

# SBE TODAY

Volume 28, Edition 770

DIVERSITY IN ACTION - SBE is a certified DBE publication

MAY 24, 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**



### Shoestring MARKETING by Alf Nucifora

## Get Big Results From Small Ad Budget

One of the riskiest undertakings for small businesses is the development of advertising materials and campaigns that are both cost affordable and effective. Mega-marketers can employ the services of large ad agencies with their coterie of highly-paid, experienced experts. That's one of the benefits of a having a multi-million dollar ad budget. For the small business spending thousands instead of millions, the task is fraught with peril. Yet local and regional advertisers spend more than \$19 billion a year in advertising development and media placement.

### Introducing Admine.com

Enter Admine.com, a web-based advertising alternative for local and regional advertisers who want access to proven and original advertising. Formally launched in June 2000, the Virginia-based company allows small business advertisers to peruse an on line showroom of original newspaper, magazine, outdoor, radio, and television advertising. If they find something they like, they can license the rights to the advertising for their own local marketplace, have it customized by Admine ad staff, and run it for an agreed-upon amount of time and geographical coverage at a fraction of the time and cost that it would take to develop a campaign from scratch. Says Wayne Miller, Admine's President and Chief Operating Officer, "If a clever commercial worked for a bank in, let's say, Albuquerque, there's no reason it couldn't perform equally well in other markets."

The concept is nothing more than ad syndication. It's been tried before on a somewhat limited basis in the banking and auto dealer industries. Admine plans to move the concept from the minor leagues to the pros. Already more than 150 agencies nationwide (including the well known

Martin Agency and Richards Group) have submitted approximately 2,500 ads for licensing with 50-100 being added each month; 80 percent are for print and outdoor, 20 percent for broadcast. Plans call for video streaming of television commercials in the not-to-distant future. Ads have a shelf life of 3-5 years before they are consigned to the scrap heap.

For an ad to be selected for inclusion in the Admine archives, the work must be submitted through the company's Creative Review Board which is comprised of six well-known experts from the advertising and communication fields. The advertising always remains the property of the agency that developed and submitted it. Admine secures the licensing rights for subsequent reuse. According to an Admine spokesperson, acquisition/licensing cost of the advertising (to the advertiser) is based on the number and size of markets in which it will run as well as the length of time it will run. Advertisers have exclusive right to the material for the markets in which it runs.

On the average, it costs a third to a half as much to buy an effective campaign from Admine as it does to produce something original. For example, a local newspaper campaign incorporating three ads that will run in one local market for less than a year could be acquired for less than \$3,000. Qualified non-profit organizations are also able to benefit from access to Admine's public service campaigns nearly free of charge.

Admine has the backing of a number of strategic partners, including the American Association of Advertising Agencies, the American Bankers Association and the American Hospital Association. This dovetails with the company's current strategy of concentrating on vertical marketplaces where their syndicated approach will receive the greatest acceptance, namely the healthcare, banking and retail sectors.

### All the Benefits, None of the Hassle

For the average small business advertiser using a service like Admine, advertising risk and accountability are mitigated because the ad campaign was used before (as is the case with the majority of the inventory). And, there's an enormous reduction in development time. Simply

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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

RGW Construction Inc. is seeking all qualified Minority Business Enterprises (MBE's) and Women's Business Enterprises (WBE's) for the following project:

**A.C. Overlay Project – Prop 1B 2012**  
**County Contract No. 4119**  
**County of Sacramento**  
**Engineer Estimate: \$3,900,000**  
**Bids: May 31, 2012 @ 2:00 PM**

Requesting Sub-quotes for (including but not limited to): Cold Plane AC, Minor Concrete, Reinforcing Fabric, Striping/markers, Tree removal, AC Dike and Trucking.

**Scope of Work:** AC pavement overlay, placing paving fabric, repairing failed pavement, grinding, adjusting manholes, installing sidewalk accessibility ramps, replacing signal detector loops, striping/markers.

RGW is willing to breakout any portion of work to encourage M/WBE participation. Contact us for a specific item list.

## RGW Construction, Inc.

Contractors License A/B 591940  
 550 Greenville Road • Livermore, CA 94550  
 Phone: 925-606-2400 • Fax: 925-961-1925

Plans and Specs are available to view and copy at our office. Contact **Mark Smith 925-606-2400** for any questions, including bonding, lines of credit, or insurance. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation. For bonding and other assistance, please call.

An Equal Opportunity Employer

## Hunters Point Shipyard Opportunity to Provide Architectural Services.

Lennar Urban is requesting qualified, interested Companies to respond to a public request for proposals through the Redevelopment Agency of the City of San Francisco.

For more information on Architectural Services, please visit:  
<http://mission.sfgov.org/OCABidPublication/BidDetail.aspx?K=5459>

We are seeking subcontractor participation

**Project Name and Location:**  
**San Francisco Unified School District**  
**#11554, Pavement Resurfacing and Repairs at Child Development Administration Offices – 20 Cook St., San Francisco, CA 94118 &**  
**#11555, Marina Middle School – 3500 Fillmore St., San Francisco, CA 94123**

## DRYCO Construction, Inc.

Contact Person: Tania Montoya  
 Contact Phone Number: 510-438-6500  
 Contact Fax Number: 510-438-6510  
**Bid Due Date: May 24th, 2012 at 2:00pm**

REQUESTING BIDS FROM DBE, UDDBE Subcontractors and Vendors

**Contract 300448.08.01.BC,m Los Osos Wastewater Project Collection System, Areas B & C, Los Osos**

**Project Owner: County of San Luis Obispo**

**Bid Date: 6/7/2012, 3:00 pm**  
**(Please respond at least 24 hours prior to bid date)**

We are seeking bids from Local subcontractors and suppliers for the following: PVC/DIP Pipe & Fittings, Precast Concrete Manholes, Survey, Cast-in-Place Concrete Structures, CCTV, Dewatering, Sand & Gravel, Readymix Concrete, Asphalt Paving, Traffic Control Devices, Striping, Dry Utilities, Trucking

When submitting bids, please provide any certification you may have. W A Rasic Construction Company, Inc. is willing to assist all interested responders in obtaining access to the plans, specifications, bonding, materials and supplies, lines of credit and insurance. W A Rasic will accommodate delivery schedules to facilitate maximum participation.

Plans and specs for this Project can be viewed at the office of W A Rasic, or may be obtained from the owner, County of San Luis Obispo, Public Works and Transportation, Dept, 1050 Monterey St, Rm. 207, County Government Center, San Luis Obispo, CA 93408.

**Questions or assistance, please contact Jayson Lau, Project Manager at W.A. Rasic 562.928.6111, FAX 562.928.7339 or email [jlau@warasic.com](mailto:jlau@warasic.com)**



**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.

RGW Construction Inc. requests sub-bids from qualified California Department of General Services (DGS) certified small businesses and micro businesses.

**Subcontractors and supplies for the following project:**

**Santa Teresa Water Treatment Plant Incompatible Materials Project Stage II**  
**Project No. 93284030, Contract No. C0582**  
**Owner: Santa Clara Valley Water District**  
**Engineer's Estimate: \$2,500,000**  
**Bid Date: June 6, 2012 @ 2:00 PM**

DGS certified small businesses and micro businesses wanted for the following items, including but not limited to: Painting/Coatings, Electrical, Surveying, Rebar and Pipe Insulation.

**Scope of Work:** Chemical feed system upgrade to an existing water treatment plant.

## RGW Construction, Inc.

550 Greenville Road • Livermore, CA 94550  
 Phone: 925-606-2400 • Fax: 925-961-1925

Plans and specs. are available to view and copy at our Livermore Office. Contact Aaron Hepner 925-606-2400 for any questions, including bonding, lines of credit, or insurance. RGW is willing to breakout any portion of work to encourage Small/Micro Business participation. Contact us for a specific item list.

Bonding, insurance, lines of credit and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested DGS certified small and micro business suppliers and 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 and micro business suppliers and subcontractors.

AN EQUAL OPPORTUNITY EMPLOYER  
 CALIC. NO. 591940

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

**Advertise your SUB-BID REQUESTS**  
**in the Small Business Exchange**

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

# 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 Bernadino County

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

**Subcontractor Proposals Due: August 8, 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** | **GRANITE**

a Joint Venture, in Association with **HNTB**

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

Sub-Bids Requested From Qualified DVBE Subcontractors & Suppliers for:

## San Francisco Unified School District • Boiler Replacement • Cleveland Elementary School

**Project No. 11043 • Location: San Francisco, CA**

**Bid Date: 5/30/2012 @ 2:00 PM**

## San Francisco Unified School District • Boiler Replacement • Lakeshore Alternative Elementary School

**Project No. 11058 • Addresses: San Francisco, CA**

**Bid Date: 5/30/2012 @ 2:00 PM**

### Sonomarin, Inc.

PO Box 17 • Fulton, CA 95439 • Phone: 707-566-9447 • Fax: 707-566-9448 • Contact: George Merrill

An Equal Opportunity Employer

Shimmick Construction Company, Inc.  
SF (Local) Small & Micro LBE  
Subcontractor/Supplier Bids Requested For:

**City and County of San Francisco –  
Public Utilities Commission  
Oceanside Water Pollution Control Plant 620  
Digesters SBR TPAD Conversion and  
Facility Improvements  
Contract No. WW-490**

**Bid Date: May 31, 2012 at 2:00PM**

**Fax all quotes to 510-777-5099**

Requesting qualified MBE/OBE/WBE Subcontractor and Supplier Quotes on: **Coring, Electrical, Flatwork, Instrumentation, Mechanical, Membrane-H2O, Paint-Stain, Rebar, Roofing, Welding, Joint Seal, Mechanical Equipment, Misc. Metal, Pipe-Steel, Pump, Valves and Fittings.**

Contract Documents are available from SFPUC – Contract Administration Service Desk 1155 Market Street, 1st Floor, San Francisco, CA (415)551-4603 or may be viewed at Shimmick Construction's Office by appointment only after confidentiality agreement is signed. (Address below)

Subcontractors and Suppliers interested in this project may contact Tyler Shell by phone at (510) 777-5074.

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

**• Save Time • Win the Bid  
• Achieve Goals  
With the  
Small Business Exchange  
Diversity  
Outreach Services**

# PUBLIC LEGAL ADVERTISEMENTS

## UC SAN FRANCISCO MEDICAL CENTER

### ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, San Francisco Medical Center, sealed bids for a Lump Sum Contract are invited for the following Work:

#### Moffitt-Long Hospitals PCUP Steam Service Meters Re-Bid

Project No.: **10-603 / Contract No.: L00145**

#### UNIVERSITY OF CALIFORNIA, SAN FRANCISCO MEDICAL CENTER

#### DESCRIPTION OF WORK:

This project will provide for the installation of four (4) revenue grade steam flow meters in the Moffitt & Long Hospitals. Two of these meters will be in the low pressure steam (LPS) service (15 psig) and the other two will be in the medium pressure steam (MPS) service (100 psig). For meter accuracy, the work will require steam pipe modifications in some cases. The scope of work also includes power and control system connection for these meters to the Medical Center's Andover Building Management System (BMS) and the UCSF Campus Supervisory Control and Data Acquisition (SCADA) system. The Moffitt & Long steam meter scope of work is under the jurisdiction of OSHPD.

**THE ESTIMATED CONSTRUCTION COST OF THIS PROJECT IS \$250,000 - \$425,000.**

#### BIDDER QUALIFICATIONS:

PROSPECTIVE BIDDER QUALIFICATIONS: To be allowed to submit a bid, bidders (General Contractors, B), and their Superintendent must have the minimum experience requirements, and Bidder

must certify that they do not have certain health and safety violations as set forth in the Supplementary Instructions to Bidders.

#### PROCEDURES:

Bidding Documents will be available to Bidders on Wednesday, May 23, 2012 at 10:00 AM and will be issued from:

UCSF Documents, Media & Mail (UCSF-DMM)  
1855 Folsom Street, Room 135  
San Francisco, CA 94103  
Contact Persons: Ben La (415) 476-5030 (9AM – 5PM)  
Lisa Gee (415) 502-4523 • Fax No. (415) 476-8278

Bidding Documents can be viewed and may be ordered on line at the following website address: <http://www.ucsfplans.com/>  
Click "UCSF Medical Center" link

**Bidders must attend a mandatory Pre-Bid Conference at 10:00 AM Friday June 1, 2012.** For details, see above website address.

Bidders must submit qualification documents (Contractor's Statement of Experience -Exhibit 13) in a sealed envelope by 2:00 pm, **Tuesday June 5, 2012** at Office of Design and Construction, University of California, San Francisco, Medical Center, 3333 California Street, Suite 115, San Francisco, CA 94118. Phone: (415) 885-7257.

Bidders will be notified whether or not they are allowed to submit a bid for this project **within three to five (3-5) business days** of the due date of the Contractor's Statement of Experience (Exhibit 13).

**Bid Deadline: Sealed Bids for Lump Sum and Alternate will only be accepted from bidders and**

**will not be accepted after 2:00 p.m., Wednesday June 27, 2012.** Bids will be received only at Office of Design and Construction, University of California, San Francisco, Medical Center, 3333 California Street, Suite 115, San Francisco, CA 94118. Phone: (415) 885-7257.

Bids will be opened after **2:05 p.m., Wednesday June 27, 2012.**

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

**LICENSE CLASSIFICATION: GENERAL  
LICENSE CODE: B**

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA  
University of California, San Francisco Medical Center  
May, 2012

## UC IRVINE

### NOTICE INVITING GENERAL CONTRACTOR PREQUALIFICATION

The University of California, Irvine (UCI) requests the qualifications of General Contractors (GC) wishing to submit **DESIGN BUILD** proposals for the **DATA CENTER REAR DOOR COOLING AND HEAT EXCHANGER, PROJECT NO. 997168A.**

Prequalification questionnaires will be accepted from General Building (B) Contractors teamed with a Warm-Air Heating, Ventilating and Air-Conditioning (C-20) Contractor and Mechanical Engineer that have completed comparable projects as described in the questionnaire.

**DESCRIPTION:** Add rear door cooling retrofit kit packages on (20) existing server racks located in the Academic Data Center on the first floor of Engineering Gateway with a 195 kW capacity water-to-water heat exchanger package equipped with pumps and controls requiring minor electrical service. Hydronic piping and accessories are required for distribution for both house chilled water and new closed loop systems. Estimated Notice to Proceed on September 1, 2012 with completion on November 1, 2012.

**PROJECT DELIVERY:** Design Build

**ESTIMATED DESIGN AND CONSTRUCTION COST: \$350,000 – \$400,000**

**PROCEDURES:** Prequalification questionnaires will be available electronically at **2 PM on 5/22/12**

from UCI Design & Construction Services.

**Mandatory Prequalification Conference** will be held at **9:30 AM on 5/31/12** at UCI Design & Construction Services, 5201 California Ave., Suite 250, Sullivan & Wright Conference Room, Irvine, CA 92697.

**Prequalification questionnaires** must be received by **4 PM on 6/8/12** only at UCI Design & Construction Services, 5201 California Ave., Suite 250, Irvine, CA 92697.

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

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. GCs may be required to show evidence of its equal employment opportunity policy.

Contact David Donovan (949) 824-6582, [ddonovan@uci.edu](mailto:ddonovan@uci.edu) or Brenda Duenas (949) 824-9586, [blduenas@uci.edu](mailto:blduenas@uci.edu) for the questionnaire. For other opportunities: [www.designandconstruction.uci.edu](http://www.designandconstruction.uci.edu)

## Get Big Results From Small Ad Budget

### Continued from page 1

peruse the site ([www.admine.com](http://www.admine.com)), select the ad campaign you like by industry and format, negotiate the price on-line or by phone and have it customized by Admine staff (or do it yourself). With this procedure, an ad development process that could take months is now reduced to days. Says Miller, "We're cheaper, faster and more effective."

The syndication and reuse of previously-proven advertising is an idea whose time has definitely come. There is so much good work being developed today that survives for a short period of time or receives limited exposure in only a handful of markets. For start-up businesses that can't afford ad agencies, for smaller, established businesses that don't have their own agencies and for larger companies that are happy with their agencies but want to test market concepts and ideas before developing a national campaign, Admine is the answer to their prayers.

Website: [www.nucifora.com](http://www.nucifora.com)  
Alf's syndicated writings appear in business publications throughout the U.S.