

Top 10 New Year's Resolutions for Small Business Owners

2014 Goals



- 1.
- 2.
- 3.

By Nellie Akalp

As humans, we're continually looking to improve and advance. Whether it's trying to eat better, to quit smoking once and for all, to spend less money, or to spend more time with family and friends, we formally or informally create our own goals — optimistic that we'll stick to them this year.

In this light, I've assembled my top 10 New Year's resolutions for the small business owner.

1. Go small. You want customers to support the concept of small business, right? This means you should adopt a small business mindset at your own business too. Analyze your current vendors and service providers for opportunities to "downsize." If you find any opportunities to support a small business instead, whether virtual or brick and mortar, aim to switch at least one vendor or supplier.

2. Go mobile. By 2015, more U.S. Internet users will access the web through mobile devices than through PCs. On average, 15% of all searches on Google today are from a mobile device. How well are you catering to this mobile population? Make 2014 the year

you optimize your search marketing, email marketing and website to focus on this growing mobile community.

3. Go local. These mobile users are constantly interacting with things and places that physically surround them. Microsoft reported that 53% of mobile searches on Bing have a local intent. The online world has become an essential place for businesses to connect with their local community. Make sure your business has a local listing on key search engines: Google Places, Bing maps, and Yahoo maps.

4. Learn how to delegate and do more of it. When you're just starting out and times are tough, it's natural to tighten the purse strings. However, consider what you could gain by handing over certain tasks to contractors, virtual assistants or full-time employees. By relinquishing control of administrative tasks or company blog updates, you'll free up time for what's ultimately going to keep you in business: bringing in revenue.

5. Invest in one new customer touch point. Whether it's blogs, Facebook, Twitter, Google+, mobile coupons or QR codes, new ways to connect with customers seem to pop up daily. As a small business owner, you don't have to excel in every new technology or network that comes

along, but you should try to be wherever your customers are. Ask your current customers where/how they'd like to connect with you, then spend some time in 2014 to make it happen.

6. Refresh your website. In the race to master new social media tools, don't overlook your own website. After all, social media efforts like Twitter campaigns end up driving traffic somewhere, right? It doesn't make any sense to build a beautiful and savvy Facebook presence that funnels people to a boring, inaccurate, and out-of-date website. Keep it current and engaging!

7. Protect your assets with an LLC or corporation. While legal fine print may not be the most glamorous part of your business, forming an LLC or corporation can be critical to your business and personal financial health. These business structures protect your personal assets from any company liabilities. That is, if your business is sued or has bad debt, your personal property may be shielded from legal repercussions. Keep in mind that creditor judgments can last a total of 22 years, so you're protecting not just what you own today, but whatever assets you'll gain in the future.

Continued on page 4

SMALL BUSINESS EXCHANGE

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BIDDING OPPORTUNITIES

Sub Bids Requested From Qualified
MBE, WBE, DBE Subcontractors & Suppliers for

**Alameda County Public Works Agency
Grant Avenue Sidewalk &
Drainage Improvements
Location: San Lorenzo, CA
Project No. 2156**

Bid Date: January 28, 2014 @ 2:00 PM

McGuire and Hester is seeking qualified subcontractors in the following trades: street sweeping; SWPPP; survey; tree removal; trucking; crack seal; pavement reinforcing fabric; electrical; striping/signage; and hydroseed.

We will pay up to and including one and one-half (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: Kevin Exberger

An Equal Opportunity Employer

Request for DBE Subcontractors and Suppliers for:

**Hwy 1 Linda Mar Bridge, Pacifica
Caltrans #04-265604**

BID DATE: February 4, 2014 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Survey & Monitoring of Existing Non-Highway Facilities, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Type II Barricade, Type III Barricade, Traffic Plastic Drum, Portable Changeable Message Sign, Temporary Creek Diversion System, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Storm Water Annual Report, Temporary Erosion Control, Sweeping, Dewatering & Non-Stormwater Discharge System, Water Quality Sampling, Water Quality Monitoring Report, Treated Wood Waste, Fish & Red-Legged Frog Protection, Vibration Monitoring, Abandon Culvert, Adjust Utilities, Cold Plane AC, Bridge Removal, Clearing & Grubbing, Settlement Monitoring Report, Structure Excavation, Structure Backfill, Imported Borrow, Import Borrow Lightweight Aggregate, Articulated Block Concrete, Subgrade Enhancement Geotextile Class B2, Geosynthetic Reinforcement, Soil Amendment, Planting & Irrigation, Erosion Control, Hydroseed, Compost, AC Dike, CISS Concrete Piling, Structural Concrete, Minor Concrete (Minor Structure), Joint Seal, Bar Reinforcing Steel, Roadside Signs, Minor Concrete, Misc. Iron & Steel, Delineator, Object Marker, Midwest Guardrail System, Pedestrian Railing, Transition Railing, Concrete Barrier, Striping & Marking, Electrical and Construction Materials

O. C. Jones & Sons, Inc

1520 Fourth St., Berkeley, CA 94710
510/526-3424 • FAX: 510/526-0990

Contact: Jean Sicard

Equal Opportunity Employers

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

REQUEST FOR QUALIFIED D/M/WBEs
SUBCONTRACTORS AND SUPPLIERS
FOR:

**Grant Avenue Sidewalk and Drainage
Improvements in San Lorenzo,
Alameda County, California
Specification No. 2156**

Owner: County of Alameda

951 Turner Court, Hayward, CA 94545

Bid Date: January 28, 2014 @ 2:00 PM

We hereby encourage responsible participation of local Disadvantaged/Minority/Women Business Enterprises, and solicit their subcontractor or material and/or suppliers quotation for the following types of work including but not limited to: SWPPP Prep/Erosion Control, Adjust Iron, Clearing and Grubbing/Tree Removals/Tree Trimming, Minor Concrete, Minor Structure, Crack Sealing, Electrical, Paving Fabric, Landscaping, Roadside Signs, Striping, Survey/Staking, Underground, Trucking - Excavation, Trucking - Asphalt Concrete, Trucking - Aggregate base, Trucking - Keycut, Provide AC, Provide AB, Pavement Milling, Trucking - Pavement Milling, Water Trucks, Street Sweeping.

100% Performance and Payment Bonds may be required for full amounts of the subcontract price. Surety company will have to be approved by Gallagher & Burk, Inc. Gallagher & Burk, Inc. will pay bond premium up to 2%. Subcontractors must possess current insurance and worker's compensation coverage meeting Gallagher & Burk, Inc.'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.

Gallagher & Burk, Inc.

344 High Street • Oakland, CA 94601
Phone: (510)261-0466 • FAX (510) 261-0478
Estimator: Frank Augustson

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REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Hwy 101-Install TOS, Ramp Metering an Ramp Widening
Santa Clara County - Caltrans #04-153304**

BID DATE: February 4, 2014 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Type III Barricade, Portable Changeable Message Sign, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Storm Water Annual Report, Sweeping, Asbestos Compliance Plan, NOA Burial Location Report, ADL Burial Location Report, Noise Monitoring, Dust Control Plan (Naturally Occurring Asbestos), Cold Plane AC, Clearing & Grubbing, Temporary & Permanent Erosion Control, Roadway Excavation (Type Y-1 Aerially Deposited Led), Planting & Irrigation, Hydroseed, AC Dike, Tack Coat, CIDH Concrete Pile, Minor Concrete (Minor Structure), Sign Structure, Roadside Signs, Minor Concrete (Misc.), Misc. Iron & Steel, Delineator, Object Marker, Midwest Guardrail System, Striping & Marking, Lighting, Sign Illumination, Traffic Operation Systems and Construction Materials

O.C. Jones & Sons, Inc.

1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Greg Souder

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

FINE LINE CONSTRUCTION

Is Requesting Sub-Bids from Certified DVBE Subcontractors and Suppliers for:

Starr King E. S. Modernization

BID DATE: January 28, 2014 @ 2:00 PM

Est. Cost: \$8,000,000

Plans and Documents are available at:

Fine Line Construction

42 Dore Street • San Francisco, CA 94103

Phone: (415) 512-7677 • Fax (415) 512-7688

Contact: Estimating Department

Bid Bonds and/or Payment & Performance Bonds maybe required. Fine Line Construction is a signatory to the Carpenter's and Laborer's Collective Bargaining Agreements. Successful Subcontractor will be expected to execute a standard Fine Line Construction Subcontract.

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

BIDDING OPPORTUNITIES

Seeking D/DV/M/S/VS/WBE (Disadvantaged, Disabled Veteran, Minority, Small, Very Small, and Woman Business Enterprises) subcontractors and suppliers for

Wister Sport Fishery, Specification 600
Project Owner: San Diego County Water Authority
Project Location: Imperial County, CA
Bid Date: January 28, 2014

Trades: Aggregate Supply, Aqua Culturist, Class 2 Base Supply, Concrete Supply, Fence, Guard-rails/Gates/Bollards, Landscape, Pipe Supply, QA/QC, Rebar Supply, Rental Equip., Signs, Striping, Survey, SWPPP.

Plans and specifications can be purchased directly from SDCWA by filling out the Contract Documents Order Form found at <http://www.sdcwa.org/contracting-opportunities>

Plans and specifications are available to be viewed and copied at the Police offices located at 591 Camino De La Reina, San Diego, CA 92108 from 10am – 2pm. Please call 619-814-3705 to make an appointment to view the plans and specifications.

Plans are also available for download on the eBidBoard website at:

<http://www.ebidboard.com/public/projects/index.asp?mbrguid=D27F6EF1-9BA1-46D6-BICC-429FA8EB09CC>

Police Construction, Inc.

591 Camino De La Reina, San Diego, CA 92108

Phone: 619-814-3705 • Fax: 619-814-3770

Contact: **Arinda Cale** • E-mail: acale@police.com

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SKANSKA

Sub-Bids Requested From Qualified DBE Subcontractors & Suppliers

Gold Plane Overlay, Near Big Bear Lake
Caltrans Contract No.: 08-0G6204
District 08 on Route 38

DBE Goal: 5%

Bid Date: January 30, 2014 – 2:00PM

Plans and Specifications are available for view at our main office in Riverside or on the Caltrans website: http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php

Quotes requested for contractors, suppliers and service providers include, but are not limited to:

asphalt concrete material & paving, bridge removal, fencing, imported borrow, reinforcing steel, traffic control system, AC Dike, Aggregate base, Biologist monitoring, CIDH piling, Concrete Barrier, construction area signs, Erosion Control, Fish protection, Hydro-seeding, Isolation Casing, Joint Seal, Metal beam guard rail, Minor concrete, Precast Girders, Roadway Excavation, Rock Slope protection, Steel Bridge Railing, Storm drainage, Structure excavation, Temporary & permanent striping, Temporary signal system, Trucking, Waterproofing.

Skanska is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for this project. All interested subcontractors, please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. Please call if we can assist you in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska will also review breaking out scope packages and adjusting schedules to help permit maximum participation.

Subcontracting Requirements: Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. and general agg.; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers Comp. Endorsements and waivers required are the Additional Insured End., Primary Working End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by Skanska. Skanska will pay bond premium up to 1%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to the Operating Engineers, Laborers, Cement Masons, Carpenters Unions and Teamsters. Subcontractors must provide weekly, one original and one copy of all certified payrolls, including non-performance and fringe benefit statements if required by law or by the Prime Contract. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation.

Skanska is an Equal Opportunity Employer
Skanska Estimating Dept: 1995 Agua Mansa Rd,
Riverside, CA 92509
Ph: (951) 684-5360, Fax: (951) 788-2449
Email: al.artega@skanska.com



SWINERTON BUILDERS

Swinerton Builders is requesting bids from all qualified subcontractors and suppliers including DBEs/SBEs for the following Project:

VTA BART Silicon Valley Berryessa and Milpitas Design Build Parking Structures.
Bid Date: January 23, 2014 2:00 p.m.

Contact John Doherty – Ph: 415.984.1330 • Email: jdoherty@swinerton.com

Scope of work includes all material, equipment, labor to design and construct two, 1,200 stall parking structures at both the Berryessa Station and the Milpitas station. The project consists of, but is not limited to; architectural, structural, plumbing, mechanical, electrical, fire protection design and construction for two parking structures; civil design and construction for the surrounding areas around each structure and low voltage infrastructure for future parking revenue control systems.

Scopes of work include: earthwork, precast piles, reinforcing steel, concrete supply, concrete placement, masonry, structural and misc. steel, precast concrete columns & beams, precast stairs, architectural screening, storefront and curtain wall systems, coiling grilles, metal roofing, traffic coatings, waterproofing, expansion joints, flashings and sheet metal, fencing, asphalt paving, pavement markings, doors frames & hardware, metal framing, drywall, painting, signage, toilet accessories, elevators, fire protection systems, HVAC, plumbing, and electrical.

VTA has a disadvantaged Business Enterprise (DBE) goal of 15%. Small Business Enterprises (SBE) are also highly encouraged to bid.

Value: approximately \$80M

Schedule: 725 calendar days after VTA/Bart issues Notice to Proceed

Other key project elements: There is a project labor agreement in place. This project requires Buy American provisions.

We are an equal opportunity employer and encourage bids from all Subcontractors/Suppliers including DBE, SBE, MBE, and DVBE entities. We are signatory to the Laborers, Carpenters, and Cement Mason's unions in Northern California. Subcontractors will be required to execute the Swinerton Builders standard subcontract agreement and be capable of providing a 100% payment and performance bond.

Contract documents are available to view in our plan room at 2880 Lakeside Dr., Suite 300, Santa Clara, California or online at <http://www.vta.org/bart/financial/contractingopportunities>.

Assistance in helping subcontractors obtain bonds, lines of credit and/or insurance will be provided. Please contact Rick Moore, VP Dir. Community Relations at 415-984-1289 or email rmoore@swinerton.com if you have questions.

PUBLIC LEGAL ADVERTISEMENTS



GOLDEN GATE BRIDGE HIGHWAY & TRANSPORTATION DISTRICT

NOTICE INVITING BIDS

The Golden Gate Bridge, Highway and Transportation District (District) seeks bids for **Contract No. 2014-BT-10, San Rafael Bus Facility Lighting Improvements**. Interested Bidders must submit sealed bids to the Office of the Secretary of the District on **Tuesday, February 11, 2014, by 2:00 p.m., PT**, at which time bids will be publicly opened and read.

This public works project consists of, in general, retrofitting and replacing existing light fixtures with new energy efficient lighting components and fixtures at the District Administration Building, Bus Maintenance Shop, and Fuel Island buildings located in San Rafael, CA. The work includes selective removal and disposal of existing light fixtures, installation of new light fixtures or removal of existing ballasts and lamps and installation of new lamps and ballasts to existing light fixtures; installation of bracing to new and retrofitted light fixtures; health and safety compliance; and all other work items as required to complete the Project titled **San Rafael Bus Facility Lighting Improvements**, as shown on the Contract

Plans and as specified in the Contract Documents.

Night time and weekend work will be required in order to avoid impacting ongoing District operations at the San Rafael District Administration Building and the Bus Maintenance Shop.

A non-mandatory pre-bid conference and job site tour will be held at the San Rafael District Conference Room, Administration Building, 1011 Andersen Drive, San Rafael, CA on **Tuesday, January 28, 2014, at 10:00 a.m., PT**.

This is a Public Works contract. Bidders bidding as the prime contractor shall possess a valid **State of California Class A General Engineering Contractor's License, or a State of California Class B General Building Contractor's License or a C10 Electrical Contractor**. All subcontractors, if any, shall be properly licensed by the State of California to perform specialized trades.

District reserves the right to reject any and all bids or to waive any irregularities or informalities in any bid or in the bidding procedure. No Bidder may withdraw its bid for a period of ninety (90) days after the date of opening bids.

The successful Bidder shall furnish a performance bond and a payment bond in amounts equal to one hundred percent (100%) of the total price of the Contract. Pursuant to Public Contract Code Section 22300, the successful Bidder may submit certain se-

curities in lieu of the District withholding funds from progress payments (retention) during the Project.

In accordance with Section 1720 et seq. of the Labor Code, the general prevailing wage rates as established by the Director of the California Department of Industrial Relations will apply to this Contract. The prevailing wage rates established by the California Department of Industrial Relations can be viewed at the District's Engineering Office, and are available at <http://www.dir.ca.gov/OPRL/PWD>.

To inspect and obtain Bid Documents, go to the District's web site home page at <http://www.goldengate.org>, click on Contract Opportunities, scroll down to Bus Transit Division and look for Contract No. 2014-BT-10. Bid Documents are also available from the Office of the Secretary of the District, Administration Building, Golden Gate Bridge Toll Plaza, San Francisco, CA, 94129-0601 by telephone at (415) 923-2223, by e-mail at districtsecretary@goldengate.org, or by facsimile at (415) 923-2013. There is a non-refundable purchase price of fifty dollars (\$50) for hard copies of the Bid Documents. Full sized Contract Plans, not available for download, will be available for purchase upon request for an additional fifty dollars (\$50).

/s/Amorette M. Ko-Wong, Secretary of the District
Dated: January 16, 2014
1/16, 1/23/14

UC IRVINE

NOTICE INVITING PREQUALIFICATION OF GENERAL BUILDING "B" AND/OR GENERAL ENGINEERING "A" CONTRACTORS

Prequalification Questionnaires will be received by the **University of California, Irvine (UCI)** from General Building "B" and/or General Engineering "A" contractors wishing to serve as General Contractors (GC) and submit DESIGN BUILD proposals for the **MESA COURT TEMPORARY DINING UTILITIES, PROJECT NO. 996296**.

Prequalification questionnaires will be accepted from GCs teamed with MEP design firms that have completed comparably sized design-build projects as described in the questionnaire.

DESCRIPTION:

Install new underground site electrical, gas, sanitary sewer, and water utilities from various existing points of connection located within the Mesa Court housing community to Parking Lot 5 - location of new temporary dining facilities. Construction of temporary dining facilities will be under separate contract. Electricity shall be tied-in to existing UCI site power distribution; gas shall be tied-in to existing site gas piping; sanitary sewer shall be tied-in to existing site sanitary sewer; and water shall be tied-in to existing site water. New underground utilities shall include piping, safety valves, meters, etc. Work also includes the installation of a grease interceptor and selective demolition of existing site lighting and bollards.

Project completion time: 7 Weeks

PROJECT DELIVERY: Design Build

ESTIMATED DESIGN AND CONSTRUCTION COST: \$500,000 - \$600,000

PROCEDURES: Prequalification questionnaires will be available electronically at 2 PM on 1/15/14 from UCI Design & Construction Services.

Mandatory Prequalification Conference begins promptly at **8:30 AM on 1/22/14** at UCI Mesa Court Housing, Multi-Purpose Room, 4057 Mesa Road, Irvine, CA 92697. Permit parking in Lot 14.

Prequalification questionnaires must be received by **2 PM on 1/31/14** only at UCI Design & Construction Services, 101 Academy, Ste. 200, Irvine, CA 92697.

UCI reserves the right to reject any or all responses to this notice, to waive non-material irregularities, and to deem Contractors prequalified to submit proposals for the project. To prequalify, Contractors must agree to comply with all proposal conditions including state prevailing wages, 10% bid bond, 100% payment and performance bonds, and insurance reqs. A contract will be awarded to the contractor/MEP team ("design builder") who offers UCI the best value. General Building "B" and/or General Engineering "A" California Contractors License req'd.

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.

Contact Brenda Duenas (949) 824-9586, blduenas@uci.edu for the questionnaire. For other opportunities: www.designandconstruction.uci.edu

New Year...

Continued from page 1

8. Get your books ready for tax time early. Are you notorious for waiting until the last minute to organize and file your taxes? Do you find yourself wading through emails, or scrounging through your car to find stray business receipts? Don't wait until April to start on your 2013 tax forms. Start fresh in 2014 by organizing your books from day one (even if that means outsourcing your accounting).

9. Social network in the real world. Whether the plumber recommends a carpenter or the web designer recommends a copywriter, business is driven by referrals and connections. In 2012, put some effort into networking by signing up for an industry conference or seeking out a local meetup group. These are invaluable ways to develop relationships and share advice with fellow entrepreneurs and small business owners.

10. Put time for you on the calendar. As an entrepreneur, remember that you're solely responsible for your own motivation, productivity and well-being. There's no boss to pat you on the back or give you a raise. It's up to you to keep yourself motivated and inspired. In 2014 be sure to reward yourself for specific milestones like a big client win, meeting a tough deadline, or working "overtime" for multiple nights on end.

Sticking to 10 resolutions is a lofty goal for anyone. Follow the tips that ring true for your situation, and adjust as needed. Do you have other resolutions for your business in 2014?

Source: <http://mashable.com>