

# SBE TODAY

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MAY 3, 2012

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## Shoestring MARKETING by Alf Nucifora

### Getting Back to Marketing Basics

A confluence of recent events leads me to some observations that diverge from the "how-to" instructions that this column normally communicates. Call them philosophical droppings, if you will.

#### The First Event

I had the good fortune to stay off-the-road for the last two weeks. In addition to getting reacquainted with home and office, I took the time to watch TV for more than the weather and the sports scores. I found myself both seduced and enthralled by two particularly powerful presentations, both incidentally on PBS. The first was a series by art critic and social historian Robert Hughes on Australia ("Beyond the Fatal Shore"). The other was by Bill Moyers and dealt with "death" ("On Our Own Terms"), a particularly pertinent subject for an aging Baby Boomer, like myself, where every unexpected twinge and pain calls to mind hypochondriacal thoughts of impending disability or death.

Both programs represented the pinnacle of quality... empowering, illuminating, capable of evoking laughter and/or tears with hair-trigger ease.

I also suffered the self-imposed misfortune of tuning into the MTV Video Music Awards. Here we had a celebration of the boorish, the demeaning and the crude. Lazy performances, delivered in an environment where the cheap thrill is a ready substitute for the professionalism that the medium should demand.

It's not just a generational thing. I can enjoy *Scream 3* just as much as the mall teenager. For me, it's an issue of quality and the need not to take advantage of the viewer or the customer. Appreciating and marketing quality is not an elitist concept. Quality is not some ephemeral, gradually-fading-from-relevance attribute to be doled out in small doses to

the discerning few. People still clamor for it irrespective of age, race or socio-economic background, and incidentally, they'll pay a premium price for it.

#### The Second Event

A recent bout of sickness has forced me to a number of doctors' offices, a debilitating process in itself, in these days of managed healthcare. The problem was not the getting of the appointment (once an aggravation, now an annoyance born of resignation). Nor was it the quality of the healthcare itself. There is, after all, a pill for every ailment. The frustration lay in seeking the answers; in the failure to have the medical practitioner spend more than the obligatory ten minutes in providing the explanation; in assuaging the fear and coping with the unknown. In short, getting a straight answer. Doctors, dentists and the rest of the body-mechanic class, are still noble beings in this writer's mind. But in their greed to maximize the value of the minute, to squeeze in one more patient, to eke out one last dollar, they've lost the ability to listen, and have become bad marketers in the process. That's why their worst days, revenue-wise, still lie ahead.

#### The Third Event

I'm currently renovating a house, a task that matches the appeal of an infected root canal... constant, throbbing pain culminating in an expensive bill for services rendered. Of seven contractors called to bid on the project, only two had the courtesy to respond. Landscapers won't return repeated calls. Builders attempt to gouge with stratospheric bids and when the deal is cut, and the contract sealed, the vendor/supplier/tradesperson ignores the agreed-upon completion and delivery dates, with don't-care insouciance.

The irony is that I'm happy to pick up the tab. It's not a matter of price, it's simply a matter of courtesy, responsiveness and honesty... all those things, incidentally, they talk about on Sunday from the church pulpit.

There's no mystery to marketing. How many times must we repeat the refrain that good marketing is nothing more than common sense? Strip away the jargon, step back from the trend of the day and ultimately, marketing is nothing more than understanding the aspirations and needs of the customer and communicating and delivering the product with a value proposition that makes sense for both the buyer and seller. My needs and aspirations were simple. I wanted to lounge in front of the television set and be served a quality viewing

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# REQUESTS FOR BIDS & SUB-BIDS



## REQUEST FOR SUB-QUOTES

**Project: I-405 Sepulveda Pass Widening Project,  
Contract No. C0882**

**Owner: Los Angeles County Metropolitan Transportation Authority (LACMTA)**

**Furnish & Install Bridge Overlay**

**Notice of Interest Requested by May 18, 2012**

Kiewit Infrastructure West Co. is the design-builder for the I-405 Sepulveda Pass Widening Project and is seeking sub bids and quotes from Disadvantaged Business Enterprises (DBE). Opportunities for subcontractors, professional services and material and/or equipment suppliers will occur throughout the life of the project. Requests for sub-bids and quotes (RFQ) will be ongoing as needed. All DBE's must be certified by the California Unified Certification Program (CUCP). Currently, Kiewit is requesting your notice of interest to provide a sub-quote to furnish and install Bridge Overlay.

**Contact us with your Notice of Interest to provide a sub-quote no later than May 18, 2012 to receive a Bid Package**

All responsive subcontractors must possess acceptable insurance and a valid California Contractor's License. Subcontractors performing any onsite work must be signatory to the appropriate union labor agreements. Subcontractors will be expected to provide 100% bonding and bond premiums will be reimbursed by Kiewit. All agreements issued on behalf of this project with a value of \$100,000 or greater must satisfy the LACMTA Prequalification Application requirements.

Kiewit intends to conduct itself in good faith with all DBEs and all other business enterprises regarding participation on this project. For further information or questions regarding this opportunity and to receive a Bid package, or to discuss this design-build project, requirements of the contract, licensing, project scheduling, insurance or bonding, please contact our project office

### **Kiewit Infrastructure West Co.**

I-405 Sepulveda Pass Widening Project  
Attn: **Rebecca Manning**  
6060 Center Dr., Suite 200 • Los Angeles, CA 90045  
1405.DB@Kiewit.com

### **Sukut Construction, Inc.**

Sub-Bids from Qualified DBE & UDBE Subcontractors and Vendor Quotes Requested for the following, but not limited to, trades:

Rebar, Soil Cement, Traffic Signs and Striping, AC Pavement, Demo, Furnish Ready Mix Concrete, Trucking

**County of San Bernardino  
Department of Public Works  
Federal-Aid Project: ER-18D3(006)  
Work Order: H14429**

**EMERGENCY LENWOOD ROAD  
REPLACEMENT CULVERT PROJECT**

**At Mojave River**

**Barstow**

**Road No. 492600 353-357**

**BID DATE May 10, 2012 @ 10:00 a.m.**

**Sub & Supplier Bids Due Prior**



### **Sukut Construction, Inc.**

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Steve Reiser

Phone: (714) 540-5351 • Fax: (714) 540-1434

Plans and Specifications are available through Owner and for viewing at Sukut Construction – call for an appointment. Subcontractors must be prepared to furnish 100% performance and payment bonds and possess current insurance and workers' comp coverage. Contractor will reimburse bond premiums at Standard Industry Rates only. 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 public 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, Inc.**  
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Sub-Bids Requested From Qualified DBE/SBE/LBE subcontractors/suppliers for:

**Third Street Light Rail Program Phase 2  
Chinatown Station  
Contract No. 1254**

**Location: San Francisco, CA**

**Bid Date: 5/22/2012 @ 3:00 PM**

**Trades:** demolition, abatement, shotcrete, GFRG, concrete, reinforcing steel, masonry, steel/misc metals/stairs, rough carpentry, building insulation, concrete floor sealer, waterproofing, metal wall panels, crystalized glass wall panels, TPO roofing, firestopping, flashing and sheet metal, fire proofing, intumescent fireproofing, expansion joints, doors/frames/hardware, glass and glazing, luminous, plaster, tile, resilient flooring, terrazzo, painting, toilet accessories, lockers, fire protection specialties, site furnishings, signage, elevators/escalators, HVAC, plumbings, fire protection, electrical



### **Webcor Builders**

1751 Harbor Bay Parkway • Alameda CA 94502

Phone: 510-798-1900 • Fax: 650-403-4100

Contact: **Mary Hobbs**

Email: [mhobbs@webcor.com](mailto:mhobbs@webcor.com)

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REQUEST FOR UDBE/DBE  
SUBCONTRACTORS AND SUPPLIERS  
FOR:

**Hwy 128 Overlay, Booneville  
Caltrans #01-0A8004**

**BID DATE: May 15, 2012 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Prepare Water Pollution Control Program, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Cold Plane AC, Lead Compliance Plan, Data Core, Tack Coat, Striping & Marking and Construction Materials

### **O.C. Jones & Sons, Inc.**

1520 Fourth St., • Berkeley, CA 94710

Phone: 510-526-3424 • FAX: 510-526-0990

Contact: **Mark Mahboubi**

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

Request For Qualified MBE/DBE Subcontractors & Suppliers for:

**EBMUD - Main Wastewater Treatment Plant Influent Screen Channel Baffle**

**Specification SD-346**

**Location: Oakland, CA**

**Bid Date: 05/09/12 @ 12:00 PM**

**Work includes** construction of ductile iron pipe columns within the existing Influent Screen Channels including HDPE liner for concrete, non-shrink grout, anchor systems, and ductile iron pipe columns.

### **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.

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# REQUESTS FOR BIDS & SUB-BIDS



**VTA- Mission Blvd/ Warren Ave/Truck Rail Program  
Contract No. C101 (12004F)**

**BID DATE: May 03, 2012 @ 2:00PM**

**UDBE Goal: 8%**

**To bid the job with the SSHJV and for general questions,  
please visit the SSHJV website at:**

**<https://partners.myskanska.com/usa/clients/VTA/WMGS/Outreach>  
On Bid Day Please Call 951-684-5360 and Fax Quotes to 951-788-2449**

The following is a list of anticipated potential work items include, but are not limited to: Grading/Earthwork, Drainage, Soundwalls, Retaining Walls, Concrete Barrier, Landscaping, Signing and Pavement Delineation, Signals, Lighting, Curb and Gutter/Sidewalk, PCC Pavement, Lean Concrete Base, Aggregate Base, Asphalt Concrete, Fencing, Contaminated Soil Removal, Traffic Control, Utility Work, Minor Concrete Structures, SWPP, Masonry, Hazardous Material Removal, Surveying, Construction Area Signs, CIDH Piles, SWPP Installation, Structural Steel, Reinforcing Steel, Fire Protection, Trucking, Misc Metal/Iron/Steel, Building Demo, MSE Walls, QC/QA Services, Painting/Coating, Noise Monitoring/Abatement, Dewatering/Monitoring, Deep Soil Mixing, Survey/Monitoring, Concrete Pumping, Crash Cushion, HVAC, Pre-stressing, Street Sweeping, Pre/Post Construction, Welding, First Aid (AMR), Health and Safety Monitoring, Project Progress Photographs/Video.

Skanska Shimmick Herzog, a Joint Venture (SSH, JV) is interested in soliciting in Good Faith all subcontractors as well as certified UDBE companies for this project. 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. All interested subcontractors, please indicate all lower tier UDBE participation offered on your quotation as it will be evaluated with your price.

Please call if you need assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. SSH, JV insurance requirements are \$1M GL – each occurrence, \$2M GL – Aggregate & Products/Completed Operations Agg., \$5M Excess/Umbrella, \$1M Workers Comp., and \$1M Auto. 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 the Joint Venture. SSH, JV will pay bond premium up to 1.5%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. SSH, JV is signatory to Operating Engineers, Laborers, Cement Masons Carpenters unions and Teamsters. If the Owner contract requires certified payroll then subcontractors will be required to submit certified payroll. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation. Skanska Shimmick Herzog, a Joint Venture is an equal opportunity employer.

**Project Information available at the following webpages:**

**VTA Website: <http://www.vta.org/bart/index.html>**

**Bart Website: <http://www.bart.gov/about/projects/index.aspx>**

**Contact information is provided on our website:**

**<https://partners.myskanska.com/usa/clients/VTA/WMGS/Outreach>**

1995 Agua Mansa Road • Riverside, CA 92509-2405  
Phone: (951) 684-5360 • Fax: (951) 788-2449

## YERBA BUENA GARDENS - REQUEST FOR QUALIFICATIONS NOTICE

### Yerba Buena Gardens Expansion Joint Repair Project

Repair of existing building expansion joints located in a portion of the Terrace structure in the area of the Waterfall feature. The work includes mitigation of water infiltration damage at the surface and interior of the structure in the immediate area.

**Hathaway Dinwiddie on behalf of MJM Management Group is seeking San Francisco certified SBE's and all other subcontractors for the following trades: Concrete, Drywall, Electrical, Misc. Ornamental Metals, Plumbing, Masonry, & Waterproofing/Roofing/Flashing.**

**Pre-Bid Meeting: May 8, 2012 at 2pm at Yerba Buena Gardens Green Room (located under the waterfall). Contact Leticia Avalos for RFQ document at 415.912.3224 or avalosl@hdcco.com**

**SBEs encouraged to bid  
Bids due May 23, 2012 by 2pm.**

**MJM MANAGEMENT GROUP AND HATHAWAY DINWIDDIE  
CONSTRUCTION COMPANY ARE EQUAL OPPORTUNITY EMPLOYERS**

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

**City and County of San Francisco –  
Public Utilities Commission  
Sutro Reservoir Rehabilitation and  
Seismic Upgrade REBID  
Contract No. WD-2627R**

**Bid Date: May 17, 2012 at 2:00PM**

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

**Requesting qualified MBE/OBE/WBE Subcontractor and Supplier Quotes on:** Clear and Grub, Demo, Drill-Bond, Earthwork, Electrical, Erosion Control, Fence, Flatwork, Joint Seal, Landscape, Mechanical, Membrane-H2O, Paint-Stain, Paving, Piles-Mirco, Rebar, Roofing, Shoring, Shotcrete, Survey, Trucking, Waterproof, Welding, Aggregate, Expansion Joints, Fabric, Falsework Material, Lumber, Misc. Metal, Pipe-PVC, Pipe-Steel, Precast -Utility, Ready Mix, Valves & Fittings.

Contract Documents are available from SF-PUC – 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 Jerry Blazek by phone at (510) 777-5086.**

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

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## WASHINGTON STATE SUB-BID REQUEST AD

Sub-Bids Requested From Qualified DBE Subcontractors & Suppliers:

**WSDOT – SR 99 – AWW S HOLGATE ST TO S KING ST**

**STAGE 3 – ATLANTIC ST BYPASS**

**Contract No.: 11A004,**

**FEDERAL AID PROJECT NO.: BR-0099(119)**

**Location: KING COUNTY, WASHINGTON**

**Bid Date: MAY 23, 2012 – 11:00 AM PST**

Quotes requested for supplies and services including, but not limited to:

AC Sidewalk, Baker Tanks, Bearing Pads, Bridge Railing - Welded Wire Fabric, Casing Pipe, Cement Conc Pavement, CIDH Pile Shaft, Construction Signs, Crushed Surfacing Base Course, Curb & Gutter, Curb / Curb and Gutter, Demolition of Structures & Misc. Demo, Dewatering, Directional Boring, Dispose Contaminated Material, Electrical, Embankment, EPS Geofoam Lightweight Fill, Erosion Control, Erosion Control Blanket, Erosion Control Plastic, Export Contaminated Soils, Fencing, Fire Protection System, Geomembrane - Gas Resistant, Geosynthetic Retaining Wall, Geotech Instrumentation, Geotextile, Gravel Borrow, High Visibility Fence, HMA Paving, Import Borrow, Joint Seal, Mineral Aggregate Type 17, Misc. Metals, Pavement Markers, Portable Storm Water Treatment Facility, Portable Toilets, Post-Tensioning, Precast Concrete Wall Panels, Precast RR Crossing Panels, Precast/Prestressed Bridge - Girder/Slab, Preconstruction Survey Services, Quarry Spalls, Readymix Concrete, Rebar, Roadside Restoration, Roadway Excavation, Root Barrier, Sand Drainage Blanket, Sanitary Sewer, Security Services, Shotcrete, Shuttle Bus Service, Shoring, Sidewalk, Sign Structure, Signals and Lighting, Signs, Silt Fence, Storm Sewer, Storm Water Treatment Facility, Striping & Pvmt Marking, Structure Backfill, Structure Excavation, Surveying, Sweeping, Television Inspection Services, Temp Erosion Sediment Control, Temp Noise Walls, Topsoil, Traffic Control Devices, Trucking, Water line.

### SKANSKA

1995 Agua Mansa Road • Riverside, CA 92509-2405

Phone: (951) 684-5360 • Fax: (951) 788-2449

Contact: **Ron Leach** • Email: ron.leach@skanska.com

Plans and Specifications are available for view at the Washington Department of Transportation. They can be reached by calling 360-705-7835

Skanska is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for this project. Please call if you need assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg.; \$1M Auto Liability; and \$5M Excess/Umbrella. Workers' Comp must be provided whether by state program or LNI. 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 Skanska. Skanska will pay bond premium up to 1%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to 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. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation. In order to assist DBE 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. All interested subcontractors, please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. Skanska is an equal opportunity employer

## Getting Back to Marketing Basics

■ Continued from page 1

meal that, at the least, entertained and at most, uplifted. I wanted a medical practitioner who would take more than five minutes to listen and diagnose the hidden concern in addition to the surface ailment. I wanted an architect/builder/landscaper who would enter a partnership based on the harmony of promises fulfilled, rather than performance based on threat, intimidation and constant browbeating.

"Don't Give Up" is the moral of the story. In these IPO-dripping times of fast-buck zillionaires, there is still room for a quality product, honestly made, ethically communicated and professionally delivered. These are the best of times. Any moron can make money nowadays. Wait till the economic tides turn; that's when the marketing basics will reappear on the radar screen... protecting the quality and integrity of the product, returning the call promptly, treating the customer with the respect that he/she deserves. In the meantime, if you're doing all three, don't give up. Your day will come.

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

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- Utilized by many agencies and primes

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- 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

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