

SBE TODAY

Volume 28, Edition 788

DIVERSITY IN ACTION - SBE is a certified DBE publication

JULY 26, 2012

SMALL BUSINESS EXCHANGE

SBE OUTREACH SERVICES

With half a 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

Faxed 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.

**Call Toll FREE for more information:
800-800-8534**



*Shoestring
MARKETING*
by Alf Nucifora

How Can You Mend a Broken Brand?

I recently received a cordial invitation to meet with the brand bosses at Holiday Inn Hotels and their parent company, the Intercontinental Hotels Group. No doubt the invitation was proffered as a result of a previous column I wrote discussing the gradual deterioration of once revered brands. I still hold to the belief that the Holiday Inn brand has been a fading shadow of its former self. Its current incarnation is what inevitably happens when a brand becomes the handed-around, foster child of uncommitted owners and managers.

That said, I approached the meeting with a mix of healthy curiosity and mild skepticism. Undoubtedly, change is taking place at the company's Atlanta headquarters. An acknowledgement of the realities of life has forced a corporate renaming, this time to InterContinental Hotel Group from the previous Holiday Inn Worldwide, Bass Hospitality and Six Continents PLC. One suspects that the new nomenclature will play well on Wall Street. The corporate restructuring, whereby the hotel group stands on its own accord and is no longer associated with ill-fitting divisions such as soft drinks, for example, is sure to focus the brand strategy. There also seems a greater determination to keep the historically-fractious franchisee group appeased and mollified.

An Impressive Line-Up

Although there has been some confusion caused by the proliferation of brands now stabled under the Holiday Inn canopy, the segmentation strategy ultimately makes sense for a hospitality category that is increasingly fractionated by segmented target audience need. As InterContinental Hotel's President, Steven Porter, notes "When business does come back, InterContinental Hotel Group, as a multi-brand, national, multi-segment player, is well positioned to flourish."

The line-up is both intriguing and rational, a flag for every demographic nation. The limited-service Holiday Inn Express talks to the budget-driven traveler; Holiday Inn Select attracts the urban, airport-centric business traveler; the new Sun Spree Family Resorts are joined by the Orlando-based Holiday Inn Family Suites centered around family and kids; the Staybridge brand addresses the extended-stay guest; while the Crowne Plaza properties are attempting to go head-to-head against Hilton, Hyatt, Marriott, etc. for the meetings business. Ironically, the brand with the most potential is the InterContinental chain with wider penetration overseas and untapped growth opportunity in the U.S.

An effective bridge for cross-utilization across these brands may be the Priority Club Rewards frequency program with more than 16 million members. There's one major problem, however. The program is still primarily driven by the loyalty concept, as are the majority of competing hotel frequency programs. If Holiday Inn is smart enough to understand and exploit the CRM potential that lies within that database, the sky's the limit in terms of cultivating individual flag loyalty while promoting cross-brand trial.

And Then There's Holiday Inn...

Mark Snyder, Senior Vice President of Brand Management for Holiday Inn Hotels and Resorts, talks passionately about replicating the Continental Airline experience (going from worst to first). While Snyder's goal is admirable, one wonders if Holiday Inn has a Gordon Bethune (Continental Airline's CEO) to play the role of ayatollah. The current strategy calls for refurbishing the brand with a return to nostalgia, a revisiting of greater times when Holiday Inn was number one. Snyder acknowledges the aging demographic of the customer (45+) and the heavy preponderance of business travelers (70%). But, he believes that he can recapture the brand loyalty of earlier decades by combining nostalgia with the reminder of good feelings that springs from brand familiarity, coupled with a strong value story. It's your basic, return-to-basics story.

It's not a guaranteed strategy, by any means. The business traveler of 2003 is far more discriminating and demanding than the pioneer of the 1970's. In order to re-establish communication and connection with the customer, the older more traditional properties with stand alone air-conditioners that rumble

Continued on page 4

Paid subscribers receive first class mail.

Prst Std
U.S. Postage PAID
San Fran CA 941
Permit No. 820

Published by Small Business Exchange, Inc.
703 Market Street, Suite 1000
San Francisco, CA 94103

REQUESTS FOR BIDS & SUB-BIDS



Project Name: Mission Bay Block 2

Location: San Francisco, California

Bid Date: August 2, 2012 @ 2:00pm

Nibbi Brothers is the selected General Contractor for the following project which is currently underway, and is requesting bids for signage from qualified Subcontractors & Suppliers including those certified with the Office of the City Administrator (Successor Agency to SFRA). This project consists of 315 units of market rate housing, over 8,000 square feet of street level retail and two levels of interior parking for 315 cars. The SFRA participation goal has been established for this project at: 31% for MBE Subcontractors and 10% for WBE Subcontractors and we highly encourage all SFRA certified Subcontractors to bid.

To obtain bid and contract documents please email kristinn@nibbi.com.

Email or fax proposals to: shanel@nibbi.com and kristinn@nibbi.com / (415) 649-7528.

For information/questions regarding this project contact Shane Long via email at shanel@nibbi.com.

General Electric International, Inc.
Request bids from certified MBE/WBE/OBE subcontractors on the following:

LADWP, RFP 9066 "UMC Gorge Plants Generator and Turbine Reliability Improvement Project"

Bid Deadline August 27, 2012, 2PM PST

Bid interest is being requested for electrician labor, laborer workforce, telecommunications (phones & internet connections), asbestos and lead testing and sampling, asbestos and lead stripping, blasting and disposal, welding services, industrial materials and tooling, and transportation services associated with industrial equipment and hydro generators within the fleet of LADWP owned and operated power plants.

Interested bidders should respond by August 6, 2012. MBE/WBE/OBE subcontractors or suppliers interested in becoming a qualified GE supplier on this or potentially other projects but who are unable to respond at this time are encouraged to provide their technical capabilities for future consideration.

For additional information on plans, specifications, requirements, please contact Greg Williams, GE International, Inc., 2120 Diamond Blvd., Suite 100, Concord, CA 94520, (707) 447-5620, email: gregory.d.williams@ge.com.

GE will advise and assist interested contractors and vendors in obtaining required bonds, lines of credit, and Insurance, as required by the Specifications.



Project Name: Mission Bay Block 5 & 11

Location: Long Bridge Rd.

San Francisco, California

Bid Date: August 16, 2012 at 2:00 PM

Pre-Bid Conference: August 9, 2012 at 10:00 AM

Location: 180 Hubbell Street, San Francisco, CA

Nibbi Brothers has been selected as the General Contractor for the Mission Bay Block 5 & 11 project in San Francisco, CA. We are currently requesting bid proposals from qualified subcontractors including those certified with The Office of the City Administrator (Successor Agency to SFRA) for Earthwork, Piles, Gas Vapor Barrier, Concrete, Rebar, Waterproofing and Surveying. Subcontractors will receive an email notification via NewForma to download drawings and provide proposals by Thursday, August 16, 2012. The developer for this project has fully financed this project and we will commence construction in October 2012. Many of the subcontractors that will be providing proposals for this project are also working with Nibbi Brothers on several other projects. Nibbi's expectation is that all subcontractor bid proposals will be market price and competitive. This project consists of 311,954 sq.-ft. containing 170 units of market-rate apartments for Block 5, ranging from 550 sq.-ft. studios to 1,250 sq.-ft. lofts, with 16,000 sq. ft. of retail space. Block 11 consists of 312,389 sq.-ft. containing 190 units of market-rate apartments, ranging from 540 sq.-ft. studios to 1,380 sq.-ft. lofts and community spaces. The projects, supported by piles, consist of 4 and 5-story residential buildings over 2 levels of parking. The levels above the podium slabs will be Type III and V. The Office of the City Administrator (Successor Agency to SFRA) participation goal has been established for this project at: 31% for MBE Subcontractors and 10% for WBE Subcontractors and we highly encourage all certified firms with former SFRA and LBES to bid.

To obtain bid and contract documents please email kristinn@nibbi.com. Plans and specifications are available for viewing in Nibbi Brothers General Contractors planroom.

FAX OR EMAIL PROPOSALS TO
NIBBI BROTHERS GENERAL CONTRACTORS
AT: 415-241-2951 or email: bids@nibbi.com.

For information regarding this project contact:

ATTN:

**Elizabeth Crockett (elizabethc@nibbi.com)
or Kristin Medwick (kristinn@nibbi.com)
Phone: 415-863-1820 / Fax: 415-241-2951**

Requests
EXPRESSIONS OF INTEREST
from Qualified UDBE/DBE
Subcontractors/Suppliers for:
**I-15/215 Devore Interchange
Caltrans DB Contract 08-0K7104
In San Bernardino County
Price Proposal Due August 31, 2012**

Description of Work: Aggregate Supply, Architectural Surfacing, Asphalt Paving, Bridge/Road Joint Seals, Cast-in-Drill Holes, Clear and Grub, Concrete Barrier, Concrete Pavement Supply, Concrete Supply, Demolition, Dowels, Earthwork, Electrical, Erosion Control, Fence, Landscaping, Metal Beam Guard Rail, Minor Concrete, Misc. Iron and Steel, Painting, Pavement Markings, Piling, Potholing, Precast Bridge, Precast Prestressed Concrete Panels, Prestressing, Rebar, Signs, Soundwalls, Steel Bridge, Storm Drain, Striping, SWPPP, Tie Bars, Traffic Control, Trucking.

Atkinson Contractors, LP

27422 Portola Parkway, Suite 250
Foothill Ranch, CA 92610

Phone: 949-855-9755 Fax: 949-855-9923

Contact Andrew Nelson at 949-204-7140

To see plans, specs and addenda go to:
<http://www.dot.ca.gov/hq/opp/designbuild/devore-index.htm>

100% Performance & Payment Bonds will be required for subcontractors greater than \$100,000. Atkinson will pay the cost of bonds up to 1.5%. Insurance requirements per ITB Book 1 - DB Contract, Section 9.

An Equal Opportunity Employer

Requests sub bids from qualified California Department of General Services (DGS) certified Small businesses & Micro businesses. Subcontractors, suppliers, and truckers for the following project:

**WATER PROTECTION PROJECT
Santa Clara Valley Water District
Contract No. C0583 / Project #94084005
Bids: August 8, 2012 @ 2pm**

Demo - Chain Link Fence - Excavation & Backfill - Utility Trenching - Asphalt & Structural Concrete - Doors & Hardware - Painting - Security Cameras/System - Fire Stopping - Fiber Optics

Proven Management, Inc.

712 Sansome Street, San Francisco, CA 94111-1704
Phone: 415-421-9500 • Fax: 415-421-9600

Bonding, insurance, lines of credit and any technical assistance or information related to the plans & specifications & requirements for the work will be made available to interested DGS certified small & micro business suppliers & subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered to interested DGS certified small & micro business suppliers, subcontractors, truckers.

100% Payment & Performance bonds will be required from a single, Treasury-listed surety company subject to PMI's approval. PMI will pay bond premium up to 1.5%. Subcontractors awarded on any project will be on PMI's standard form for subcontract without any modifications. For questions or assistance required on the above, please call.

We are an Equal Opportunity Employer

SMALL BUSINESS EXCHANGE

REQUESTS FOR BIDS & SUB-BIDS

Sub-Bids Requested From Qualified UDDB Subcontractors & Suppliers:

I-15/I-215 Interchange Improvements – Devore Design-Build Project In San Bernadino County

Contract No.: 08-0K7104, Project No.:0800003664

Subcontractor Proposals Due: August 22, 2012

The SGJV is interested in soliciting in Good Faith all subcontractors and suppliers, as well as certified UDDB companies for this project. Proposals are requested for supplies and services including, but not limited to: Biological Monitor, Storm Water Pollution Plan, Street Sweeping, Construction Area Signs, Traffic Control System, Temporary Fencing, Erosion Control, Temporary Traffic Stripe/Markings, Temporary Railing, Portable Changeable/ Message Signs, Temporary Crash Cushion Module, Metal Beam Guard Railing, Roadside Signs, Abandon Culvert, Cold Place Concrete Pavement, Concrete Barrier, Bridge Removal, Clearing and Grubbing, Roadway Excavation, Structure Excavation, Structure Excavation (Bridge), Structure Excavation (Retaining Wall), Structure Backfill, Sand Backfill, Imported Borrow, Rock Blanket, Erosion Control, Fiber Rolls, Corrugated Steel Pipe Conduit, Class 2 Aggregate Base, Lean Concrete Base, Hot Mix Asphalt, Place Hot Mix Asphalt Dike, Tack Coat, Concrete Pavement, Profile Grinding, Furnish & Drive Steel Pile, CIDH Concrete Piling, Prestressing CIP Concrete, Precast Concrete, Structural Concrete, Bridge Structural Concrete, Retaining Wall, Minor Concrete, Soundwall Barrier, PTFE Bearing, Joint Seal Assembly, Joint Seal, Bar Reinforcing Steel (Bridge), Bar Reinforcing Steel (Retaining Wall), Furnish Sign Structure, Install Sign Structure, Furnish Laminated Panel, Furnish Single Sheet Aluminum Sign, Metal (Barrier Mounted Sign), Roadside Sign, Install Sign, Alternative Pipe Culvert, Reinforced Concrete Pipe, Plastic Pipe, Corrugated Steel Pipe, Welded Steel Pipe Casing, Alternative Flared End Section, Irrigation and Landscaping, Rock Slope Protection, Slope Paving, Minor Concrete, Miscellaneous Metal, Miscellaneous Iron and Steel, Bridge Deck Drainage System, Chain Link Fence, Chain Link Railing, Pipe Handrail, Tubular Handrail, Concrete Barrier, Cable Railing, Transition Railing, Transition Railing, Terminal System, Crash Cushion, Aggregate Bases and Structural Backfill, Pavement Delineation, Concrete Barrier, Signal & Lighting, Lighting & Sign Illumination, Interconnection Conduit & Cable, Fiber Optic Conduit, Electric Service (Irrigation), Traffic Monitoring Station, Closed Circuit TV System, Ramp Metering System, Earth Retaining Structures.

In order to assist UDDB subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities and establish delivery and construction schedules which will permit maximum participation when feasible.

If you are interested in submitting a proposal, and would like access to the Plans and Specifications, please visit the SGJV website and complete the contractor's questionnaire on the following website: www.usa.skanska.com/devoreinterchange

SKANSKA | **GRANITE**
HNTB
 a Joint Venture, in Association with
 1995 Agua Mansa Road • Riverside, CA 92509-2405
 Phone: (951) 684-5360 • Fax: (951) 788-2449
 Contact Email: www.usa.skanska.com/devoreinterchange

Official Bid packages will be issued pending Prime Contractor selection, at which time the SGJV will assist qualified subcontractors in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. The SGJV insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg.; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers' Comp. Endorsements or waivers required are Additional Insured End., Primary Wording 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 SGJV. SGJV will pay bond premium up to 1%. SGJV is signatory to Operating Engineers, Laborers, Cement Masons Carpenters unions and Teamsters. Subcontractors must provide weekly, one (1) original and (1) copy of all certified payrolls, including non-performance, and fringe benefit statement if required by law or by the Prime Contract. All interested subcontractors, please indicate all lower tier UDDB participation offered on your quotation as it will be evaluated with your price. SGJV is an equal opportunity employer

Boerner Truck Center is seeking MBE, WBE for:

Los Angeles Department of Water & Power • Fuel And Lube Service Trucks
Specification No. 7030 • Location: Los Angeles, CA • Bid Date: 8/6/2012

Seeking: Heavy Duty Commercial Truck and Body Equipment, CNG Fuel Systems, Fuel and Lube Service Bodies, Automotive, Truck Equipment, Natural Gas, Truck Body MFG, Towing / Hauling.

Boerner Truck Center

3620 E. Florence Avenue • Huntington Park, CA 90255
 Phone: 323-560-3882 • Fax: 323-560-1835

Contact: **Greg Davis** • Email: gregdavis@boernertrucks.com

Contact Boerner Truck Center for assistance with bonds, insurance, lines of credit or project plans & specifications. A downloadable specifications/bidding document is available at the Los Angeles Department of Water and Power's (LADWP) Electronic Request-Solicit-Procure System (eRSP) website <https://ersp.ladwp.com>

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 9, 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.

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.

AN EQUAL OPPORTUNITY EMPLOYER.





Fast! Efficient! Reliable and Courteous!

**Certified LiveNote, Summation,
CaseView RealTime Reporters**

Toll Free: (877) 388-0800 Local: (415) 348-0050
E-mail: ebruhi1@yahoo.com • www.starreporting.com

Star Reporting Service, a Certified Small Business family-owned court reporting agency, has provided thirty+ years personalized service for trials, depositions, hearings and arbitrations to the legal and private communities with last-minute Court Reporters on-call.

Star Reporting Service also provides videographers and language interpreters in addition to transcription services. Mobile Notary Public will also come to your location for 10+ signings. Other offered services throughout California include: Videoconferencing, Complimentary Conference Rooms and RealTime CAT Transcription.

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

REQUESTS FOR BIDS & SUB-BIDS

Condon-Johnson & Associates, Inc. –
Nicholson Construction Company Joint Venture (CJA-NCC JV)
REQUEST FOR QUALIFIED SBE/DBE
SUBCONTRACTORS AND SUPPLIERS FOR
**City and County of San Francisco Municipal Transportation Agency
Third Street Light Rail Program Phase 2 Central Subway, Union Square/
Market Street Station**
Bid Date: August 15, 2012 @ 3:00 P.M.

CJA-NCC JV is requesting quotes from all qualified subcontractors and suppliers including certified SBE/DBE firms. CJA-NCC JV is willing to further break down items into economically feasible units to facilitate and encourage participation. We are requesting quotes on the following material supply items and scopes of work, including but not limited to:

Photographic documentation, testing and inspection, handling transportation and disposal of grout spoils, supply structural steel bracing and piles, fabricate structural steel bracing and piles, supply cement, supply concrete backfill, supply specialty drilling equipment, supply fuel oil and grease, supply welding equipment and welding supplies, furnish and provide temporary power, furnish and provide construction water, excavation demolition and backfill of existing obstructions, saw cutting, geotechnical instrumentation and monitoring, structural instrumentation and monitoring, supply oscillator casing, supply micropiles, supply tiebacks, dewatering wells and discharge, buy and weld studs, form and pour guide walls.

Bid documents may be procured at no cost from the SFMTA, ATTN: Mr. Bernie Ancheta, One South Van Ness Avenue, 3rd Floor, San Francisco, CA 94103, fax (415) 701-4300 phone (415) 701-4278. We are available to assist you in such matters as clarifying questions regarding the scope of work, obtaining plans and specifications, bid preparation, obtaining bonds, lines of credit, or insurance as required by contract. Must be properly licensed for the type of work performing and may be required to furnish bonding for insurance, equipment, material and/or supplies. For assistance or if there are questions please contact us by phone (510) 636-2100 or fax (510) 568-8569. The estimator for this project is Mark Morrison.

An Equal Opportunity Employer

A Broken Brand

■ Continued from page 1

with the noise of a 747, will have to be updated, or cut loose at a faster pace, this in addition to the \$2 billion that has already been spent on property refurbishment to date. Inconsistent front-counter service must be made consistent. Snyder notes that the brand will commit \$4 million at the property level to this need in the forthcoming 12 months...a good beginning, but only that. An aura of iconic change must continue to surround the brand. One-time events such as "Towel Amnesty Day" must be supplemented with even stronger, repetitive promotional heft, until a critical mass of positive brand noise is achieved. Most importantly, there is the issue of self and social risk. Bluntly stated, it begs the question, do I, as the Holiday Inn customer, feel comfortable and secure in associating with the Holiday Inn brand, from the viewpoint of personal self esteem or how that association will be perceived by my peers?

It will take some time for the verdict to come it. The alternatives, however, are clear. This time around, it's Continental or K-Mart. This cat may be on its ninth life.

*Website: www.nucifora.com
Alf's syndicated writings appear in
business publications throughout the U.S.*