, you can add your personal wit and humor to the tone of your blog, but do keep it focused on your business interests and not your personal life.

*UPDATE: If you're running out of ideas about what to write about, check out this post from SBA guest blogger, Anita Campbell of SmallBizTrends.com: Never Run out of Blog Ideas - Here are 36.*

Source: U.S. SBA