

# SBE TODAY

Volume 28, Edition 791

DIVERSITY IN ACTION - SBE is a certified DBE publication

AUGUST 6, 2012

**SMALL BUSINESS EXCHANGE**

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## Shoestring MARKETING

by Alf Nucifora

## Rake in the Deal With Balance of Art & Science

Whether one-on-one or in a group selling environment, a successful presentation is a balanced combination of art and science. The art of the presentation addresses the chemistry, nuance, intangibility and often unspoken elements of the pitch. The science resides in following the rules which if applied correctly prevent mistakes and increase the odds of success. In twenty-five years of selling the intangibility of thoughts, ideas and concepts as an operative in the ad agency and marketing consulting fields, I give you a baker's dozen tips which will move you from the losing to the winning column in your next new business solicitation venture.

### Tell Them About Them:

The subject may be you, your company or your product, but the object is always the prospect. The prospects only concern? "What's in it for me." As you plan the presentation always ask the question, "So what?" For every statement that you make to the prospect a benefit must be overtly communicated or strongly implied. If it's not, it's most likely nothing more than a self-serving comment aimed more at inflating you or your company's reputation rather than generating and delivering a prized benefit to the prospect

### It's Context, Stupid!:

Remember that context is always more important than content; relevance more important than facts. It goes back to the "So What?" rule. How do these facts, how does this data, how will that information bring relevance and value to the prospect?

### It's All Emotion:

Most of what is communicated in the pitch is emotion...confidence, enthusiasm, excitement, fear, hesitation, lack of guts, sensitivity, etc. Prospects have remarkable antennae. They sense our strengths and

weaknesses, our self-confidence and vulnerability through some radar-like process that hones in on the aura that we emit during the presentation and the sale.

### Remember the 3 C's:

We are always selling chemistry (does the prospect like me?); confidence (do they trust me...that I will deliver as promised...that my advice is sound...that I know enough about their need or opportunity to provide a well-reasoned and likely-successful solution?); and conviction (will they go out of their way for me...work through the night to get that special report completed in time...get that material produced for an important trade show on a ridiculously compressed time schedule?)

### Stress the Human Side:

Let them know that we're human, that we laugh, we scratch...just like they do. Reduce the tension. We should feel "right" to the prospect. They should feel that working with us will result in good karma not constant dissonance and discord. It's that chemistry thing again.

### They're Already a Client:

Deal with the prospect as if he or she is already a client. That should be the tone of the presentation. But remember, there is always a fine line between confidence and arrogance. Don't trip up.

### Have an Escape Route:

Always leave a way out when presenting new or rough ideas, particularly if the presentation has been built on limited information and research. Never sail into uncharted waters even if the prospect wants to take you there. If you don't know, say "I don't know, but I'll find out and get back to you post haste."

### Q&A Time:

Remember to always save time for Q&A. It gets the dialog going, the blood flowing, positions you as equals discussing a point rather than the lecturer and the lectured to. It's also an ideal opportunity to fill in the information voids that didn't get covered during the presentation itself.

### Ask For the Order:

Say the words, "May I have your business please?" Don't hedge or imply. Be forthright. Let them know that you want the business, that it means a lot to you. It's that conviction thing again.

Continued on page 5

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# REQUESTS FOR BIDS & SUB-BIDS

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

**Rt. 5 – San Antonio Drive**

**Contract # 07-215944**

**Los Angeles County**

**Bids: August 9, 2012 at 2:00pm**

This is a highway project with the typical items of work associated, but not limited to: Aggregate, Rip Rap Material, Bridge Deck Overlay, CIDH Pile, Clear and Grubbing, Concrete Barrier, Concrete Crack Sealing, Construction Area Signs, Consult - Enviro Compliance, Core and Saw, Demo Bridge, Demo Minor, Earthwork and Base, Imported Borrow, Electrical H'Way, Fence & MBGR, Minor Flat Concrete, Joint Seals, K-Rail, Landscape, Erosion Control, Metal Bridge Rail, Minor Concrete Structure, Pavement Grinding, Paving PCC, Plane A C, Paving ASPH Concrete, A C Dike and Misc, Pile Drive, Pipe - Coor Steel, Precast Concrete Pipe, Prestress Concrete, Ready Mix Concrete, Rebar, Rock Slope Protect, Sign Structures, Signs Roadside, Stripe and Mark, Structure Excavate Bridge, Structure Excavate Site, Traffic Control, Trucking, FCC/C.C. Myers, Inc. JV is willing to break down items of work into economically feasible units to encourage DVBE/SBE participation. If you are interested in any of this work, please provide us with a scope letter or contact us immediately. Plans and Specifications are available from Caltrans at: [www.dot.ca.gov/hq/esc/oe](http://www.dot.ca.gov/hq/esc/oe).

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

## FCC/C. C. MYERS, INC. JV

3286 Fitzgerald Rd. • Rancho Cordova, CA 95742  
(916) 635-9370 • FAX (916) 635-1527

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

Contact FCC/C. C. Myers, Inc. JV for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications.

AN EQUAL OPPORTUNITY EMPLOYER.

Looking for  
**Sub Contractors,  
Vendors, and  
Suppliers?**

Advertise your SUB-BID REQUESTS  
in the Small Business Exchange

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

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

**Rt. 880 – Marina Blvd.**

**Contract # 04-3A9214**

**Alameda County**

**Bids: August 22, 2012 at 2:00pm**

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

C.C. Myers, Inc./Bay Cities JV. is willing to break down items of work into economically feasible units to encourage DVBE participation. If you are interested in any of this work, please provide us with a scope letter or contact us immediately. Plans and Specifications are available from Caltrans at: [www.dot.ca.gov/hq/esc/oe](http://www.dot.ca.gov/hq/esc/oe).

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

## C. C. Myers, Inc. / Bay Cities Paving a Joint Venture

3286 Fitzgerald Rd. 5029 Forni Dr  
Rancho Cordova, CA 95742 Concord, CA 94520  
(916) 635-9370 925-687-6666  
FAX (916) 635-1527 Fax 925-687-2122

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

Contact C. C. Myers, Inc./Bay Cities JV for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications.

AN EQUAL OPPORTUNITY EMPLOYER.

American R/D in Anniston, AL  
is seeking a WBE/MBE  
Freight Service provider to transport Iron  
Gate Valves from home warehouse to  
California destinations.

If you are a certified WBE/MBE Freight  
Service provider and interested in this  
business please call 256.676.3306.

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

**San Diego County Decks/Slabs**

**Contract #11-238604**

**California Department of Transportation**

**Bids: August 23, 2012 at 2:00 p.m.**

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

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DBE participation. If you are interested in any of this work, please provide us with a scope letter or contact us immediately. Plans and Specifications are available from the Caltrans website at [www.dot.ca.gov/hq/esc/oe](http://www.dot.ca.gov/hq/esc/oe).

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



## C.C. Myers, Inc.

3286 Fitzgerald Rd. • Rancho Cordova, CA 95742  
(916) 635-9370 • FAX (916) 635-1527

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

Contact C. C. Myers, Inc. for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications.

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# REQUESTS FOR BIDS & SUB-BIDS

Request for UDBE Quotes

**\*\*This Project Has A 7.17% UDBE Goal\*\***

**I-10 Cherry AvelInterchange IMP Project  
in City of Fontana  
SANBAG C12224**

**Bid Date: Tuesday, Aug. 14, 2012 @ 2:00 PM  
Please respond by 5:00 p.m., Aug. 13, 2012**

We are seeking sub-bids from UDBE sub-contractors/subconsultants, and material and/or equipment suppliers in the areas of work included in, but not limited to: SWPPP, Erosion Control, Sweeping, Construction Area Signs, Traffic Control, MBGR/Fence, Barrier, Road Side Signs, Removals/Demo, Clear & Grub, Lead Compliance Plan, Highway Planting, Rock Blanket, Irrigation, HMA, AC Dike, Aggregates, Saw & Seal Joints, Grind Concrete, Piling, CIDH, Prestressing, Minor Concrete, Anti-Graffiti Coating, Drill & Bond Dowel, Precast Girders, Sound Wall Masonry, Joint Seals, Bar Reinforcing Steel, RCP, Underground/Sewer, Rip Rap, Misc Iron & Steel, Misc Metals, Chain Link Railing, Striping & Marking, Electrical, Trucking.

## Coffman Specialties, Inc.

9685 Via Excelencia, Ste 200 • San Diego, CA 92126  
Phone: 858-536-3100 • FAX 858-536-3131

Contact: **Maria Corrao**

Email: maria@coffmanspecialties.com

Coffman Specialties, Inc. is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit. Waiver of Subrogation will be required. Plans are available through SANBAG and our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms. Non-UDBE Subs/Suppliers: Indicate 2nd tier UDBE participation offered on your quotation as it will be evaluated with your price.

E-mail inquiries/quotes to:  
maria@coffmanspecialties.com  
Please fax Quotes to (858) 586-0164

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to download the latest SBE  
Newspaper and Newsletter



Unisys Corporation  
is seeking qualified Minority, Woman and  
Other Businesses to participate in  
**Los Angeles World Airports (LAWA)  
Access Control and Alarm Monitoring Systems  
(ACAMS)  
Maintenance and Repair Services RFP  
Bid Date : 08/24/2012**

We are seeking MBE/WBE/OBE subcontractors to supply IT services for the following task areas : **Programmer, Low Voltage Technician, Security Systems Services (except Locksmiths).**

Programmer qualifications include past support of Badging and Credentialing systems, Picture Perfect Technician Certification required, Badge printer support to include Fargo and Zebra brands.

Technician qualifications include preventative maintenance and support of all access control subsystems including badge printers, installation and support of low voltage access control devices (GE 430/435 and HID RD40/RK40 badge readers) and associated infrastructure devices for ACAMS. Picture Perfect Technician Certification is required.

## Unisys Corporation

11720 Plaza America Drive • Reston, VA 20190

Contact: **Philip Brooks**

Email: Philip.Brooks@Unisys.com

For Information on the availability of the plans and specifications and the policy concerning assistance to subcontractors in obtaining both lines of credit, and/or insurance, please contact our office.

**REQUESTING SUB-BIDS FROM  
QUALIFIED MBE/WBE/OBE  
SUBCONTRACTORS/VENDORS FOR:  
ASPHALT CONCRETE AND CONCRETE PAVEMENT  
TRENCH RESURFACING – SPEC #411  
LOS ANGELES DEPARTMENT OF WATER AND POWER  
Electronic Bid Date:  
Monday, Aug. 27, 2012 at 2:00 p.m.  
Sub-Bids Requested by Tuesday, 8/21/12  
to allow time for review and negotiations**

TRADES/MATERIALS: AC/Concrete Paving, Asphalt, CAB/CMB, Emulsion, Saw Cutting, Grinding, Truckers (to deliver materials & haul spoils), Pavement Striping, Steel Plates, Dump Sites, Street Sweeping, Installation of Traffic Loops, Ready Mix Plants, Traffic Control and/or Safety Equipment.

For Information on availability of plans & specifications and the bidder's policy concerning assistance to subcontractors in obtaining bonds, lines of credit, and/or insurance, please contact our office.

## PAVECO CONSTRUCTION, INC.

Contact: **Greg Fleming**

5049 Bleecker Street • Baldwin Park, CA 91706

(626) 337-5589 • FAX: (626) 337-0549

E-mail: paveco@pavecoinc.com

Equal Employment Opportunity Employer

Paveco intends to seriously negotiate with qualified MBE/WBE/OBE firms for project participation

**GRANITE CONSTRUCTION COMPANY**  
is seeking WBE, MBE, and DVBE Qualified  
Sub-Contractors on the following Project  
**Project Owner: California American Water Company  
Estimate # 2518**  
**Project: Carmel River Reroute and San Clemente Dam  
Removal Design-Build Project**  
**Lead Estimator: Alber Youssef Phone 831-728-7516  
Bid Date: 9/21/12 @ 3:00P.M.  
Please Fax Quotes to 408-327-7090 by 9/5/12  
Additional Forms Will be Required from  
All Bidding Sub Contractors**

Scope of Work: Rerouting the Carmel River into San Clemente Creek at a location upstream of the San Clemente Dam. The new combined flow reach will be restored with a focus on steel-head passage. The accumulated sediment in San Clemente Creek arm and Reservoir will be excavated and relocated to the abandoned Carmel River arm. The accumulated sediment in Carmel River arm will be stabilized in place to form the sediment stockpile. A diversion dike will be constructed to divert the Carmel River flow into the San Clemente Creek drainage through the reroute channel. A stabilized sediment slope will be constructed at the downstream end of the abandoned Carmel River arm. Work also includes the removal of San Clemente Dam, removal of Old Carmel River Dam "deductive work" and post construction monitoring by DB of 5 years.

**Granite Construction Company (Granite)** is requesting quotes from all qualified subcontractors and suppliers including certified WBE, MBE, and DVBE firms for the following items of work, including but not limited to, Field Investigation, Survey, Temporary Facilities, Diversion System "materials", Dewatering, Site Preparation, Reroute Channel, Diversion Dike, Erosion Control and SWPPP, Miscellaneous Site Restorations, Residential Demolition & Hazardous Material Removal, Roadway Improvements, Irrigation, Environmental Mitigation, Trucking and Hauling.

**GRANITE CONSTRUCTION COMPANY  
Estimating Assistant:**

**Barbara Jacob 408-327-7013**

**Tel: (408) 327-7000 / Fax: (408)327-7090**

Granite Construction Company (Granite) is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. 100% performance and payment bonds may be required for the full amount of subcontract price. Granite will pay for bond premium up to 1.5%. Subcontractors must possess a current contractor's license, insurance and worker's compensation coverage meeting Granite's requirements and will be required to sign the standard Granite Subcontract Agreement. A copy of the insurance requirements and agreement can be obtained by contacting the estimator. Plans and specifications are available for viewing at our office located at 715 Comstock St., Santa Clara, CA., 95054 or by on our ftp site: ftp://gcipublic.gcinc.com (please call for User name and Password) Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies. Granite intends to work cooperatively with all qualified firms seeking work on this project. Granite is an equal opportunity employer.

**Portions of work can be made available upon request prior to bid date. Please call if any assistance is needed.**



# REQUESTS FOR BIDS & SUB-BIDS



## REQUEST FOR SUB-QUOTES

**Project: I-405 Sepulveda Pass Widening Project,  
Contract No. C0882**

**Owner: Los Angeles County Metropolitan  
Transportation Authority (LACMTA)  
Permanent Crash Cushions**

**Notice of Interest Requested by August 17, 2012**

Kiewit Infrastructure West Co. (Kiewit) is the design-builder for the I-405 Sepulveda Pass Widening Project and is seeking sub bids and quotes from Disadvantaged Business Enterprises (DBE). Opportunities for subcontractors, professional services and material and/or equipment suppliers will occur throughout the life of the project. Requests for sub-bids and quotes (RFQ) will be ongoing as needed. All DBE's must be certified by the California Unified Certification Program (CUCP).

Currently, Kiewit is requesting your notice of interest response to provide a sub-quote for the Permanent Crash Cushions. Work is expected to begin approximately 3rd Quarter 2012, and will continue through 4th Quarter 2013. Please submit a Notice of Interest by August 17, 2012, no later than 4:00 p.m. PST to receive a bid package.

All responsive subcontractors must possess a valid California contractor's license and provide acceptable insurance. Responsible subcontractors are expected to provide bonding for 100% (if required) of their contract. Kiewit will reimburse bond premiums. Firms performing onsite labor must be signatory to the appropriate union labor agreement governing their onsite work. All agreements issued on behalf of this project with a value of \$100,000 or greater must satisfy the LACMTA Prequalification Application requirements.

Kiewit intends to conduct itself in good faith with all DBEs and all other business enterprises regarding participation on this project. For further information or questions regarding this opportunity and to receive a Bid package, or to discuss this design-build project, requirements of the contract, licensing, project scheduling, insurance or bonding, please contact our project office.

### Kiewit Infrastructure West Co.

I-405 Sepulveda Pass Widening Project  
Attn: **Sandra French**  
6060 Center Dr., Suite 200, Los Angeles, CA 90045  
I405.DBE@Kiewit.com

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## REQUESTING SUB-BIDS

From All Qualified Small and Very Small Business (SBE/VSB) Subcontractors/Sub-consultants/Suppliers/Vendors for:

### Pier E Terminal Container Yard/Intermodal Railyard

**Specification No. HD-S2366**

**Owner: City of Long Beach  
Port of Long Beach**

**Reyes Construction is requesting bids for:** **Aggregate Base Course:** Trucking from POLB Stockpile (110,000 CY), Place Base Course (110,000 CY), **Asbestos Removal/Abatement:** Remove existing ACP water pipe (6", 8", 12"), Remove existing ACP storm drain pipe 8", **Asphalt Concrete:** Supply asphalt concrete (40,000 tons), Place asphalt concrete (40,000 tons), Truck asphalt concrete (40,000 tons), Built-up asphalt roofing on metal deck (1,350 SF bldg.), **Bottom dump trucking:** Truck base from POLB stockpile (110,000 CY), Truck asphalt concrete (40,000 tons), Misc trucking, **Building Construction (1350 SF building):** Plumbing, Hardware/Plumbing/heating equipment, Ceramic tile, Metal deck roof (Roofing), Masonry, Reinforcing steel, Glass, Doors and Frames, Restroom fixtures and partitions, Concrete slabs, Trenching and grading, Building electrical, Frame and drywall construction, Water and sewer, Structural steel, Gutters and downspouts (downrain), Painting (clean and paint steel & painting structures), Galvanized Steel Mesh Screen, Counter tops, **Cast in drill hole piles (CIDH) for light poles, signs and antenna:** Supply rebar, Supply concrete, Drill holes, Concrete pump, CIDH piles (Complete), **Clean and seal pavement joints:** PCC pavement joints (18,085 CY), Saw Joints (18,085 CY), Concrete and Cement: Supply ready mix concrete (approx. 30,000 CY), Supply cement (approx. 30,000 of concrete and 63,000 CY of RCC), Supply flash, **Concrete Structures:** Concrete supplies (i.e. cure, joint filler), Supply lumber for wood forms, Construct retaining walls (760 LF), Construct crane rail foundation (40,862 LF), Concrete pump (hourly rate), Construct concrete container beams, Construct reefer foundations, Concrete transfer islands/sidewalk, Concrete weel stops, Misc concrete pads, Drill and bond for PCC pavement (18,085 CY of concrete), **Construction area signs:** Misc construction area signs, **Construction equipment rental/Heavy Equipment Rental:** Tier 3 or higher equipment rental, Motor grader (CAT 140/14/16 or equal), Water truck (4k gallon), Loaders (CAT 950/966/980 or equal), Roller compactors (various sizes), Skiploader (JD 210 or equal), Forklift (10k pound variable reach), Excavator (70k and 100k), Backhoe (JD 410 and JD 710 or equal), **Construction Schedule, Land Surveying.** Coring pavement for verifying thickness, **Demolition:** Electrical demolition, Sewer/Water/Storm Drain Line Demolition, Concrete structures demolition, Fencing demolition, Asphalt concrete removal, PCC pavement demolition, Crush/recycle Asphalt Concrete and PCC, **Electrical, Erosion Control:** Supply silt fence, Supply straw roles/bales, Supply sandbags, Concrete washouts, Tire cleanouts, Prepare SWPP Plan, **Fencing:** Chain link fence (4', 6'), Removable chain link fence, **Filter Fabric, Grading, 42" Pipe Guardrail,** Janitorial Services for Temporary Office Trailer, **Minor Concrete Structures:** Misc iron and steel frame, cover and grate, Storm drainage catch basins, Sewer and storm drainage manholes (sewer manhole), Sewer connection, Trench drain, Storm drainage junction structures, Supply red dye diesel, **Traffic stripe and marking, Pavement reinforcing fabric:** Supply geogrid, Install geogrid, **Pipelines:** Supply Reinforced Concrete Pipe (RCP) pipe, Supply Ductile iron pipe & fittings, Supply PVC pipe and fittings, Supply valves and fittings, Supply fire hydrants, Supply HDPE Pipe and fittings, Construct waterline system, Construct sanitary sewer system, Construct storm drainage system, Construct compressed air system, **Portland Cement and Concrete Pavement:** Place PCC pavement (18,085 CY), **Railwork, Reinforcing Steel:** Retaining walls, Crane rail foundations, Reefer rack foundations, Container beams, Concrete islands, Electrical concrete foundations, Trench drain, **Sand and Gravel:** Supply concrete aggregates, Supply washed concrete sand, Supply bedding material, Trucking of sand and gravel, Reefer rack steel structures, OCR portal steel frames, Break and compressed air enclosure building structural steel, **Street sweeping truck, Temporary fencing, Waste collection and disposal**

**BID DATE: August 21, 2012 @ 10:00 am**

### Reyes Construction, Inc.

State License Number 507561  
1383 South Signal Drive, Pomona, CA 91766  
Phone: 909-622-2259 • Fax: 909-622-3053  
Contact: Estimating Mon-Fri 8am-5pm

Assistance will be available for obtaining Bonds, Lines of Credit, and/or Insurance, necessary equipment, supplies, materials or related assistance services.

Plans and Specifications can be viewed online at no additional cost at

1.) <http://www.bidmail.com/Sublogin.aspx> (To request an invite please email [estimating@reyesconstruction.com](mailto:estimating@reyesconstruction.com))

2.) Contract Documents Available at Harbor Dept. Admin 925 Harbor Plaza, Long Beach, CA 90802

Please fax quotes to: 909.622.3053

## REQUESTING SUB-BIDS FROM QUALIFIED MBE/WBE/OBE SUBCONTRACTORS/VENDORS FOR:

**RFP #90062 - Identity Management System Enhancement  
Department of Water and Power, of the City of Los Angeles  
Due August 20, 2012, 2:00 PM**

**Areas of work included in, but not limited to, the specialties:** Requirement gathering and department analysis, Creating test cases for Oracle Identity Management, Creating Functional test cases for LADWP, Conducting functional testing of Oracle Identity Management, and conducting functional testing of LADWPs current applications.

For information on the availability of plans and specifications and the bidder's policy concerning assistance to subcontractors in obtaining bond, lines of credit, and/or insurance. Please contact our office before August 8, 2012 to review with us your proposed scope of work.

### AST Corporation

Stacie Henn • [shenn@astcorporation.com](mailto:shenn@astcorporation.com)  
1755 Park Street, Suite 100 • Naperville, IL 60563 • (630) 778-1180, ext. 224 • (630) 778-1179 – fax

# PUBLIC LEGAL ADVERTISEMENTS

## UC IRVINE

### ANNOUNCEMENT TO PREQUALIFIED PROPOSERS UNIVERSITY OF CALIFORNIA, IRVINE

UC Irvine (UCI) invites prequalified Proposers to submit proposals for **Crawford Hall Renovation & Expansion, Project No. 991028. Maximum Acceptance Cost: \$1,578,000.**

**DESCRIPTION OF WORK:** Demolish existing interior improvements and renovate approximately 14,000 sf in Crawford Hall for a new Weight Room and Academic Center. Weight Room includes installation of gym flooring; construction of 2 conference rooms, an ADA ramp, and glass doors at archway and entrance; new ceiling, lighting and flooring at lobby; and ADA compliant restrooms. Academic Center includes open ceiling, reuse of existing lighting and HVAC distribution, expansion into adjacent space, and new carpet. Project completion time: 300 Calendar Days

**PROJECT DELIVERY:** Design Build

**PREQUALIFIED PROPOSERS:** **Hunt Construction Group, Inc.**, Irvine, CA 92614, (949) 862-1100; **J.R. Abbott Construction, Inc.**, Arcadia, CA 91006, (626) 462-9557; and **Slater Builders, Inc.**, Costa Mesa, CA 92626, (714) 434-4887.

**PROCEDURES:** RFP avail **8/1/12, 2 PM**. Prequalified Proposers receive 2 sets at UCI Design & Construction Svcs, 5201 California Ave, Ste 250, Irvine, CA 92697. Purchase at C2 Reprographics, Costa Mesa, CA (949) 545-0112. Planrooms: F.W. Dodge (626) 930-8991 and Reed (800) 424-3996.

**PROPOSALS DUE:** Technical Proposal, **9/25/12, 4 PM** and Lump Sum Base Price Proposal, **9/26/12, 4 PM** received only at UCI Design & Construction Services, 5201 California Ave, Suite 250, Irvine, CA 92697, (949) 824-6630.

**MANDATORY PREPROPOSAL CONFERENCE & SITE VISIT:** **8/8/12, 8:30 AM**, UCI Design & Construction Services, 5201 California Avenue, Suite 250, Irvine, CA 92697.

Required: **General Building Contractor – B**, California Contractors License and 10% bid bond from *admitted surety insurer (as defined in the California Code of Civil Procedure Section 995.120)*. The successful GC and its subs req'd to follow the nondiscrimination reqs set forth in the RFP and pay prevailing wage rates at the location of the Work.

Every effort will be made to ensure that all persons shall have equal access to contracts and other business opportunities with the University, regardless of: race; color; religion; sex; age; ancestry; national origin; sexual orientation; physical or mental disability; veteran's status; medical condition; genetic information; marital status; gender identity; pregnancy; service in the uniformed services; or citizenship within the limits imposed by law or University's policy.

David Donovan, Asst. Director of Contracts, (949) 824-6582, [ddonovan@uci.edu](mailto:ddonovan@uci.edu)

Bid Board: [www.designandconstruction.uci.edu](http://www.designandconstruction.uci.edu)

**Certificate of Appreciation**  
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This certificate is awarded to  
**The Small Business Exchange, Inc. (SBE)**  
In recognition for 25 years of valuable contributions to the small business community.  
Bay Area Contract Compliance Officers Association

**28 YEARS OF LEADERSHIP**

<p><b>2009</b> Bay Area Contract Compliance Officers Association - 25 Years of Service to the Women and Minority Business Community</p>	<p><b>2007</b> National Assn. of Minority Contractors of Southern CA - Minority Business Advocate of the Year</p>
<p><b>2005</b> U.S. Dept. of Commerce Minority Business Development Agency - Minority Media Cornerstone Award</p>	<p><b>1995</b> Black Business Association of Los Angeles - Outstanding Entrepreneur Award</p>
<p><b>1990</b> LA Mayor's Advisory Board, Office of Small Business Assistance - Mayor Tom Bradley</p>	<p><b>1990</b> Minority Business Enterprise of the Year Award</p>

## Rake in the Deal With Balance of Art & Science

■ Continued from page 1

### No Dull Case Histories Please:

Use case histories but relate them to the prospect's business. Avoid unnecessary irrelevance and chest-thumping. Keep them brief; three to five minutes tops, including audio-visual elements. As for format, first, present the results; next, state the situation and make it as dire as possible; third, present the strategy; lastly, talk about the tactics used to achieve the results. What this format does is start with success and continues to reinforce that notion down each layer of the waterfall.

### They Don't Always Get It:

State, restate and restate again the relevancy of every key point that you make. You assume that they get it, but they don't. Not always on the first try. After all, you do want them to remember your point of view long after you leave the room.

### Final Reminder:

Before finalizing your presentation remember to ask the following questions: What need is the prospect facing on his/her side of the fence? What do you have to offer? And, how do you arrange what you have to offer to match precisely that need that the prospect is facing?

### It Ends In Three Questions:

When it's all said and done, the prospect will always be asking three primary questions: Do I like them? (chemistry); Do they understand my business and my needs? (confidence); Will they move my business forward? (confidence and conviction)

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

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



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**California Small Business No. 27118**

**Human Rights Commission No. HRC 071410535, Minority-Owned SF Local Business**

**Department of Transportation (DOT) No. 35208, Disadvantaged Business Enterprise (DBE)**

**LBE-PUC (Public Utilities Commission) NPE No. 52662, Minority-Owned (MBE) Firm**

**State of California license/certificate, Consumer Affairs Division,  
California Shorthand Court Reporter No. 3077**

**Registered Professional Reporter, NCRA No. 703**

## PUBLIC LEGAL ADVERTISEMENTS



**CITY & COUNTY OF SAN FRANCISCO  
DEPARTMENT OF PUBLIC WORKS**

**Contract No. 6735A  
(ID No. FCA11083)**

**1640/1650 MISSION STREET EMERGENCY  
GENERATOR,  
DESIGN /BUILD ALTERATION &  
TENANT IMPROVEMENTS REMODEL**

Sealed bids will be received at 875 Stevenson Street, Room 420, San Francisco, California 94103 until 2:30 p.m. on August 29, 2012, after which they will be publicly opened and read. Digital files of Bid Documents may be downloaded at no cost from the Department of Public Works (DPW) Electronic Bid Documents download site at <http://bsm.sfdpw.org/contractadmin>, or purchased on a CD format from 875 Stevenson St., Rm 420, S F, CA 94103, tel: 415-554-6229, for a non-refundable \$15.00 fee paid by cash or check to "Department of Public Works".

Addenda and other bid changes will be distributed by email only to plan holders with email addresses, and will be posted on the Bids and Contracts page at the City's Office of Contract Administration website address: <http://mission.sfgov.org/OCABidPublication/>

The Work is to provide design and construction services for the replacement of the emergency power

system at 1640/1650 Mission St. building, including, but not limited to, design services, demolition, furnishing and installing new diesel generator and automatic transfer switch, sound enclosure, concrete pads, tank system, fire alarm system, structural supports, and all appurtenant work. The time allowed for completion is 280 consecutive calendar days. The Architect's estimate is in excess of \$890,000. For more information, contact the Project Manager, Paul Travis at (415) 557-4631.

Pursuant to San Francisco Administrative Code (SFAC) Sec. 6.25, "Clean Construction" is required for the performance of all work.

The Specifications include liquidated damages. Contract will be on a Lump Sum basis. Progressive payments will be made.

Bid discounts may be applied as per SFAC Chapter 14B. Subcontracting goal is 18% LBE. Call James Soncuya at (415) 558-4080 for details. In accordance with SFAC Chapter 14B requirements, all bidders, except those who meet the exception noted below, shall submit documented good faith efforts with their bids and must achieve 80 out of 100 points to be deemed responsive. Bidders will receive 15 points for attending the pre-bid conference. Refer to HRC Form 2B for more details. Exception: Bidders who demonstrate that their total LBE participation exceeds the above subcontracting goal by 35% will not be required to meet the good faith efforts requirements.

A pre-bid conference will be held 1:30 p.m. on August 15, 2012 in the Main Conference RM at 30

Van Ness Ave, Suite 4100, San Francisco, CA.

For information on the City's Surety Bond Program, call Jennifer Elmore at (415) 217-6578.

A corporate surety bond or certified check for ten percent (10%) of the amount bid must accompany each bid. SFAC Sec. 6.22(A) requires all construction contracts awarded by the City and County of San Francisco to include performance and payment bonds for 100% of the contract award.

Class "B" license required to bid.

In accordance with SFAC Chapter 6, no bid is accepted and no contract in excess of \$400,000 is awarded by the City and County of San Francisco until such time as the Mayor or the Mayor's designee approves the contract for award, and the Director of Public Works then issues an order of award. Pursuant to Charter Sec. 3.105, all contract awards are subject to certification by the Controller as to the availability of funds.

Minimum wage rates for this project must comply with the current General Prevailing Wage as determined by the State Dept. of Industrial Relations. Minimum wage rates other than applicable to General Prevailing Wage must comply with SFAC Chapter 12P, Minimum Compensation Ordinance.

Right reserved to reject any or all bids and waive any minor irregularities.

8/2/12

**CNS-2353431#**

**SMALL BUSINESS EXCHANGE**