

## You Don't Need The Resources Of Big Business To Be A Champion Of Diversity



By Trent Innes

If you sell a product or service to more than one person, you'll know a healthy respect for diversity is crucial to modern business – it helps you stay true to your customer, your product, and ahead of the game.

It's why big businesses invest in dedicated HR teams and diversity managers, as they comply with regulations that help their people feel valued and respected. But look at the millions of small businesses across America, and you'll see diversity is in their blood; etched into their decision-making processes.

And that living and breathing approach to diversity can teach big businesses a great deal.

### Connecting with your customers

No business owner thinks like all their customers all the time, yet for any small business owner, the success of their product or service relies on a connection with others. Maybe you own a local retail store or maybe you're hoping to sell your digital services globally. It doesn't matter. Small businesses rely on understanding consumer problems to create effective solutions.

You could spend time and money continually researching your customer segments, but that's a slow and costly process that undermines the agility of small business. To be truly nimble, you need

to find ways to think more like your diverse group of customers.

And that ability – no matter how many employees you have – is more powerful when you harness the power of diversity: the value of different ways of thinking.

### How do you really think 'outside the box'?

We all have our own mental boxes – our natural ways of thinking. Diversity helps us take down those walls and get our minds out in the open.

Think about the way you work and your usual working style, for example, the messages you share with your customers, or the extent to which you encourage healthy differences of opinion. Now question that. Could you encourage more diversity in your approach? Would that make an impact? These are the questions small businesses have to ask every day.

Diversity isn't about hiring a team that ticks a checklist of race, gender, and cultural and sexual background. It's about making differences matter.

### Innovate from all angles

I'm lucky enough to work in a global technology company where I get to see diversity play out every day. We don't think the same, and

we don't do something just because it was done that way before. That's incredibly exciting, but also necessary. At Xero, you may have to stand up for your perspective while a stream of other people advocate their options, but that's how we generate the ideas and innovations that make a real difference to our small business customers.

And, if there's one thing small businesses will always want and compete on, it's ideas and innovations.

### From little things big things grow

So how do small businesses build a spirit of diversity and inclusion without a big corporate purse? The first step is to start within – and make steps to create an inclusive culture within your own company:

1. **Know what you stand for.** Define the kind of company you want to be, and the role diversity plays in this. You don't have to change the world today: pick something meaningful and achievable for the size and nature of your business, then use that to drive your activities and measure your progress.

■ Continued on page 2

## 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)

### Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

### Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

### Computer Generated Reports

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

### Contact Info:

795 Folsom Street, 1st Flr, Room 1124

San Francisco, CA 94107

Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com)

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

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

### Publisher of

Small Business Exchange  
weekly newspaper



# California Sub-Bid Request Ads



## Kiewit

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

Requests sub-bids from qualified Subcontractor and/or Supplier seeking to participate in the City of Fremont Warm Springs BART West Access Bridge and Plaza Project in Warm Springs, CA.

[http://www.alamedact.org/app\\_pages/view/8080](http://www.alamedact.org/app_pages/view/8080)  
Subcontractors and Suppliers for the following project:

**Warm Springs BART  
West Access Bridge and Plaza Project  
Owner: City of Fremont  
Bid Date: August 1, 2017 @ 2:00 P.M.**

Local Business Enterprises (LBEs)

wanted for the following scopes, including, but not limited to: Aggregates, AC Paving, Bird Control Devices, Cast in Place Concrete, Precast Concrete, Minor Concrete, Concrete Pumping, Concrete Ready-mix, Concrete Reinforcement Supply & Install, Concrete Forms, Concrete Accessories, Concrete Washouts, Canopy, CIDH, CCTV, Clear & Grub, Demolition, Dewatering, Elevators & Escalators, Elastomeric Bearing Pads, Earthwork, Erosion Control, Electrical, Falsework, Fencing & Gates, Fire Alarm & Detection System, Fire Suppression, Fire-stopping, Finishes, Non-Shrink Grouting, HVAC, Hydroseeding, Instrumentation and Controls, Joint Protection, Landscaping, Masonry, Metal Doors and Access Doors, Metals, Metal Decking, Metal Wall Panels, Modified Bitumen Roofing, Lime Treatment, Openings, Pavement Markings, Painting and Anti-Graffiti Coating, Piling, Piping, Plumbing, Quality Control, Safety Specialties, Site Furnishings, Structural Steel, Station Identification Pylons, Sheet Metal & Flashing, Shoring, Signage, Site Clearing, Street Sweeping, SWPPP, Synthetic Turf, Tiling, Thermal & Moisture Protection, Trucking & Hauling, Vibration Monitoring, Utility Structures, Waterstops, Wayfinding System, Wire-Mesh Barrier Screens and Water Truck.

Bonding, insurance, and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested Alameda County Transportation Commission (CTC) certified LBE/SLBE/VSLBE business suppliers and subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

**Subcontractor and Supplier Quotes  
are due NO LATER THAN July 31, 2017 at 5 PM.**

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

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

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

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

Prevailing Wages apply.

An Equal Opportunity Employer  
CA Lic. 433176  
DIR # 100001147



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

Soil Nails, Shotcrete, AC Paving, Micro Tunneling, Minor Concrete, Rebar, Clear & Grub, Dewatering, Cement-Bentonite Cut-Off Wall, Hydroseeding, Electrical, Fencing, Furnish & Install Rip Rap, Silt Fence, Sand Bags, Fiber Rolls, Supply CMB, Supply Decomposed Granite, Supply Drain Rock, Supply Filter Sand, Supply Rip Rap, Supply Asphalt Concrete, Supply Misc. Metals

## TRAMPAS CANYON DAM AND RESERVOIR

San Juan Capistrano, Orange County, CA

Santa Margarita Water District

Contract Number 1773  
Project Code: C00C73

**BID DATE August 9, 2017 @ 2:00 p.m.**

Sub & Vendor Scopes and Bids Due Prior

**Sukut Construction, LLC**

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Jerry Pabbruwee

Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: [estimating@sukut.com](mailto:estimating@sukut.com)

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

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

**Sukut Construction, LLC**  
An Equal Opportunity Employer

## You Don't Need The Resources Of Big Business To Be A Champion Of Diversity

Continued from page 1

- Engage your leaders.** Whatever your size, make sure your business behaviours come straight from the top. That's how values and intentions become a reality, instead of words on a poster no-one reads.
- Drive accountability.** That's the thing about inclusion: everybody's in. Whatever your size, make all your people accountable for creating an inclusive work environment.
- Develop awareness and education.** We don't always know what we don't know. Help your

people check themselves for unconscious bias that may impact their decisions and behaviors.

- Support flexible working.** If you can, support flexible ways of working. It's a key driver of inclusion – and there are many cloud-based tools out there to help make it happen.

And finally, be content with the idea of progress over perfection for now. Encourage open conversations, and challenge yourself and your team to think a little differently. That's how you attract and retain great talent, and really tap into the power and potential of diversity.

SOURCE: [www.forbes.com](http://www.forbes.com)

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



# California Sub-Bid Request Ads



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

Coldmill, Trucking/Disposal AC, Asphalt Paving, Striping, Office Trailer, Temporary Fence

## **PALM SPRINGS INTERNATIONAL AIRPORT TAXIWAY J REHABILITATION PROJECT**

### **City of Palm Springs**

FAA AIP PROJECT NO.: 3-06-0181-055-2017 (Construction)

INVITATION FOR BIDS (IFB) 17-06

WSP PROJECT NO.: 12740T10

CITY OF PALM SPRINGS PROJECT NO.: 2017-06

**BID DATE July 19, 2017 @ 3:00 p.m.**

Sub & Vendor Scopes and Bids Due Prior

### **Sukut Construction, LLC**

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Matt Bahnsen

Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: [estimating@sukut.com](mailto:estimating@sukut.com)

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

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

### **Sukut Construction, LLC**

An Equal Opportunity Employer



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

SLBE (Alameda CTC) Subcontractor/Supplier Bids Requested For:

**City of Fremont  
Warm Springs BART West Access Bridge and Plaza Project  
City Project No. PWC 8804  
Bid Date: August 1, 2017 at 2:00PM  
Fax all quotes to 510-777-5099**

Requesting certified SLBE (Alameda CTC) Subcontractor and Supplier Quotes on: **Ready-Mix Supplier, Aggregate Supplier, Misc. Metals Supplier, Structural Steel Supplier, Pipe Supplier, Station Plaza Furnishings, Bridge Bearing Pads, Electrical, Communications, Fencing, Railing, Rebar, Mechanical, Civil & Utilities, Elevator & Escalator, Masonry, Concrete Flatwork, Structural Steel Erection, Structural Concrete, Landscaping, Signs, Striping, Driven Pile, Demolition, Water Pollution Prevention, Construction Testing, Trucking**

Plans and specifications are available through BidSync, may be purchased through ARC (408)262-3000, or are available for viewing by appointment only at Shimmick Construction's Office: 8201 Edgewater Drive, Suite 202, Oakland, CA 94621.

Subcontractors and Suppliers interested in this project may contact Aron Oshio by email at [aoshio@shimmick.com](mailto:aoshio@shimmick.com).

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

**Mission Bay Development Group, LLC is actively seeking General Contractors for the upcoming Mission Bay Blocks 33-34 Public Improvements Scope 3 (Terry Francois Blvd and Mariposa St) project.**

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

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

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

The project manual and bid documents will be made available to each interested General Contractor. Please contact Cathy Serrano of Townsend Management, Inc., at (415) 355-6644 to pick up a set at the Mission Bay Office, 410 China Basin Street, San Francisco, CA 94158.

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

A pre-bid conference will be held at the Construction Manager's Trailer at 410 China Basin Street, San Francisco, CA on Tuesday, July 11, 2017 at 10:00 AM. MBE, WBE, LBE, and SBE subcontractors are strongly encouraged to attend.

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

## ADVERTISE YOUR AD HERE

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

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



# SBE Targeted “Sub-Bid Express” Availability and CUF



“Utilize SBE’s “Targeted Sub-bid Express” to attract available businesses with their CUF (commercially useful function) code verified by certifying agencies. Firms have bidding experience and a history of using a “sharp pencil”. All of these firms “hang out” in SBE’s 1.5 million B2B diverse database. So “availability” is not a problem.



You get 2 ads for the price of one – one in the publication and one on our website and be assured that your message is delivered timely **BEFORE BID DATE**.

## CONTACT US TODAY

A: 795 Folsom Street, 1st Floor, San Francisco, CA 94107

P: 415-778-6250 or 800-800-8534

F: 415-778-6255

E: sbe@sbeinc.com

W: www.sbeinc.com

SBE is a certified DBE firm

**SMALL BUSINESS EXCHANGE**

FOLLOW US:



<https://www.facebook.com/sbeinc>



<https://twitter.com/SBEinc1984>

**To Download the AD ORDER FORM, please visit the link below:**  
<http://e8.octadyne.net/clientFiles/8023/Sub-Bid-Request-Order-Form-rev-5-20-16-.pdf>