

# SBE TODAY

Volume 28, Edition 777

DIVERSITY IN ACTION - SBE is a certified DBE publication

JUNE 18, 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](http://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**

## Advocacy Brings Small Business Issues Back to Washington, D.C.

By **Dr. Winslow Sargeant**,  
*Chief Counsel for Advocacy*

The Office of Advocacy continues exercising its unique role within government to give voice to small business issues and concerns.

The past few months have seen Advocacy engage with widely diverse small business groups. From meeting with the Plumbing, Heating, and Cooling Contractors Association in Washington, D.C., to universities and high tech startups in Michigan and Ohio, America's entrepreneurs and innovators continue to seek ways to work with government in growing our economy.

Advocacy is fortunate to have a talented crew of professionals who are in tune with the small business community. Small businesses are also encouraged that the Obama Administration has issued a number of executive orders (E.O 13563, 13579, 13609, and 13610) that direct agencies to consider business size at all stages of the regulatory process. These actions are important for entrepreneurs and small business owners because they free them to focus on what they do best, which is to innovate and create jobs.

Small businesses want government to be effective. Political gridlock only leads to uncertainty. Public/private partnerships have shown that they can work. In Michigan, I met with small business owners who shared with me how pleased they are that the automobile industry is growing again. Manufacturing jobs are coming back! For our economy to grow and add jobs, we will need to build things domestically and access international markets. Entrepreneurs and small business are ready to go.

Many business owners, however, need access to capital to expand their operations and to add additional staff. This sentiment was expressed in a meeting I had at Automation Alley, Michigan's largest technology association. The lack of accessible capital for startups and small businesses remains a challenge. We know that it takes money to make money. Advocacy's annual small business lending study lists by state the banks that are lending to small businesses. This information has been invaluable to those who may not know where to turn after a financial institution has turned them down. An update of our lending study is

due this summer.

In Cleveland, my visit to the Council of Smaller Enterprises (COSE) and a local incubator that focused on innovative manufacturing added to an informative trip. The Manufacturing Advocacy and Growth Network (MAGNET), funded by the Department of Commerce's National Institute of Standards and Technology (NIST) provides business consulting and engineering services for advanced manufacturing companies. As an engineer myself, I was pleased to see the array of startup companies using resins, polymers, and ferrous and nonferrous materials to make products that reduce energy use and make manufacturing processes leaner. The MAGNET incubator, located adjacent to Cleveland State University, is helping to make Ohio's manufacturing sector more globally competitive.

There are a number of positive developments taking place in Michigan and Ohio. Small businesses are again looking to drive the local economy. The public/private relationship is crucial for small businesses to innovate and grow. The small business sector, our engine of economic growth, will need to have a workforce that is globally competitive. Making sure that we train U.S. workers for these jobs—as well as making sure the United States remains a beacon for the best and the brightest from around the world—should be priorities in this public/private partnership. Advocacy is encouraged that the U.S. Citizen and Immigration Services is looking at ways to streamline visa processes for individuals, students, and entrepreneurs in technical fields.

Advocacy continues to bring the small business viewpoint to discussions of these issues at the highest levels of government. Significant strides at reducing barriers—supporting entrepreneurs and small businesses—continue. It is good to know that small business is being heard.

### About SBA

#### Advocacy

The voice of small business on Capitol Hill since it was created in 1976, the Office of Advocacy works to protect, strengthen and represent the interests of the nation's small businesses within the Federal Government.

Continued on page 3

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

## BIDDING OPPORTUNITY MBE, WBE & DBE CONTRACTORS AND VENDORS

Inviting qualified contractors, specifically MBE, WBE & DBE firms certified by the Division of Minority and Women's Business Development, Empire State Development Corporation (ESDC) to contact us regarding subcontracting opportunities in connection with heavy construction work.

The Work under this contract is located in Orange County and Dutchess County, New York. The work to be performed under this Contract may briefly be described as: providing all labor, equipment, material, superintendence and all incidentals, required or deemed necessary, for the excavation and the construction of Shafts 5B and 6B, Rondout – West Branch Bypass Tunnel, Delaware Aqueduct.

### Contract BT-1

**New York City Department of Environmental Protection (NYCDEP)**

**BID DATE: July 26, 2012 at 11:30 AM**

Opportunities to participate exist in the following specific areas of utility work (water, storm, electrical) tree removal & protection, structure demolition, site clearing and grading, erosion and sediment control, maintenance of traffic, overhead power relocation, earth support systems, rock bolting, shot-creting, concrete, grouting, signalized turn lanes, hazardous material, remediation and disposal, asphalt pavement, striping, trucking, instrumentation, reinforcing steel, pumps/mechanical systems, water storage tanks, grouting, fencing, landscaping and seeding, security as well as surveying, engineering, photography, material testing and water treatment.

Any business seeking to participate as an MBE, WBE or DBE in the Contract must be certified by the Division of Minority and Women's Business Development, Empire State Development Corporation (ESDC) at the time the bidder or proposer submits its bid or proposal.

The Joint Venture has established an FTP site where potential bidders can view all plans and specifications for the project. Please contact **Jeanette Fahey** at (909) 594-0990 or Brett Campbell at (909) 594-0982 to receive instructions on accessing the FTP Site.

### Shea Kiewit, JV

An EEO Employer

(J.F. Shea Construction, Inc., and Kiewit Infrastructure Co.)  
667 Brea Canyon Road, Suite 22 • Walnut, CA 91789  
909-595-4397 • 909-869-9490 (fax)

Attn: Dennis Poulton  
EEO Officer

Request for UDBE Quotes  
\*\*This Project Has A 6.8% Udbe Goal \*\*  
**I-10 Tippecanoe Interchange IMP Project Phase 1  
SANBAG C12196**  
**Loma Linda & San Bernardino**  
**Bid Date: Thursday, June 26, 2012 @ 2:00 PM**  
**Please respond by 5:00 p.m., June 25, 2012**

We are seeking quotes from UDBE Subs and Suppliers for the following, but not limited to items of work: SWPPP, Erosion Control, Sweeping, Concrete Washout, Construction Area Signs, Barricades, Concrete Barrier, Pavement Marking & Striping, PCMS, K-Rail, Roadside signs, Sign Panels, Bridge removals, Clear & Grub, Excavation, Lead Compliance Plan, Rock Blanket, Fiber Rolls, Irrigation/Landscape, Aggregates, HMA, AC Dike, Tack Coat, Seal Joints, Grind Concrete, Piling, Structural/Minor Concrete, Drill & Bond Dowels, Bar Reinforcing Steel, Sign Structures, Pipe, Chain Link Fence, MBGR, Railing, 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 or  
Fax Quotes to Maria Corrao at (858) 586-0164

PTEI request SOQ's from MBE/WBE for  
LAWA's Utility Business Management at  
Los Angeles International Airport.

Send SOQ's to vrojas@ptei.net by **6/18/2012**.

### Power-Tech Engineers, Inc

355 South Lemon Ave Suite A • Walnut CA 91789  
(909)595-5314 Office • (909)595-5394 Fax

Requesting Sub-Bids from Qualified  
City of Los Angeles MBE/WBE/OBE  
subcontractors – Trucking - Freight forwarding  
& delivery of product purchased as a result of  
the event below.

**Event No. 3230**

**Sports/PE/Rec Play, Supplies and Accessories**  
**Owner: City of Los Angeles**

**Bid Date & Time: 6/28/2012 @ 1:00 PM**

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

### S&S Worldwide, Inc

75 Mill Street • Colchester, CT 06415  
Contact: **Marie Hughes**: 800-642-7354 x2613  
**Carol Mares**: 800-642-7354 x2255

REQUEST FOR CERTIFIED UDBE  
SUBCONTRACTORS & SUPPLIERS FOR:

**Iron Horse Trail**  
**City of Livermore**  
**Project #2010-40**

**Bid Date: June 26, 2012 @ 2:30 PM**

Proposals requested for the following trades:  
**Furnish & Place AC; Traffic Control; Fencing; Striping; Landscape & Irrigation; Erosion Control; Minor Concrete; Brick Surfacing; Electrical; Staking; AC Milling; Underground Pipe & Inlets; Trucking; Construction Supplies.**

Plans are available to view at our office or your local plan room. Plans may also be purchased City of Livermore, 1052 So. Livermore Ave, Livermore, CA 94551.

### Gordon N. Ball, Inc.

333 Camille Avenue • Alamo, CA 94507  
Phone: 925-838-5675 • Fax: 925-838-0814  
Contact: **Linda Brain**

An Equal Opportunity Employer

REQUEST FOR CERTIFIED UDBE  
SUBCONTRACTORS & SUPPLIERS FOR:

**Gordon Valley Road Bridge #23C0269**  
**County of Solano**

**Bid Date: June 21, 2012 @ 2:00 PM**

Proposals requested for the following trades:  
**CAS, Fencing, Striping, Concrete Barrier, Rebar, MBGR, Furnish & Drive Pile, Underground, Furnish & Place AC, Geotextile Fabric, Misc. Metal, Traffic Control, Trucking and Construction Supplies.**

Plans are available to view at our office, your local plan room or at <http://www.co.solano.ca.us/>  
Call for assistance in obtaining bonds, line of credit, and/or insurance.

### Gordon N. Ball, Inc.

333 Camille Avenue • Alamo, CA 94507  
Phone: 925-838-5675 • Fax: 925-838-0814  
Contact: **Linda Brain**

An Equal Opportunity Employer

## SMALL BUSINESS EXCHANGE, INC.

### 28 Years of Small Business Advocacy

Visit [www.sbeinc.com](http://www.sbeinc.com) to learn how SBE can help your business succeed!

# REQUESTS FOR BIDS & SUB-BIDS

**Shimmick Construction Company Inc.**  
 SBE Subcontractor/Supplier  
 Bids Requested For:  
**City and County of San Francisco –  
 Municipal Transportation Agency  
 Bernal Substation Upgrade Project  
 Contract No. 1262  
 Bid Date: June 26, 2012 at 3:00 PM  
 Fax all quotes to 510-777-5099**

Requesting certified SBE Subcontractor and Supplier Quotes on Demolition, Electrical, Mechanical, Steel Erection, Stripes-Markers, Traffic Control, Utility Work, Doors, Mechanical Equipment, Misc. Metal, Pipe-PVC, Pipe-Steel, and Steel Fab

Plans and Specs are available from MUNI, Office: One South Van Ness Ave., 3rd Floor, San Francisco, CA 94103; or may be viewed by appointment at Shimmick Construction's Office: 8201 Edgewater Drive, Suite 202, Oakland, CA 94621; Phone (510) 777-5000

Subcontractors and Suppliers interested in this project may contact John White by phone at (916) 441-0293.

Subcontractors and Suppliers interested in this project may contact Greg Adams by phone at (510) 777-5040.

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.

**Shimmick Construction Company Inc.**  
 8201 Edgewater Drive #202 • Oakland, CA 94621  
 Phone (510) 777-5000 • Fax (510) 777-5099  
 An Equal Opportunity Employer

**James E. Roberts-Obayashi Corporation**  
 is requesting sub-bids from qualified  
**MBE/WBE/SBE and LBE**  
 subcontractors, suppliers & manufacturers for:  
**LoPrest Medical Building**  
**Project Loc.: 551-555 Minna Street**  
**San Francisco, CA**  
**Bid Date: July 28, 2012 at 2:00 p.m.**  
**Start Date: August 2012 (6 month duration)**  
**Prevailing Wage: Yes**

The project consists of a new single story wood framed medical office building (1,500 SF) and the renovation/ seismic retrofit of an existing two story masonry medical office building (5,600 SF)

If interested in bidding this work please contact Joshua Hoffman via email @ joshh@jerocorp.com subject in Email -  
 "LoPrest Bid Request - Company Name"

Request For Qualified MBE/DBE  
 Subcontractors & Suppliers for:

**EBMUD -Leland Pressure Zone Improvements**  
**Location: Walnut Creek, CA**  
**Project No. 2025A**  
**Bid Date: 6/27/12 @ 1:30 PM**  
**Respond By: 12:00 PM**

Work includes installation of 24" CML&C Water main piping and valves at Lacassie Avenue, Walnut Creek, CA. Also, work includes installation of 24" water main piping on Larkey Lane, Walnut Creek, CA. Work also includes similar pipeline work at Danville pump station in Alamo, CA. Sub-Bid and material quotations being requested include, but are not limited asphalt paving, owner/operator backhoe/excavator service, street striping, sand/gravel materials, trucking and asphalt sawcutting.

**Pacific Mechanical Corporation**  
 2501 Annalisa Drive • Concord, CA 94520  
 Phone: (925) 827-4940 • Fax: (925) 827-0519  
**Contact: Sonja Mundy**

Plans are available for viewing in our Concord Office.  
 Call for Bonding/Insurance Assistance.  
 An Equal Opportunity Employer

Sub-Bids Requested From Qualified  
**SF HRC certified LBE**  
 Subcontractors & Suppliers

**As-Needed Environmental Services**  
**Contract / RFP Number: CS-242**  
**Project Location:San Francisco, CA**  
**Bid Date: 6/26/2012**

**Trades:** AE005 Geotechnical Engineering AE009 Acoustical Engineering/Noise Analysis AE011 Transportation & Traffic Engineering PS002 Community Relations/Public Affairs PS004 Archeology & Cultural Resources PS007 Technical & Mis. Writing/Editing Services PS009 Urban & Regional Planning PS004 Archaeology & Cultural Resources PS007 Technical & Misc. Writing/Editing PS009 Urban & Regional Planning PS010 Environmental Advisory Services PS018 Regulatory Compliance Assistance PS044 Habitat Environmental Services PS045 Hazardous Waste & Remediation PS060 Environmental Impact Reports

**RMC Water and Environment**  
 222 Sutter Street, Suite 700  
 San Francisco, CA 94108  
 Phone: 415-321-3400 • Fax: 415-321-3401  
**Contact: Christy Kennedy**

We will assist interested firms in obtaining bonds,  
 lines of credit and/or insurance if necessary.  
 An Equal Opportunity Employer

Sub-Bids Requested from Qualified  
**MBE, WBE, SBE Subcontractors & Suppliers**

**2012 Water Supply Infrastructure Plan (WSIP)  
 Update**  
**Location: Sacramento County, CA**  
**Bid Date: 6/15/12 @3pm**  
**Seeking the following services:  
 Cost estimating**

**RMC Water and Environment**

2001 N. Main Street, Suite 400  
 Walnut Creek, CA 94596  
 Phone: 925-627-4100 • Fax: 925-627-4101  
 Contact: Tamara Simbirdi, tsimbirdi@rmcwater.com  
 We will assist interested firms in obtaining bonds,  
 lines of credit and/or insurance if necessary.  
 An Equal Opportunity Employer

## CLASSIFIED AD

**Charles Bus**  
**Passenger Transportation**

Looking for:  
**Part Time File Clerk with  
 Typing Experience**

Contact No.: 415-556-4287

## Small Business Issues

Continued from page 1

### Ombudsman

If excessive fines, penalties, or unfair regulatory enforcement by federal agencies are problems for your small business, you have a voice in Washington, D.C., through SBA's Office of the National Ombudsman.

### Inspector General

The Office of the Inspector General conducts audits, investigations and other reviews to deter and detect waste, fraud and abuse in SBA programs and operations and to promote agency efficiency and effectiveness.

### SBA Programs

Small business is America's most powerful engine of opportunity and economic growth. That's where SBA comes in. SBA offers a variety of programs and support services to help you navigate the issues you face with your initial applications, and resources to help after you open for business.

Source: *The Small Business Advocate*





# REQUESTS FOR BIDS & SUB-BIDS

Sub-Bids Requested From Qualified UDBE Subcontractors & Suppliers:

**I-15/I-215 Interchange Improvements – Devore Design-Build Project In San Bernardino County**  
**Contract No.: 08-OK7104, Project No.:08000003664**

**Subcontractor Proposals Due: August 22, 2012**

The SGJV is interested in soliciting in Good Faith all subcontractors and suppliers, as well as certified UDBE 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 UDBE 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](http://www.usa.skanska.com/devoreinterchange)

**SKANSKA** | **GRANTE**  
**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](http://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 UDBE participation offered on your quotation as it will be evaluated with your price. SGJV is an equal opportunity employer

James E. Roberts-Obayashi Corporation  
 is requesting sub-bids from qualified  
 MBE/WBE/SBE and LBE  
 subcontractors, suppliers & manufacturers for:

**LoPrest Medical Building**

**Project Loc.: 551-555 Minna Street  
 San Francisco, CA**

**Bid Date: July 28, 2012 at 2:00 p.m.**

**Start Date: August 2012**

**(6 month duration)**

**Prevailing Wage: Yes**

The project consists of a new single story wood framed medical office building (1,500 SF) and the renovation/seismic retrofit of an existing two story masonry medical office building (5,600 SF)

If interested in bidding this work please contact Joshua Hoffman via email @ [joshh@jercorp.com](mailto:joshh@jercorp.com)  
 subject in Email -  
 "LoPrest Bid Request - Company Name"

## Marketing ON A Shoestring

### A CUSTOMIZED MARKETING PUSH

SBE offers an effective, low cost, customized marketing campaign service that gives small businesses an opportunity to effectively present themselves to a targeted market.

### Reach your market through SBE's 4-step process

- Deliver your message through email, fax, or mail to targeted market
- Print and electronic advertising
- Telephone follow-up
- Reports

Call us today **1-800-800-8534**  
 for more information



**Skanska  
 Shimmick  
 Herzog**  
 A Joint Venture In Association with LAN | TY Lin

**Santa Clara Valley  
 Transportation Authority  
 Design-Build Contract DB1102F  
 Silicon Valley Berryessa Extension Project C700**

Procurement opportunities through  
 Skanska-Shimmick-Herzog  
 will be diverse and ongoing.

Please visit: [www.sshjv-c700.com](http://www.sshjv-c700.com)

frequently to see procurement opportunities and project contacts in the Bid Packages folder.  
 Plans, specs, drawings, etc. can be found on the procurement web site.

# PUBLIC LEGAL ADVERTISEMENTS

**UC IRVINE**

**ANNOUNCEMENT TO PREQUALIFIED BIDDERS**

UC Irvine invites prequalified bidders to submit sealed bids for a lump sum contract for **Mesa Court Renovations, Units 1 & 2 Site Paving and Eyebrow Repair, Project No. 996265SE**, at the UCI campus in Irvine, CA.

**DESCRIPTION OF WORK:** Site Paving: Demolish approximately 10,200 square feet of existing asphalt paving and replace with new concrete paving. Eyebrow Repair: Remove existing roofing and flashing from 108 eyebrows on nine student residence buildings including repair and replacement of eyebrow trim, framing and fascia at some locations. Work is scheduled to start early July 2012 with an approximate 54 calendar day schedule. The University will award both scopes of work to the lowest responsive bidder under a single contract.

Est. Construction Cost for Site Paving: \$244,000

Est. Construction Cost for Eyebrow Repair: \$400,000

**Total Est. Construction Cost: \$644,000**

Bid Docs avail. **2 PM, 6/18/12** at American Reprographics Company (ARC), Costa Mesa, CA (714

751-2680. Planrooms: F.W. Dodge (626) 932-6120 or Reed (800) 424-3996.

**PREQUALIFIED BIDDERS:** **2H Construction, Inc.**, Signal Hill, CA (562) 424-5567; **Bitech Construction Co., Inc.**, Cypress, CA (714) 229-1477; **De La Secura, Inc. dba DLS Builders**, Orange, CA (714) 998-3790; **Los Engineering, Inc.**, Covina, CA (626) 454-5222; **Mackone Development, Inc.**, Los Angeles, CA (213) 252-9506; **PCL Construction Services, Inc.**, Glendale, CA (818) 246-3481; **Slater Builders Inc.**, Costa Mesa, CA (714) 434-4887.

**LICENSE REQUIREMENT:** Current and active **"B" General Building Contractor** CA contractor's license.

**BID SUBMITTAL REQS:** **Sealed bids due 2 PM, 7/2/12.** Rec'd and opened only at: UCI D&CS, 5201 California Ave., Ste. 250, Irvine, CA 92697. Contract will be awarded to lowest responsive bidder.

**MANDATORY PRE-BID CONF. & SITE WALK:** **6/19/12** Pre-Bid Conf and Site Visit promptly at **10:30 AM** at UCI D&CS Sullivan & Wright Conference Room, 5201 California Ave, Ste. 250, Irvine, CA 92697. **ONLY GC's** attending

can submit bids.

**ADD'L REQS:** 10% bid security and 100% payment & performance bonds. Surety issuing bonds shall be an *admitted surety insurer (as defined in the CA Code of Civil Procedure Section 995.120)*. Successful GC and subs must follow nondiscrimination req's in Bid Docs and pay prevailing wages at the location of the work. The work described in the contract is a public work subject to section 1771 of the California Labor Code.

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.

Contact Brenda Duenas (949) 824-9586 or [blduenas@uci.edu](mailto:blduenas@uci.edu)

For other opportunities [www.designandconstruction.uci.edu](http://www.designandconstruction.uci.edu)



**UCLA**

**ADVERTISEMENT FOR BIDS (Re-Bid)**

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

**STUNT RANCH FACILITIES RECONSTRUCTION Project Number 948985.01**

**DESCRIPTION OF WORK:** Construction of facilities at the UCLA Stunt Ranch Santa Monica Mountain Reserve to replace those destroyed in the Malibu/Topanga Firestorm of 1993. The scope of the project to include site infrastructure and facilities construction as follows:

**Site Infrastructure:**

- Plumbing: Above ground water lines to draw water from the Water District pumping station to two above ground 5,000 gallon tanks. Tanks to feed the fire sprinkler system, drinking fountain, misting system and sinks.
- Electrical: Below ground power from existing pole to buildings.

**Facilities:**

- A classroom/nature center and workroom connected by decking and supported on concrete stem walls and above-grade beams. All structures shall be modular and have the ability to be re-leveled.

The estimated construction cost is \$1,199,416.00.

**BIDDING DOCUMENTS:**

1. Bidding Documents will be available beginning on June 13, 2012 and will be issued at:

ARC  
2435 Military Ave.  
Los Angeles, CA 90064  
Telephone (310) 477-6501

Website: <http://social.fordgraphics.com/>

2. Bidders may view the Bidding Documents online at the ARC PlanWell Public Plan Room, and purchase digital and/or hard copies of the Bidding Documents by contacting ARC as indicated above. All parties will make arrangements with and payment to ARC directly. (NOTE: Bidding Documents will not be issued at the University's office.)

**BID DEADLINE:** Bids will be received only at the following location:

Contracts Administration  
University of California, Los Angeles  
1060 Veteran Avenue, Suite 125  
Box 951365  
Los Angeles, California 90095-1365  
310-825-7015

and must be received at or before:

**2:00 p.m., July 6, 2012**

**MANDATORY PRE-BID CONFERENCE & JOB WALK:**

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on June 20, 2012 beginning promptly at 10:00 a.m. Only bidders who participate in both the Conference and the Job Walk, in their entirety, will be allowed to bid on the Project as prime contractors. Participants must arrive at or before 10:00 a.m. Persons arriving later than said time will not be allowed to bid on the Project as prime contractors. Participants shall meet at UCLA Stunt Ranch, 1201 Stunt Road, Calabasas, CA 91302. For further in-

formation, contact Ronald Lai at 310-206-8833.

(NOTE: Bidders are advised that parking may be difficult. Bidders should allow ample time to drive to the above location in heavy traffic, find a parking space, and walk to the meeting area prior to the required time. It is currently anticipated that the Conference/Job Walk will last at least 2 hours.)

**LICENSE REQUIREMENTS:** The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid:

**B License (General Building)**

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

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

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

(Visit our website at: <http://www.capital.ucla.edu>)





## Shoestring MARKETING by Alf Nucifora

### Trap More Web Visitors With Smarter Spiders

With marketing and advertising budgets now falling victim to recessionary pressures, there is a clear and obvious need to squeeze every ounce of effectiveness out of what were once considered marketing luxuries, primarily new technologies and methodologies, many of them online related. With most businesses, small and large, now committed in varying degrees to a Web presence, and consumers now addicted in a big way to the information-bearing benefit that it provides, the smart players are searching for every sliver of advantage that they can gain in the online marketing game.

#### Introducing Search Engine Marketing

Research shows that more than 80% of Internet consumers use search engines and directories to look for products, services and information. A recent NPD Group study further revealed that "search listings are better than banner ads at creating effective brands." The study notes that "twice as many people gave a more favorable opinion of companies in the top three search positions than those featured in ads and 55% of online purchases were made on sites found through search listings, while a mere 9% were on sites found through banner ads."

Given the high degree of consumer use and acceptance of search engine results, search engine optimization and registration can be the most cost efficient and rewarding means of generating qualified site traffic and activity. In affect, the process ensures that your company's name, description and link appear when Internet users search for keywords that directly relate to your business. It also helps position the site among the top listings in its categories ahead of competitors. Atlanta-based 360i.com, a digital marketing agency specializing in search engine optimization, performs such work for a roster of clients including Alamo Rent A Car, Disney Vacations, Sheraton Grand Resorts and BellSouth. According to co-president and media director, David Williams, "the ultimate goal of optimization is to help potential customers or visitors find the websites that are most relevant to the keyword, phrase or search term of interest."

Typically, a search engine works by sending out a search "spider" to find as many documents as possible that match the search enquiry. Another program, called an indexer, then reads the selected documents

and creates an index based on the words contained in the document. Each search engine uses its own proprietary algorithm to create its indices so that, ideally, only meaningful results are returned for each query. (Note. A "spider" or "webcrawler" is a program that visits websites and indexes the pages present in those sites.) 360i.com, unlike off-the-rack optimizing spammers, utilizes complex techniques that demand a customized approach and an in-depth understanding of the client website's information and communication thrust. These include design and/or layout changes, new text for title tags, metatags and headings and changes to the first 200-250 words of the main text.

Since more than two thirds of all Internet traffic comes from the largest search engines and directories, 360i.com concentrates its customization efforts to ensure that it's clients' web sites receive favorable treatment from the 20+ major engines and directories including AltaVista, Lycos, MSN, GoTo, Excite, Hot Bot, Yahoo, Google, AOL and Netscape.

#### Rank Counts

Research shows that most active search engine users will not generally look past the first two or three pages of results returned by a search engine. As such, a site must have rich and timely content that people want to visit repeatedly. Notes Williams, "we provide detailed online reports that summarize keyword/phrase performance and search engine positioning. If we observe a downward trend in the rankings, we will re-optimize and resubmit to maintain positioning over time."

#### The More You Pay, The Higher You Rank

The latest innovation in search engine marketing is the Pay-Per-Click (PPC) search engine that allows you to bid against competing advertisers for higher rankings. The more you pay per click, the higher up on the list your site appears. Major players in the field include GoTO.com, Spinks and FindWhat. What are the benefits of PPC? According to Williams, who sees significant potential in this new addition to the search engine-marketing field, PPC programs offer increased value to advertisers and consumers. Advertisers benefit by paying only for qualified leads on a per click basis and gain increased control over advertising exposure and expenditure. Consumers benefit from the ability to quickly find the product, service or information that they are actively seeking.

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

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



## SMALL BUSINESS EXCHANGE

### Diversity Outreach

#### SERVICES

- \*WIN the bid
- \*ACHIEVE goals
- \*DEMONSTRATE Good Faith Efforts

### Outreach Professionals

- Review and analyze specific requirements to ensure compliance with regulations
- Provide customized reports upon request
- Quick turnaround to ensure deadlines are met efficiently

### An Outreach Standard

- Cited as a resource by the State of California Office of Small Business Certification Resources
- Listed in plans and specs of many local agencies
- Utilized by many agencies and primes

### One Location... Thousands of Certified Businesses

- SBE imports State DOT DBE's (nationwide)
- SBE imports US SBA "Pro-Net" listed businesses (nationwide)
- SBE maintains businesses certified by more than 50 local agencies

#### SMALL BUSINESS EXCHANGE, INC

p. (415) 778-6250

f. (415) 778-6255

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



WWW.SBEINC.COM