

# SMALL BUSINESS

EXCHANGE

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## PG&E Engages Minority Owned Banks to Execute \$400 Million Bond Sale



Pacific Gas and Electric Company (PG&E) selected Loop Capital Markets, an African American-owned investment bank headquartered in Chicago, to be one of four joint lead managers, along with Goldman Sachs, JP Morgan, and Wells Fargo Securities, for a \$400 million offering of 30-year senior notes that closed yesterday.

The company also engaged two other diverse firms – woman-owned MFR Securities in New York and service disabled veteran-owned Mischler Financial Group in Southern California – to join BNY Mellon Capital Markets, LLC and RBC Capital Markets as co-managers for the deal.

“We are proud to work with these firms to complete this transaction,” said Kent Harvey, Senior Vice President and Chief Financial Officer of PG&E Corporation. “The low-cost financing this provides represents a great outcome for our customers, and it’s another example of the way PG&E is continuing to leverage the capabilities of diverse suppliers in keeping with our strong commitment to supplier diversity.”

This bond transaction represents the third that PG&E has completed with a minority-owned investment bank as a lead manager. The bonds mature on April 15, 2042, and bear an interest rate of 4.45 percent – a record-low 30-year coupon for PG&E. The bonds are rated “A3” by Moody’s Investors Service and “BBB” by Standard & Poor’s. Proceeds

from the bonds will be used primarily for general corporate purposes, including repaying a portion of the utility’s outstanding commercial paper.

“We were delighted to work with PG&E on this important transaction,” said Jim Reynolds, Chairman and Chief Executive Officer of Loop Capital Markets. “The company was patient in accessing the markets and really benefitted from enthusiastic participation by a broad range of investors seeking to have a high-quality bond in their portfolio.”

“Supporting the development of women-, minority-, or disabled veteran-owned investment banks is an important step in helping meet diversity procurement goals,” said Commissioner Timothy Alan Simon of the California Public Utilities Commission (CPUC). “The CPUC will continue to work with California utilities to assure that diverse businesses fully participate in our state’s economic gains.”

Diversity and inclusion have long been hallmarks of PG&E’s heritage. Earlier this month, PG&E was named Corporation of the Year by the Northern California Minority Supplier Development Council for the utility’s commitment to minority business development. The award is among a number of recent accolades for PG&E, which spent a record \$1.6 billion with diverse suppliers in 2011.

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### Letter from the President PG&E Supplier Diversity Commitment

At Pacific Gas and Electric Company, our primary focus is on providing safe, reliable, affordable gas and electric service to our customers. Equally important is the role PG&E plays in our communities by strengthening local economies and supporting the businesses we count on to help us power Northern and Central California. More than ever before, those businesses are owned and operated by people of diverse backgrounds.



Chris Johns, President  
Pacific Gas and Electric Co.

For 31 years, PG&E has been committed to creating a robust Supplier Diversity program — one that contributes to the

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### Construction Employment Increases in 155 out of 337 Metro Areas between March 2011 & 2012

**Bakersfield, Calif. and Denver-Aurora-Broomfield, Colo. Are Top Gainers; Monroe, Mich. Had Largest Percentage Decline, Chicago-Joliet-Naperville, Ill. Lost the Most Jobs**

Construction employment increased in 155 out of 337 metropolitan areas between March 2011 and March 2012, decreased in 134 and stayed level in 48, according to a new analysis of federal employment data released today by the Associated General Contractors of America. Association officials said that fewer metro areas added construction jobs in March compared to February because of disruptions to typical

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## Smart Ways TO WORK by Odette Pollar

### Surviving Employee Evaluations

There are very few managers or supervisors who enjoy conducting employee evaluations. The entire process is fraught with anxiety, and they are often delayed until the last minute. In fact, missing the scheduled review date entirely is not uncommon. Annual reviews need not be a heavy weight around your neck. The secret is to manage your interactions with the employee throughout the year. This will provide the foundation for your formal discussion.

#### Before

Throughout the year, discuss performance issues as they occur. This helps the employee understand your concerns, and offers an opportunity to make changes. During these regular mini-reviews, take notes; you will then have a running track record of performance from which you can draw the necessary information for the formal review. The content of an evaluation should never come as a surprise to an employee. The conversation should be more

of a summary discussion and never be perceived as a trap.

Reviews take a lot of focus, attention and emotional energy. Try to avoid scheduling more than two on the same day. You don't want to get burned out on the process. If the review is going to be uncomfortable or highly emotional—i.e. you are placing the employee on a probationary status, schedule the discussion for a Friday. That gives the person the weekend to really think about the situation.

#### During

Give yourself enough time to conduct the review without being rushed. Hold all your calls and do not allow interruptions. The review needs to be thorough. Avoid superficial or tangential issues because that will cause two problems. One, you will not get to the underlying concerns and, two, you risk the employee's misunderstanding the significance of the review process. Hone in on the important and avoid being sidetracked by transient or less critical issues.

Unless you are discussing a pattern of behavior with the view to making recommendations for change, do not dwell on past mistakes. Try to determine the reasons behind a series of misjudgments so that the underlying problem can be identified and addressed. A conversation outlining every date that the person was late to work is less useful than a review of the policy about tardiness, a discussion about the cause, and an agreement reached about what will happen in the future to prevent the tardiness.

People like to feel good about themselves and hear about what they do well. Although evaluations are opportunities to discuss difficulties, problems, or poor performance, they should be balanced with the positives so that the employee has a well-rounded view of his or her performance.

Be cautious about comparing one person to your star performer. That can backfire. Comparisons can set up internal rivalries. Asking a high performer to train another on a specific task is different from a "why can't you be more like her" comparison.

Reviews are not debates or arguments. If you have made a judgment and it is well-reasoned, stick by it and do not let the conversation degenerate. Resist the tendency to be defensive about your judgments. Back up your statements with research and documentation. If the two of you cannot come to agreement, then there are other steps you can take, including referring that employee to human resources.

Your goal in a review is to solve problems, coach development, and provide support and encouragement to enable the person to excel. During the problem-solving phase, it is not your job to come up with all of the possible solutions. Involve the employee in identifying options so that he or she takes ownership for the strategies. This not only saves you time and energy, but it reduces the likelihood of that person coming back saying, "Well, I never thought that idea would work anyway." In the same vain, avoid like the plague any discussions that start with, "If I were you..."

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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 con-

tract 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 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.

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

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# CALIFORNIA SUB-BID REQUEST ADS

REQUESTING BIDS FROM QUALIFIED DBE/UDBE SUBCONTRACTORS AND SUPPLIERS FOR THE FOLLOWING PROJECT:

**City of Santa Fe Springs  
Valley View Avenue Grade Separation  
Contract # 75A0229  
Federal Aid Project No. DEML 02-5340 (011)  
Bid Date: May 10, 2012 at 11:00 AM**

This is a highway project with the typical items of work associated, but not limited to: Aggregate, CIDH Pile, Construction Area Signs, Construction Stake, Consult - Enviro Compliance, Demo Minor, Earthwork and Base, Imported Borrow, Retaining Wall, Electrical H'Way, Fence & MBGR, Minor Flat Concrete, Joint Seals, K-Rail, Landscape, Erosion Control, Minor Concrete Structure, Misc Metal Bridge, Paving ASPH Concrete, A C Dike and Misc, Pipe - RCP, Precast Concrete Pipe, Ready Mix Concrete, Rebar, Structure Steel, Stripe and Mark, Structure Excavate Bridge, Traffic Control, Trucking, Underground Sewer Pipe.

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DBE/UDBE 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 for review at our office, please call for an appointment. Contact Rodger Mannka at [rmannka@ccmyersinc.com](mailto:rmannka@ccmyersinc.com) or 916-635-9370 for Share point access.

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.

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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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**General Electric Company**  
requesting bids from certified MBE/WBE/OBE subcontractors on the following:

**LADWP, RFP 90046  
"Scattergood Unit 3 Repowering Project"  
Bid Deadline June 4, 2012, 2PM PST.**

Bid interest is being requested for transportation services, gas fuel filter skid, combustion turbine power distribution center, intercooler water pump skid motor control center, 240V DC motor starters, emergency standby generator, emission control systems, sensors/transmitters, fire protection systems, generator accessories/hardware kits, gas turbine piping hardware, gas turbine pipe flanges/couplings, and subcomponents of gas turbine, steam turbine, and generator such as small precision machined fabrications/forgings, specialized heavy duty bolting hardware, and electrical kits. Interested bidders should respond by 05/17/2012. MBE/WBE/OBE subcontractors 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, specs and/or other bid requirements contact

**Travis Dauwalter, GE Energy, 1333 W Loop S  
Fwy, Houston TX 77027, 404-735-8852,  
e-mail [travis.dauwalter@ge.com](mailto:travis.dauwalter@ge.com)**

GE will advise and assist interested contractors in obtaining required bonds, lines of credit and/or insurance, as required by the applicable RFP.

Requesting Sub-bids From Qualified MBE/WBE/OBE Subcontractors/ Vendors

Siemens is one of the world's leading suppliers of a wide range of products, solutions and services in the field of energy technology. Our success can be linked to the strong network of suppliers with whom we partner to deliver quality products and services, approximately 3,000 of which are small and disadvantaged suppliers in the U.S.

Siemens Energy, Inc. will be bidding on a contract to provide the major power generation equipment to the Los Angeles Department of Water and Power's (LADWP) Scattergood Generating Station. If we are the successful bidder, this will provide yet another opportunity to expand our supplier network in the Los Angeles area. Siemens is seeking local support for services from Jan. 2013 through Dec. 2015.

These services include, but are not necessarily limited to:

- Residential/Commercial electrical services
- Mechanical/Machining services "on and offsite"
- Local equipment rental
- Drug screening services
- Local manpower services
- Other support services

If requested, Siemens may be available to provide assistance in obtaining bonds, lines of credit, or required insurances.

If you are interested in providing local small business support for this project, please contact us at the address noted below prior to May 11, 2012:

**Steven R. Wallace**  
**Siemens Energy, Inc.**  
Corporate Supply Chain Management,  
Indirect Materials  
Office: +1 (407)736-4208  
Email: [Steven.Wallace@siemens.com](mailto:Steven.Wallace@siemens.com)

**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](mailto: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**

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: June 5, 2012 @ 3:00 PM**

Trades: demolition, abatement, shotcrete, GFRC, 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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**Shimmick Construction Company, Inc.**  
SBE Subcontractor/Supplier Bids  
Requested For:

**City and County of San Francisco –  
Municipal Transportation Agency  
Muni Metro System Integrated  
Systems Replacement Project  
Contract No. 1260**

**Bid Date: May 10, 2012 at 3:00 PM  
Fax all quotes to 510-777-5099**

Requesting certified SBE Subcontractor and Supplier Quotes on **Electrical, Mechanical-HVAC, Broadband/ Fiber Optic, SCADA, Public Address/ Public Display Systems (Signs), VisualMessageSigns,Audio-VideoManagement System.**

The drawings and specifications included in the bid documents for this contract are protected under federal law as confidential Security Sensitive Information. To obtain a copy of the bid documents, requestors will be required to certify that they are a qualified subcontractor and sign a confidentiality agreement that will restrict the access, use and final disposition of the drawings and specifications. To obtain the confidentiality agreement and contract documents please call Mr. Bernie Ancheta with MUNI at 415-701-4278. Please contact Shimmick Construction by Phone (510) 777-5000 for further instruction.

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

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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).

**SMALL BUSINESS EXCHANGE**

# CALIFORNIA SUB-BID REQUEST ADS

**McCarthy Building Companies, Inc.  
IS SEEKING BIDS FROM QUALIFIED  
DVBE SUBCONTRACTORS & SUPPLIERS:**

**Hawthorne High School Phase 1  
New Science/Eng./Media Arts/Student Services Bldgs. and Site Improvements  
Hawthorne, CA**

McCarthy Building Companies, Inc. is requesting proposals from all qualified subcontractors and suppliers for this project.

**SUBCONTRACTOR BIDS ARE DUE Thursday, May 17th, 2012 at 2:00 PM.**

This project includes construction of new one and two story steel structures with plaster exteriors over metal studs. Exterior features include metal roofs, sunshades, curtainwalls, ornamental railings, (approximately 95,000 Bgsf). Site work includes ground improvement, demolition of the existing buildings, hazmat abatement and new site improvements.

Roofing bids from Garland approved applicators only.

This is a Lease-Leaseback project, Prevailing Wages shall apply. PLA and local hiring requirements apply. The project is tentatively scheduled to start June 25th with a 760 calendar day duration.

Bid documents can be viewed/purchased through C2 Reprographics email: planwell@c2repro.com. All cost associated with obtaining or distributing these documents are the responsibility of the Proposer. Instructions for Viewing Documents online: Go to www.c2repro.com and at the top select "Online & Digital Solution", choose "Planwell", click Planwell Enterprise, then Log in under "Guest Access", Project ID: C2RP\_HHSP1 and Password: mccarthy (all lowercase).

Bid documents are also available for viewing at McCarthy Newport Beach office plan room (open 8am to 5pm).

Please do not contact the Owner, Architect or Consultants. Any questions must be submitted in the form of a type-written RFI and sent via email Clint Fawcett (Email: cfawcett@mccarthy.com). The last day for RFIs is May 1, 2012 prior to 4:30pm.

100% Performance and Payment Bonds are required from an admitted surety for contracts over \$25,000. McCarthy will pay actual bond cost, up to 1.5% of the bid amount. Upon request, subcontractors will be required to provide evidence of their ability to provide said bonds within twenty-four (24) hours. McCarthy Building Companies, Inc. is an equal opportunity employer and encourages Minority and Small Business Enterprise participation. A 3% DVBE participation goal is applicable to this project.

We are looking forward to receiving your proposal and encourage you to contact us with any questions or comments.

**McCarthy Building Companies, Inc.**

**Clint Fawcett x305, Chief Estimator  
20401 SW Birch Street, Suite 300, Newport Beach, CA 92660  
Phone: (949) 851-8383 • Fax: (949) 756-6843**



## Speaker John A. Pérez, Senator Noreen Evans, and Academy Award-Winning Actor Geena Davis Announce Funding for the California Commission on the Status of Women

Academy Award-Winning Actor and Chair of California's Commission on the Status of Women Geena Davis joined Assembly Speaker John A. Pérez (D-Los Angeles) and commissioners Assemblymember Bonnie Lowenthal (D-Long Beach) and Senator Noreen Evans (D-Santa Rosa) announcing plans to re-establish funding and modernize the California Commission on the Status of Women (CCSW). More than a dozen members of the legislative women's caucus, along with CCSW commissioners joined the group in support of the announcement.

"I couldn't be more thrilled to be a part of a game-changing announcement that will re-establish funding for the Commission," said CCSW Chair Geena Davis. "There is still much to be done to sustain a public dialogue and create real change for women and for our society as a whole, and the Commission will get back to work, doing just that."

"It's clear there's still a great need for the Commission as a voice and advocate for issues impacting women and families," said Speaker John A. Pérez. There are still significant gender inequities we cannot ignore, and the Assembly's transfer of our savings will ensure that the Commission continues to be an effective advocate for policies proposals that will address these critical issues.

"We've all rallied around the Commission, because we know how important it is as a voice for women of all ages and from all backgrounds," said Senator Evans. "Today's announcement gives us a chance to continue working on vital issues impacting all of us."

"This is our chance to regroup, refocus and recommit ourselves to the important work of the CSSW," said Assemblymember

Lowenthal, vice-chair of the legislative women's caucus and CSSW commissioner. "We have a new vision and now have the resources to implement it."

Senator Evans' SB 1345 which would create statutory protection for the Commission on the Status of Women regardless of budget action also passed the Senate Government Organization Committee today with a 9-4 vote. The bill next goes to Senate Appropriations.

The Commission on the Status of Women is a nonpartisan state agency which advocates women's issues in the public domain and with the Governor, the Legislature and other public policymakers.

Davis announced that the commission would focus on the following key areas:

- Gender Inequality in the media**
- Women and Families in the military Business**
- Health & Safety**
- And Education**

Sarah Shealy, Assistant Professor at Mount Saint Mary's College, recently released a report that showed women in California made only 84 cents on the dollar to men, with even greater disparities for Latinas and African American women.

State Senator Noreen Evans represents the Second Senatorial District, including all or portions of the Counties of Humboldt, Lake, Mendocino, Napa, Solano, and Sonoma. Senator Evans Chairs the Legislative Women's Caucus and the Committee on Judiciary.

*Source: State of California*

**WEST BAY BUILDERS INC.**

is requesting bids from MBE/WBE/DOBE and all other subcontractors, suppliers, & truckers for the following project:

**BEHAVIORAL HEALTH UNIT CONSTRUCTION, PROJECT #11C1-007**

**County of Santa Cruz, General Services Department**

**Bid Date: 5/22/12 @ 2:00PM • Estimate: \$7,800,000**

**SCOPE:** Demolish and remove two existing buildings and construct a new 15,000sf 1-story building with below grade parking area serving as a locked acute psychiatric short stay residential facility and an acute evaluation services facility.

**TRADES NEEDED (but not limited to):** Demolition; CIP Concrete; Precast Concrete; Concrete Topping; Masonry; Stone Veneer; Steel Framing; Exposed Steel; Metal Fab; Cold-Formed Metal Framing; Stairs; Railings; Gratings; Carpentry; Interior Wood; Plastic Paneling; Waterproofing; Patio Deck; Insulation; Vapor Membrane; Underlayment; Roof/Wall Panels; Roofing; Flashing & Trim; Firestopping; Fire-Resistant Joint Systems; Joint Sealants; Expansion Control; Doors, Frames and Hardware; Grilles; Storefronts; Glazing; Skylights; Louvers; Mirrors; Drywall; Plaster; Tile; Acoustical; Flooring; Painting; Signage; Wall/Door Protection; Bathroom Accessories; Fire Extinguishers; Lockers; Appliances; Projection Screens; Gym Equipment; Blinds; Shades; Site Furnishings; Elevators; Fire Suppression; Plumbing; HVAC; Electrical; Fire Alarm; Earthwork; Asphalt Paving; Concrete Joint Sealants; Landscape; Utilities.

We are signatory to both the Carpenters Collective Bargaining Agreement and the Laborers Collective Bargaining Agreement. Certification of insurance for General Liability and Workers' Compensation are required. A Waiver of Subrogation will also be required with all Subcontract Agreements. Subcontractors' faithful performance and payment bonds in the amount of the subcontract price will be required. Reasonable market rate bond premium will be reimbursed by West Bay Builders, Inc.

Please call to discuss how West Bay Builders, Inc. can assist you with obtaining bonding, insurance, and various equipment, supplies, and/or related services. Plans may be viewed at local Builders Exchanges or in our office at 250 Bel Marin Keys Boulevard, Building A, Novato, CA. In addition, the plans are available for purchase at Santa Cruz ARC. Please call if you are interested in submitting a bid for this project.

Contact: **Nickole Denney**

(415) 456-8972 • FAX: (415) 459-0665 • EMAIL: nickole@westbaybuilders.com  
**WEST BAY BUILDERS, INC. IS AN EQUAL OPPORTUNITY EMPLOYER**

**Sukut Construction, Inc.**

Sub-Bids from Qualified DBE & UDBE Sub-contractors 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.  
An Equal Opportunity Employer**



**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.DBE@Kiewit.com

## CALIFORNIA SUB-BID REQUEST AD

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

An Equal Opportunity Employer

## Surviving Employee Evaluations

Continued from page 2

After

Transfer pertinent information from your notes. Note any commitment dates on your calendar. Write up a summary of the discussion for later reference. It never hurts to review the interaction to determine what, if anything, you would do differently the next time. If you view performance evaluations as more of a summary of a series of interactions that have taken place throughout the year, they need not be onerous. Remember, the end result should not be simply checking a task off your to-do list but rather, improved performance from someone you work closely with and depend upon.

Odette Pollar is a nationally known speaker, author, and consultant. President of the management consulting firm, Smart Ways to Work based in Oakland, CA, her most recent book is *Surviving Information Overload*. Email to share your comments, questions and suggestions: [odette@SmartWaysToWork.com](mailto:odette@SmartWaysToWork.com).

## DISPLAY AD



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.

We use our proven four step **Diversity Outreach Process** to provide you with competitive subcontractors and suppliers.

Faxed Broadcasts to targeted\* businesses

Advertising in SBE print and electronic publications

Telephone Follow-up Calls

Computer Generated Reports

\*Companies are targeted by Focus Group, Industry, and Location. SBE maintains companies certified by federal, state, and local jurisdictions. These include SBA "CCR", State DOT and multiple local jurisdictions.

## FEDERAL • STATE • CITY/COUNTY SOUTHERN CA CONSTRUCTION OPPORTUNITY

This is a Partial Listing of Southern CA Construction Bids.  
 Visit [www.sbeinc.com](http://www.sbeinc.com) for a full listing.

### LOS ANGELES COUNTY

**664-325 EXPAND RENOVATE RESEARCH LABS, V**  
 1st reported in SBE: 4/12/12  
 Location: Los Angeles, CA  
 Date: 5/22/12  
 Bid Date Extended from: 12/19/11  
 Ref#: W912PL-12-R-0019  
 Description available through electronic services.  
 Owner: Department of the Army, P.O. Box 532711, Los Angeles, CA, 90053-2325, Julie Ayala  
 SIC: 236220

**RENOVATE DOWNTOWN AMBULATORY CARE MENTAL**  
 1st reported in SBE: 4/12/12  
 Location: Los Angeles, CA  
 Date: 5/25/12  
 Bid Date Extended from: 12/19/11  
 Ref#: VA26212R0553  
 Description available through electronic services.  
 Owner: Department of Veterans Af, Suite 600, Los Angeles, CA, 90815, David Jacobson  
 SIC: 236220

**RENOVATE BUILDING 500 BATHROOMS**  
 1st reported in SBE: 4/26/12  
 Location: Los Angeles, CA  
 Date: 5/25/12  
 Bid Date Extended from: 12/19/11  
 Ref#: VA26212R0680  
 Description available through electronic services.  
 Owner: Department of Veterans Af, Suite 600, Los Angeles, CA, 90815, John Alcantara  
 SIC: 236220

**FY 11 F-35 SQUADRON OPERATIONS FACILITY**  
 1st reported in SBE: 4/12/12  
 Location: Los Angeles, CA  
 Date: 6/01/12  
 Bid Date Extended from: 12/19/11  
 Ref#: W912PL-12-R-0003  
 Description available through electronic services.  
 Owner: Department of the Army, P.O. Box 532711, Los Angeles, CA, 90053-2325, Tracey Daggy  
 SIC: 236220  
 SBSA

**FY11 ACADEMIC TRAINING CENTER (ATC), LUK**  
 1st reported in SBE: 4/12/12  
 Location: Los Angeles, CA  
 Date: 6/01/12  
 Bid Date Extended from: 2/24/12  
 Ref#: W912PL-12-R-0005  
 Description available through electronic services.  
 Owner: Department of the Army, P.O. Box 532711,

Los Angeles, CA, 90053-2325, Sandy Oquita  
 SIC: 236220

**TYPE III HYDRANT FUEL SYSTEM, DAVIS-MONT**  
 1st reported in SBE: 4/19/12  
 Location: Los Angeles, CA  
 Date: 6/07/12  
 Bid Date Extended from: 4/08/11  
 Ref#: W912PL-12-R-0016  
 Description available through electronic services.  
 Owner: Department of the Army, P.O. Box 532711, Los Angeles, CA, 90053-2325, Ryan Rivas  
 SIC: 237120

**SOURCES SOUGHT-TYPE II HYDRANT FUEL SYST**  
 Location: Los Angeles, CA  
 Date: 6/18/12  
 Bid Date Extended from: 2/02/12  
 Ref#: W912PL-12-S-0018  
 Description available through electronic services.  
 Owner: Department of the Army, P.O. Box 532711, Los Angeles, CA, 90053-2325, Ryan Rivas  
 SIC: 237120

### ORANGE COUNTY

**VARIOUS PUBLIC WORKS PROJECTS**  
 1st reported in SBE: 2/16/12  
 Location: Fullerton, CA  
 Date: 6/30/12 6:00PM  
 Ref#: 1202-003  
 Description available through electronic services.  
 Owner: CA CSU FULLERTON

### SAN DIEGO COUNTY

**QUARTER 4 - OIL AND GAS WELL ABANDONMENT**  
 1st reported in SBE: 3/22/12  
 Location: San Diego, CA  
 Date: 7/06/12 5:00PM  
 Ref#: 1203-008  
 Description available through electronic services.  
 License Req'd: A  
 Owner: CA CONSERVATION, DEPARTME

**11/12 BLANKET MINOR CAP ADVERTISEMENT**  
 1st reported in SBE: 7/21/11  
 Location: San Marcos, CA  
 Date: 6/30/12 3:00PM  
 Ref#: DT07012011  
 Description available through electronic services.  
 License Req'd: A  
 Estimate: \$600,000 - \$600,000  
 Owner: CA CSU SAN MARCOS, DAVID TAYLOR, (760)750-4554  
 E:MAIL DTAYLOR@CSUSM.EDU

## 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 Geofom 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.



1995 Agua Mansa Road • Riverside, CA 92509-2405  
 Phone: (951) 684-5360 • Fax: (951) 788-2449  
 Contact: **Ron Leach** • Email: [ron.leach@skanska.com](mailto: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

# PG&E Engages Minority-Owned Banks

## Continued from page 1

"Diverse companies offer a wealth of innovation," said Michael R. Peevey, President of the CPUC, which encourages utilities to procure a percentage of goods and services from diverse companies. "Procuring from diverse suppliers only strengthens PG&E's supply net-

work and creates jobs and economic growth for the communities it serves."

For information on PG&E's supplier diversity program or to learn how to apply to become a certified diverse supplier, visit [www.pge.com/supplierdiversity/](http://www.pge.com/supplierdiversity/).

Pacific Gas and Electric Company, a subsidiary of PG&E Corporation (NYSE:PCG - News), is one of the largest combined natural gas and electric utilities in the United States. Based in San Francisco, with 20,000 employees, the company delivers some of the nation's cleanest energy to 15 million people in Northern

and Central California. For more information, visit <http://www.pge.com/about/newsroom/> and [www.pgecurrents.com](http://www.pgecurrents.com).

Source: PR Newswire;  
Pacific Gas and Electric Company

## Letter from Chris Johns - President Pacific Gas and Electric Company

### Continued from page 1

vitality of our communities, generates innovation, increases competition, and supports economic development and job creation. As I reflect on our Supplier Diversity program's evolution over more than three decades, I couldn't be more proud of our progress.

We've made tremendous strides in helping diverse suppliers increase the volume of their businesses and expand into new lines of business while collaborating with our community partners to support their long-term development and success. Our efforts culminated in our 9th consecutive year of growth as we exceeded our 34 percent spend goal with women-, minority- and service-disabled veteran-owned businesses in 2011. We've set our sights even higher in 2012.

As we work to reshape our operations and deliver a higher level of service to our customers, we know that our diverse suppliers will continue to play an essential role. We are pleased to report on our efforts from the past year, and we look forward to building on those efforts in the year ahead.

PG&E continues to demonstrate its strategic focus on incorporating supplier diversity into its procurement process. Over the last five (2007-2011) years, there have been tremendous strides in all three diverse spend categories. Total spend over these five years increased \$1.7B or 60% while diverse spend increased \$1B or 169%.

- MBE spend increased \$614M or 153.1%.
- WBE spend increased \$338M or 192.2%.
- DVBE spend increased \$59M or 276.3%.

#### Each of the ethnic categories showed significant increases.

- Asian American spend increased \$74M or 50.8%.
- Black American spend increased \$158M or 147.0%.
- Hispanic American spend increased \$273M or 200.1%.
- Native American spend increased dramatically, \$113M or 1160.0%.
- Minority male spend increased \$410M or 126.6%.
- Minority female spend increased \$203M or 258.6%.

Continuous strategic initiatives and teaming efforts by Supplier Diversity, Sourcing and the Lines of Business have made this achievement possible.

#### PG&E's Success in 2011

Overall products and services spend was \$4.4B increasing by \$935M or 26.9% over PG&E's 2010 spend. With focus on supplier development, strategic sourcing and competitive bidding, total diverse spend was \$1.6B, an increase of \$477M or 42.1%

year over year.

#### PG&E results increased year over year in each of the major categories:

- MBE reached an all time high of \$1B, increasing \$335M or 49.1%.
- WBE reached an all time high of \$514M, increasing \$120M or 30.6%.
- DVBE reached an all time high of \$80M, increasing \$22M or 36.8%.

PG&E strives to improve results in all areas of diverse spend, while focusing on finding qualified diverse suppliers in areas that offer the greatest opportunity. In 2011, we made significant strides in all four ethnic categories. MBE female spend showed significant improvement too.

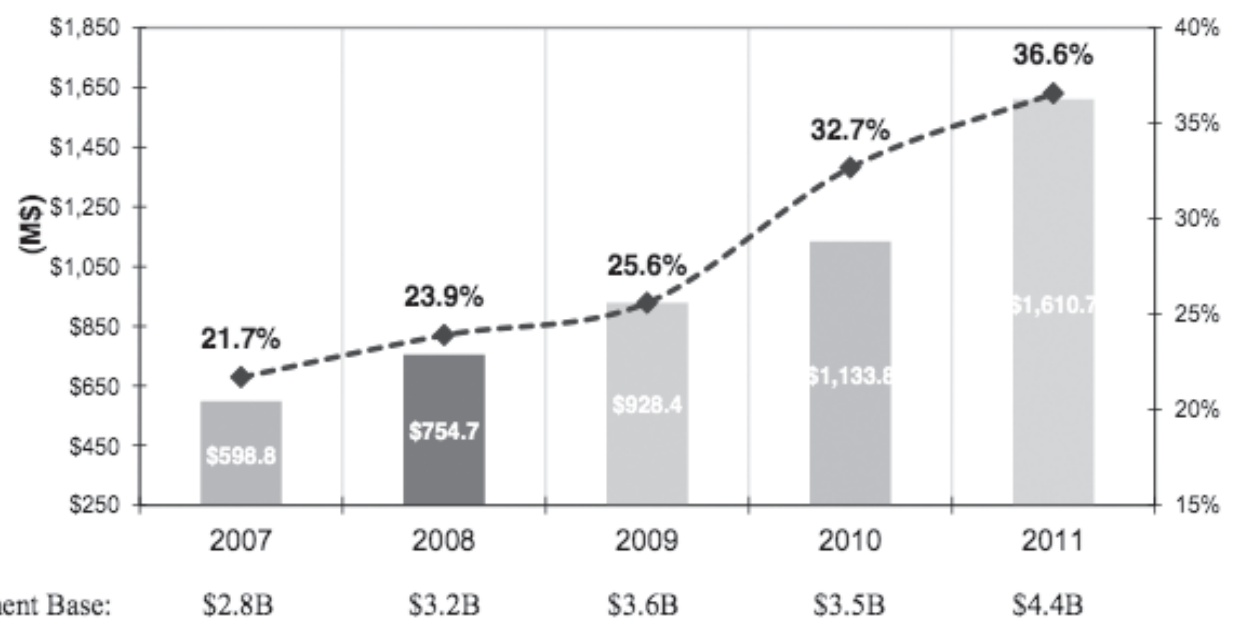
- Asian American spend reached a high of \$219M. The year over year increase was \$53M or 32.3%.
- Black American spend again reached an all-time high of \$265M. The year over year increase was \$62M or 30.7%.
- Hispanic American spend reached \$409M. The year over year increase was \$153M or 59.6%.
- Native American spend increased significantly, reaching \$123M. The year over year increase was \$66M or 117.3%.
- Spend with minority men was \$734M. The year over year increase was \$235M or 47.0%. Spend with minority women reached a high at \$282M. The year over year increase was \$100M or 54.9%.

### PG & E Five Year Supplier Diversity Trend

Total DBE \$ (Millions)

Total DBE %

#### PG&E Supplier Diversity Performance - 5 Yr



#### Employee Recognition

In 2011, PG&E spent over \$1.6 billion, or greater than 36% of its procurement base with DBEs. Both dollars and percent achieved are an all-time high. In celebration of this great accomplishment, the Supplier Diversity team recognized all of its LOB Champions, Sourcing portfolio managers and other key personnel who were contributors to PG&E's success in meeting this goal. Recognition included certificates of appreciation, awards presented during various company meetings and acknowledgment of their contributions during LOB Champion meetings. Special supplier diversity awards were presented by PG&E officers to employees with exceptional 2010 supplier diversity performance at the 2011 Supplier Diversity Achievement Awards. President, Chris Johns, presented the "President's Award," which was given to the individual who best exemplified role-model leadership and implemented best practices in the course of producing excellent supplier diversity results. Other individuals and team members were called to the stage to receive their awards from many of the company officers. CPUC President Michael R. Peevey recognized the efforts of the award winners during his keynote address and challenged PG&E to achieve 35% - a mark PG&E is proud to have exceeded.

#### DVBE Program

In 2011, PG&E achieved 1.8% spend with service-disabled veteran-owned businesses. This is an increase in spend over the previous year and the second consecutive year that PG&E has exceeded the CPUC DVBE goal of 1.5%. PG&E achieved these results by maintaining a steadfast focus on DVBEs. The importance of reaching the DVBE goal was a frequent topic at the company's monthly Supplier Diversity LOB Champion Meetings. The team continued an initiative in which each of PG&E's LOB representatives identified at least one DVBE to promote within their LOB. The LOBs without a current DVBE supplier were asked to make a commitment to meet with potential DVBEs within their respective areas. This initiative continues to increase awareness of the specific DVBEs that could provide products and services to PG&E. In 2011, Supplier Diversity also created a cross-functional team across all of Supply Chain called the "Special Forces Team" that met regularly to exclusively examine DVBE opportunities. Together these efforts contributed to outstanding results.

Source: PG&E; <http://www.pge.com/supplierdiversity/>

# CALIFORNIA PUBLIC LEGAL NOTICES

## THE WEINGART CENTER ASSOCIATION

The Weingart Center Association (Sponsor) will receive sealed bids for the following project to **Design/Build a Hot Water Heater System** Project in Los Angeles, CA

### INVITATION FOR BID

Work will be bound by all relevant regulations to satisfy the California Department of Housing and Community Development and City of Sacramento funding requirements.

For information and complete package of the required bid forms, please contact Maurice Ochoa, Weingart Center Association 566 South San Pedro Street, Los Angeles, California 90013 at telephone number (213) 689-2172.

Bids will be received until **2:00 p.m. on the 15th day of June, 2012** in the Weingart Center Association office located at 566 South San Pedro Street, Los Angeles, California, at which time and place all bids will be publicly opened and read aloud.

The plans and specifications are on file at the office of the Weingart Center Association at 566 South San Pedro Street, Los Angeles, California.

### Project Description

Replacement of the water heater system in building located at 566 S. San Pedro Street. Los Angeles: The project includes furnishing all labor, equipment and materials required to perform the Hot Water Heater Replacement Project. The project includes, but is not limited to the removal of the existing boiler/hot water heater, piping, breeching, pumps, concrete pads and associated equipment. Installation of a new natural gas hot water boiler system including two new high efficiency natural gas water heaters, new hot water domestic tank, heat exchangers, piping and controllers, breeching, pumps, concrete pads other appurtenances and incidental items. Patching and painting as necessary to achieve a complete installation. This project is to be permitted, complete and ready for use within compliance with the latest codes and regulations of Federal, State, and local regulatory agencies.

A walk-through-inspection of the site is scheduled for **May 15th 2012**, at 566 South San Pedro Street, Los Angeles, California 90013.

Local, minority, disadvantaged and women owned businesses are encouraged to apply.

Copies of the Contract documents may be obtained

by the Sponsor. Postage cost for document transmittal must be paid by bidders or deducted from deposits.

Bids in excess of \$25,000 shall be accompanied by a bid guarantee in the form of a money order, cashiers check, certified check or bank draft payable to the Sponsor, U.S. Government bonds, or a satisfactory bid bond executed by the bidder and acceptable sureties in an amount equal to five (5%) of the bid. No bid may be withdrawn for a period of thirty (30) days after bid opening.

All bidders will be required to certify that they are not on the federal Consolidated List of Debarred, Suspended and Ineligible Contractors. (Complete attached certification).

The Contract documents required to accompany all bids (Item I, Bid Form) shall be in an envelope which shall be clearly labeled with the words **"Contract Bid Documents,"** and show the project identifications, name of bidder, and date and time of opening.

In the event that the Sponsor awards a Contract under these Contract Documents in excess of \$25,000 the successful bidder shall be required to post both a Performance Bond or equivalent security and a Pay-

ment Bond and furnish evidence of Workers Compensation and Liability insurance in the favor and amount as required by these Contract documents.

**Attention is called to the following requirements:** The bidder shall submit a detailed cost breakdown, separating materials and labor, with the bid. This breakdown, upon approval by the Sponsor, shall become part of the Contract documents (Item VI, Work Plan).

The successful bidder will be required to comply with all nondiscrimination laws and regulations pursuant to the provisions of Section 8.08 of Item VIII, General Conditions.

The Sponsor reserves the right to utilize a joint control firm for purposes of valuing the work done or disbursement of payments or both.

The Sponsor reserves the right to postpone, accept, or reject any and all bids as the Sponsor deems in its own best interest, subject to the terms and provisions of the Contract documents.

Sponsor: **Weingart Center Association**  
566 South San Pedro Street  
Los Angeles, California 90013  
Telephone 213.689.2172 • Facsimile 213.689.9659

## THE WEINGART CENTER ASSOCIATION

The Weingart Center Association (Sponsor) will receive sealed bids for the following project to **Modernize Freight Elevator in Los Angeles, CA**

### INVITATION FOR CONSTRUCTION BID

Work will be bound by all relevant regulations to satisfy the California Department of Housing and Community Development and City of Sacramento funding requirements.

For information and complete package of the required bid forms, please contact Maurice Ochoa, Weingart Center Association 566 South San Pedro Street, Los Angeles, California 90013 at telephone number (213) 689-2172.

Bids will be received until **2:00 p.m. on the 11th day of June, 2012** in the Weingart Center Association office located at 566 South San Pedro Street, Los Angeles, California, at which time and place all bids will be publicly opened and read aloud.

The plans and specifications are on file at the office of the Weingart Center Association at 566 South San Pedro Street, Los Angeles, California.

### Project Description

Modernization of the freight elevator in building 566 S. San Pedro Street in Los Angeles; The proj-

ect includes furnishing all labor, equipment and materials required to perform the replacement of existing controls, motor, power unit, cab enclosure, sling, platform, flooring, car doors, door operators, hydraulic jack and spring buffers. Firefighters operation per current life safety code requirements including an elevator recall system with detector devices connected to the building's existing fire alarm system. An intercom system connected from the elevator to the control office. A camera mounted inside the elevator cab. A new electrical service will be provided to power the elevator. Car operating panels, hall push button stations, and all signal fixtures will be replaced for compliance with the Americans with Disabilities Act. A new HVAC system is to be installed to serve the elevator equipment room and a new sump pump is to be provided in the elevator pit. Patching and painting as necessary to achieve a complete installation. This project is to be permitted, complete and ready for use within compliance with the latest codes and regulations of Federal, State, and local regulatory agencies.

A walk-through-inspection of the site is scheduled for **May 9th 2012**, at 566 South San Pedro Street, Los Angeles, California 90013.

Local, minority, disadvantaged and women owned businesses are encouraged to apply.

Copies of the Contract documents may be obtained by the Sponsor. Postage cost for document transmittal must be paid by bidders or deducted from deposits.

Bids in excess of \$25,000 shall be accompanied by a bid guarantee in the form of a money order, cashiers check, certified check or bank draft payable to the Sponsor, U.S. Government bonds, or a satisfactory bid bond executed by the bidder and acceptable sureties in an amount equal to five (5%) of the bid. No bid may be withdrawn for a period of thirty (30) days after bid opening.

All bidders will be required to certify that they are not on the federal Consolidated List of Debarred, Suspended and Ineligible Contractors. (Complete attached certification).

The Contract documents required to accompany all bids (Item I, Bid Form) shall be in an envelope which shall be clearly labeled with the words **"Contract Bid Documents,"** and show the project identifications, name of bidder, and date and time of opening.

In the event that the Sponsor awards a Contract under these Contract Documents in excess of \$25,000 the successful bidder shall be required to post both a Performance Bond or equivalent security and a Pay-

ment Bond and furnish evidence of Workers Compensation and Liability insurance in the favor and amount as required by these Contract documents.

**Attention is called to the following requirements:**

The bidder shall submit a detailed cost breakdown, separating materials and labor, with the bid. This breakdown, upon approval by the Sponsor, shall become part of the Contract documents (Item VI, Work Plan).

The successful bidder will be required to comply with all nondiscrimination laws and regulations pursuant to the provisions of Section 8.08 of Item VIII, General Conditions.

The Sponsor reserves the right to utilize a joint control firm for purposes of valuing the work done or disbursement of payments or both.

The Sponsor reserves the right to postpone, accept, or reject any and all bids as the Sponsor deems in its own best interest, subject to the terms and provisions of the Contract documents.

Sponsor: **Weingart Center Association**  
566 South San Pedro Street  
Los Angeles, California 90013  
Telephone 213.689.2172 • Facsimile 213.689.9659

## Construction Employment Increases

### Continued from page 1

hiring patterns caused by weather.

"While last March firms were getting a late start to the construction season because the winter was so cold, this year's warm winter allowed many firms to do their typical spring hiring in February," said Ken Simonson, the association's chief economist. "It is too early to tell whether the hiring momentum within construction is slowing down or just pausing to let contractors catch up with the weather."

Bakersfield-Delano, Calif. added the highest percentage of new construction jobs (30 percent, 3,900 jobs) followed by Battle Creek, Mich. (25 percent, 300 jobs) and Fargo, N.D.-Minn. (25 percent, 1,400 jobs). Denver-Aurora-Broomfield, Colo. added the most jobs (5,600 jobs, 9 percent). Other areas adding a large number of jobs included Indianapolis-Carmel, Ind. (5,300 jobs, 15 percent); Phoenix-Mesa, Ariz. (4,200 jobs, 5 percent); Portland-Vancouver-Hillsboro, Ore.-Wash. (4,000 jobs, 9 percent) and Bakersfield-Delano.

The largest job losses were in Chicago-Joliet-Naperville, Ill. (-5,900 jobs, -6 percent), followed by St. Louis, Mo.-Ill. (-5,700 jobs, -9 percent); Atlanta-Sandy Springs-Marietta, Ga. (-4,100 jobs, -5 percent) and Tampa-St. Petersburg-Clearwater, Fla. (-4,000 jobs, -8 percent). Monroe, Mich. (-36 percent, -800 jobs) lost the highest percentage. Other areas experiencing large percentage declines in construction employment included Springfield, Mass.-Conn. (-25 percent, -2,000 jobs), Anchorage, Alaska (-20 percent, -1,600 jobs), Anniston-Oxford, Ala. (-20 percent, -200 jobs) and Sheboygan, Wis. (-20 percent, -300 jobs).

Association officials said construction employment was also impacted by the market uncertainty being created by unresolved federal infrastructure measures. Construction firms that build public infrastructure, in particular, are uncertain about future work levels given Washington's failure to enact a host of long-term investment measures like the highway and transit bill. Adding to the confusion, many construction firms, including many small companies that file

taxes under individual rates, are uncertain how much they will owe starting next year, they added.

"When it comes to politicians talking about the need to support private sector job creation, construction firms could benefit from less rhetoric and more action," said the association's chief executive officer, Stephen E. Sandherr. "Instead of jousting at straw men and arguing about who cares more, it would be helpful if Congress and the administration would instead help end much of the uncertainty holding back the industry."

Source: *The Associated General Contractors (AGC) of America*

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to download a PDF version  
of the latest **SBE Newspaper** and  
**SBE Newsletter**

# CALIFORNIA PUBLIC LEGAL NOTICES



## CITY & COUNTY OF SAN FRANCISCO DEPARTMENT OF PUBLIC WORKS

Contract No. 3119V  
(ID No. FCP12083)

### BOEDEKER PARK AND CLUBHOUSE

Sealed bids will be received at 875 Stevenson Street, Room 420, San Francisco, California 94103 until **2:30 p.m. on May 23, 2012**, after which they will be publicly opened and read. Digital files of Bid Documents may be downloaded at no cost from the Department of Public Works (DPW) Electronic Bid Documents download site at <http://bsm.sfdpw.org/> contractadmin, or purchased on a CD format from 875 Stevenson St., RM 420, SF, CA 94103, telephone 415-554-6229, for a non-refundable \$15.00 fee paid by cash or check to "Department of Public Works".

Addenda and other bid changes will be distributed

by email only to plan holders with email addresses, and will be posted on the Bids and Contracts page at the City's Office of Contract Administration website address: <http://mission.sfgov.org/OCABidPublication/>

The work includes demolition of the existing park and clubhouse to build a new clubhouse (over 4000 sf); play areas; basketball court; fitness areas; walking path; outdoor plazas; landscaping; lighting; outdoor furniture; fence; and other related work. The time allowed for completion is 400 consecutive calendar days. The Architect's estimate is in excess of \$4,700,000. For more information, contact the Project Manager, Jacob Gilchrist at (415) 581-2561.

Pursuant to San Francisco Administrative Code (SFAC) Section 6.25, "Clean Construction" is required for the performance of all work.

The Specifications include liquidated damages. Contract will be on a Lump Sum Bid Items basis. Progressive payments will be made.

Bid discounts may be applied as per SFAC Chapter 14B. Subcontracting goal is **23% LBE**. Call Amy

McConnel at 415-252-2513 for details. In accordance with SFAC Chapter 14B requirements, all bidders, except those who meet the exception noted below, shall submit documented good faith efforts with their bids and must achieve 80 out of 100 points to be deemed responsive. Bidders will receive 15 points for attending the pre-bid conference. Refer to HRC Form 2B for more details. Exception: Bidders who demonstrate that their total LBE participation exceeds the above subcontracting goal by 35% will not be required to meet the good faith efforts requirements.

A pre-bid conference will be held on **May 9, 2012, 11:00 a.m.**, at Boeddeker Clubhouse, 246 Eddy St., San Francisco.

For information on the City's Surety Bond Program, call Jennifer Elmore at (415) 217-6578.

A corporate surety bond or certified check for ten percent (10%) of the amount bid must accompany each bid. SFAC Sec. 6.22(A) requires all construction contracts awarded by the City and County of San Francisco to include performance and payment bonds for 100% of the contract award.

Class "B" license required to bid.

In accordance with SFAC Chapter 6, no bid is accepted and no contract in excess of \$400,000 is awarded by the City and County of San Francisco until such time as the General Manager of the Recreation and Park Department recommends the contract for award, and the Recreation and Park Commission then adopts a resolution awarding the Contract. Pursuant to Charter Sec. 3.105, all contract awards are subject to certification by the Controller as to the availability of funds.

Minimum wage rates for this project must comply with the current General Prevailing Wage as determined by the State Dept of Industrial Relations. Minimum wage rates other than applicable to General Prevailing Wage must comply with SFAC Chapter 12P, Minimum Compensation Ordinance.

Right reserved to reject any or all bids and waive any minor irregularities.

5/3/12

CNS-2304390#  
SMALL BUSINESS EXCHANGE



## CITY & COUNTY OF SAN FRANCISCO DEPARTMENT OF PUBLIC WORKS

Contract No. 7431A-4  
(ID No. FCE12076)

### ESER 1 FIRE STATIONS NO. 15, 17, 26, AND 32 ROOF REPLACEMENT

Sealed bids will be received at 875 Stevenson Street, Room 420, San Francisco, California 94103 until **2:30 p.m. on May 23, 2012**, after which they will be publicly opened and read. Digital files of Bid Documents may be downloaded at no cost from the Department of Public Works (DPW) Electronic Bid Documents download site at <http://bsm.sfdpw.org/> contractadmin, or purchased on a CD format from 875 Stevenson Street, Room 420, San Francisco, California 94103, telephone 415-554-6229, for a non-refundable \$15.00 fee paid by cash or check to "Department of Public Works".

Addenda and other bid changes will be distributed by email only to plan holders with email addresses, and will be posted on the Bids and Contracts page at the City's Office of Contract Administration website address: <http://mission.sfgov.org/OCABidPublication/>

The work is roof replacement for 4 Fire Stations, including, but not limited to, demolition of existing roofing, installation of new roofing system, HVAC work, painting, carpentry, electrical work, and all other associated work. The time allowed for completion is: **Option A**, 100 consecutive calendar days; **Option B**, 75 consecutive calendar days. The Architect's estimate is in excess of \$1,100,000. For more information, contact the Project Manager, Gabriella Cirelli at 415-557-4707.

Pursuant to San Francisco Administrative Code (SFAC) Section 6.25, "Clean Construction" is required for the performance of all work.

The Specifications include liquidated damages. Contract will be on a Lump Sum Bid Items basis. Progressive payments will be made.

Bid discounts may be applied as per SFAC Chapter 14B. Subcontracting goal is **14% LBE**. Call Romulus Asenloo at 415-252-2539 for details. In accordance with SFAC Chapter 14B requirements, all

bidders, except those who meet the exception noted below, shall submit documented good faith efforts with their bids and must achieve 80 out of 100 points to be deemed responsive. Bidders will receive 15 points for attending the pre-bid conference. Refer to HRC Form 2B for more details. Exception: Bidders who demonstrate that their total LBE participation exceeds the above subcontracting goal by 35% will not be required to meet the good faith efforts requirements.

A pre-bid conference will be held on **May 9, 2012, 10:00 a.m.**, at 30 Van Ness Avenue, 5th Floor Main Conference Room. Site visit to the Fire Stations will follow after the pre-bid meeting. Bidders are strongly encouraged to attend the pre-bid meeting and the site visit.

A second site visit is scheduled on **May 14, 2012, 10:00 a.m. to 12:30 p.m.** Bidders who want to attend this site visit shall meet at Fire Station 15 first.

For information on the City's Surety Bond Program, call Jennifer Elmore at (415) 217-6578.

A corporate surety bond or certified check for ten percent (10%) of the amount bid must accompany each bid. SFAC Sec. 6.22(A) requires all construction contracts awarded by the City and County of

San Francisco to include performance and payment bonds for 100% of the contract award.

Class "C-39" license required to bid.

In accordance with San Francisco Administrative Code Chapter 6, no bid is accepted and no contract in excess of \$400,000 is awarded by the City and County of San Francisco until such time as the Mayor or the Mayor's designee approves the contract for award, and the Director of Public Works then issues an order of award. Pursuant to Charter Section 3.105, all contract awards are subject to certification by the Controller as to the availability of funds.

Minimum wage rates for this project must comply with the current General Prevailing Wage as determined by the State Department of Industrial Relations. Minimum wage rates other than applicable to General Prevailing Wage must comply with SFAC Chapter 12P, Minimum Compensation Ordinance.

Right reserved to reject any or all bids and waive any minor irregularities.

5/3/12

CNS-2306421#  
SMALL BUSINESS EXCHANGE

## UNIVERSITY OF CALIFORNIA SANTA CRUZ

### ADVERTISEMENT FOR BIDS

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

#### CROWN COLLEGE LIBRARY BUILDING ENVELOPE RESTORATION Project Number: 2300-125

**Description of Work:** Building envelope restoration work including re-roof (re-use min. 70% existing roof tiles), pedestrian deck re-coating, elastomeric wall coating and new windows.

Estimated construction cost: \$ 300,000.00

**Bid Deadline:** Sealed bids must be received on or before Friday, May 25, 2012 at 2:00 PM.

Bids will be received only at:

Physical Planning and Construction,  
UNIVERSITY OF CALIFORNIA, Santa Cruz  
1156 High Street, Barn G, Contracts Trailer  
Santa Cruz, CA 95064  
831-459-2366

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on **Thursday, May 10, 2012** beginning promptly at **2:30 PM**.

**PLEASE VISIT OUR WEBSITE AT:**  
<http://ppc.ucsc.edu> FOR THE TEXT OF THE FULL ADVERTISEMENT AND INFORMATION ON HOW TO OBTAIN BID DOCUMENTS.

## UNIVERSITY OF CALIFORNIA SANTA CRUZ

### ADVERTISEMENT FOR BIDS

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

#### CAMPUS ROADS – MCLAUGHLIN ROAD REHABILITATION Project Number: 8900-048

**Description of Work:** Project to include the rehabilitation of two lane asphalt road running from the McLaughlin bridge to the 20 MPH curve. Also included are pedestrian curb-cuts, and potentially new drainage features.

**Bid Deadline:** Sealed bids must be received on or before **Friday, May 25, 2012 at 3:00 PM**.

Bids will be received only at:

Physical Planning and Construction,  
UNIVERSITY OF CALIFORNIA, Santa Cruz  
1156 High Street, Barn G, Contracts Trailer  
Santa Cruz, CA 95064  
831-459-5540

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on **Friday, May 11, 2012** beginning promptly at **1:30 PM**.

**PLEASE VISIT OUR WEBSITE AT:**  
<http://ppc.ucsc.edu> FOR THE TEXT OF THE FULL ADVERTISEMENT AND INFORMATION ON HOW TO OBTAIN BID DOCUMENTS

## UC IRVINE

UC Irvine invites sealed Bids for a Lump Sum Contract for **B1, Bsmt., Radiology Reading Room, Project No. 997553**, at the UCI Medical Center in Orange, CA.

**DESCRIPTION OF WORK:** Build-out approx. 2,173 sq. ft. of shell space in the basement of Douglas Hospital for 15 radiology reading stations, group viewing station, support services work stations, and a transcription station for the Radiology Dept. Work will include interior framing, MEP, interior finishes and fire suppression. Work is scheduled to start June 2012 with 90 calendar day schedule from NTP to substantial completion.

**Est. Construction Cost: \$400,000**

Bid Docs avail. **2 PM, 4/27/12** at American Reprographics Company (ARC), Costa Mesa, CA (714) 751-2680. Planrooms: F.W. Dodge (626) 932-6120 or Reed (800) 424-3996.

**BIDDER QUALIFICATIONS\*:** Must have completed two projects within the past 5 years which were each at least \$400,000 in construction cost as follows: one hospital project involving Type I construction; one project constructed in an OSHPD I building; two projects built in California; and one hospital tenant improvement project constructed in a fully operational/occupied facility w/minimum \$300,000 construction cost. **Bidders not meeting the qualifications in the Contract Documents will not be eligible for award.**

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

**BID SUBMITTAL REQS:** Sealed bids due **2 PM, 5/25/12**. 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:** 5/8/12 Pre-Bid Conf and Site Visit **promptly at 10 AM** at UCIMC Building 56, Rooms 113 & 114, 101 The City Dr., Orange, CA 92868. **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)



# CALIFORNIA PUBLIC LEGAL NOTICES

## UC SAN FRANCISCO MEDICAL CENTER

### ANNOUNCEMENT TO PREQUALIFIED BIDDERS AND 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:

**Long Hospital (L3) Nuclear Camera Replacement Project No.: 09-514 / Contract No.: L00132**

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

#### DESCRIPTION OF WORK:

This project will renovate a 717 square foot area on the 3rd floor of Long Hospital located at 505 Parnassus Ave in San Francisco. The existing work area consists of 2 General Electric Nuclear Medicine Cameras. This equipment is outdated and a new 670NM-CT unit will be installed to replace the 2 cameras. The project consists of renovating the space to accommodate the new unit. An existing patient bathroom within the area will be ADA upgraded. The exiting HVAC and electrical systems will be upgraded to accommodate the new equipment. A new fan coil unit will be installed in the ceiling of

the procedure room. Structural work includes coring for MEP fans from equipment/control/gantry. The project are will be upgraded with new floors, ceiling and casework.

#### THE ESTIMATED CONSTRUCTION COST OF THIS PROJECT IS \$850,000 TO \$875,000.

**The following contractors have been prequalified to bid on this project and the University will ONLY receive bids from the following:**

#### General Contractors

Cameron Builders, Inc.  
City Building, Inc.  
Charles Pankow Builders  
TCB Builders, Inc.

#### PROCEDURES:

Bidding Documents will be available to Bidders on May 2, 2012 (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)  
Mario Carmona (415) 476-2518 (before & after working hours)  
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 Wednesday, May 16, 2012. For details, see above website address.

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.

**Bid Deadline: Sealed Bids must be received on or before 2:00 PM, Thursday, May 31, 2012** and will be opened after **2:05 PM**.

Prior to the Bid Deadline and after the bid opening, the University may establish a new Bid Deadline no earlier than 24 hours from the prior Bid Deadline, if no material changes are made to the bidding documents, and no earlier than 72 hours if material changes are made. In such event the University will, at a minimum, notify all persons or entities known by the University to have received a complete set of Bidding Documents and who has provided a street address or facsimile number for receipt of any written pre-bid communications.

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 and its subcontractors will be required to follow the nondiscrimination requirements in the bidding documents and to pay prevailing wage rates at the location of work.

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 Building  
LICENSE CODE: B**

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

## DPR CONSTRUCTION, INC.

### RE-ADVERTISEMENT FOR SUBCONTRACTOR PREQUALIFICATION INTERIOR GLASS & GLAZING

Subject to conditions prescribed by the University of California, San Francisco Medical Center and DPR Construction, Inc. (CA License #599846), responses to the prequalification documents for a BEST VALUE LUMP SUM contract not to exceed the Maximum Acceptance Cost are sought from prospective subcontractors under the CM@Risk Fixed Fee Cost Plus with GMP Contract awarded to DPR Construction, Inc. for the following project:

**UCSF MEDICAL CENTER AT MISSION BAY  
University of California San Francisco Medical Center,**

**San Francisco, California  
Project No. 05-307 I**

**DPR Project No. 08-28026-01  
Bid Package 8DA-HOE  
Interior Glass & Glazing**

#### PREQUALIFICATION OF PROSPECTIVE BIDDERS

The University and DPR have determined that bidders who submit bids on this project must be prequalified. Prequalified bidders will be required to have the following California contractor's license: **Glazing - C17**

#### GENERAL DESCRIPTION OF WORK

Construction includes 42,000SF of Energy Center (EC), 212,000SF of OSHPD 3 Outpatient Building (OPB), and a 633,000SF, 289-bed, 6-story OSHPD 1 Hospital on a surrounding 14.5 acre site at UCSF Campus at Mission Bay.

Furnish and Install all interior glass & glazing to meet code and project requirements for the Hospital, Outpatient Building & Energy Center.

The Maximum Acceptance Cost: \$3,806,000

#### PREQUALIFICATION SCHEDULE

All interested subcontractors **MUST** attend a mandatory Pre-Bid Meeting in order to prequalify and to submit a bid. The mandatory Pre-Bid Meeting is on Tuesday, May 8, 2012 at 10AM at UCSF MC ICDC at 601 16th Street, San Francisco, CA 94158. **Subcontractors that have previously been prequalified for this scope of work will still need to attend the pre-bid meeting and resubmit Prequalification Forms.**

Subcontractors attending the Pre-bid Meeting will receive prequalification documents.

On **Tuesday, May 15, 2012, 5 PM**, the completed Prequalification questionnaire and associated documents will be received at the UCSF MC ICDC at 601 16th Street, San Francisco, CA 94158. The University will not accept completed prequalification questionnaires via FAX, and all prequalification questionnaires submitted must be sent so that they are received on or before, 5 PM on **May 15, 2012**.

Any prospective bidder found to be not prequalified as a result of the bidder's answers to this Prequalification Questionnaire will receive written response from the University Facility explaining the Facility's decision. If the bidder can refute some of the facts upon which the decision was based, the bidder can request a hearing at the Facility to appeal the decision. The decision of the Facility is final and not appealable within the University of California.

The dates, times, and location set for receiving and opening of bids will be set forth in the Advertisement for Bids. The lowest responsible bidder will be selected on the basis of the best value to the University.

The objective criteria and methodology used to determine Best Value will be described in the Bidding Documents. The best value to the University is the selection resulting in the best combination of price and qualifications.

The University reserves the right to reject any or all responses to Prequalification Questionnaires and to waive non-material irregularities in any response received.

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.

Information submitted by the bidder shall not be open to public inspection to the extent that information is exempt from disclosure under the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of the Title of the Government Code).

## SBA Seeks Applications from Investment Fund Managers For Its New Early Stage Capital Program

The U.S. Small Business Administration is inviting experienced early stage investment fund managers to apply for licensing as Early Stage Innovation Funds as part of SBA's Small Business Investment Company capital investment program.

Licensed Early Stage Innovation Funds can receive SBA-guaranteed funding to match their privately raised capital up to a maximum of \$50 million. Early Stage Innovation Funds must invest at least 50 percent of their investment dollars in early stage small businesses.

"This initiative is intended to promote American innovation and job creation by encouraging private sector investment in early stage small businesses," said SBA Administrator Karen Mills. "Early stage small businesses face difficult challenges accessing capital. At the same time, in this financial climate, venture capital funds are finding it difficult to raise money from institutional investors. By licensing and providing SBA financial backing to Early Stage Innovation Funds, we hope to expand entrepreneurs' access to capital and encourage innovation as part of President Obama's Start-Up America Initiative launched last year."

As part of the Start-Up America Initiative, SBA intends to commit up to \$1 billion in SBA guaranteed leverage over a five-year period to selected Early Stage Innovation Funds using its current program authorization.

High-growth potential, early stage companies commonly experience a gap in the availability of funding between \$1 million and \$4 million levels. This gap is often referred to in the venture capital industry as the "Valley of Death." Since January 2006, less than 10 percent of all U.S. venture capital dollars went to seed funds investing at those levels, and 69 percent of those dollars went to

just three states: California, Massachusetts, and New York.

The Early Stage Innovation Fund initiative will target this gap by licensing and guaranteeing leverage to funds focused on early/seed stage investments.

SBICs are privately-owned and managed investment firms that are licensed and regulated by SBA. SBICs use a combination of funds raised from private sources and money raised through the use of SBA guarantees to make equity and mezzanine capital investments in small businesses. There are nearly 300 SBICs with more than \$17 billion in capital under management.

A final rule, effective April 27, 2012, was published in the Federal Register at <http://www.gpo.gov/fdsys/pkg/FR-2012-04-27/pdf/2012-10120.pdf>. It sets forth regulations for Early Stage Innovation Funds with respect to licensing, capital requirements, distributions, and capital impairment among other things.

More information on the Early Stage Innovation Fund initiative and the regulations governing these SBICs may be found at [www.sba.gov/inv/earlystage](http://www.sba.gov/inv/earlystage).

For more information about the SBA's Investment Division, SBIC program, Impact Investment Initiative and Early Stage Innovation Funds, go to [www.sba.gov/INV](http://www.sba.gov/INV). The web site offers much useful information including segments for: SBIC Applicants, SBIC Licensees, Private Partners & LPs, and Entrepreneurs & Small Business Owners. The site also includes useful SBIC forms, up-to-date news and reports, and detailed information and descriptions of the Impact Investment Initiative and Early Stage Innovation Fund.

*Source: U.S. Small Business Administration*

# SAN FRANCISCO FICTITIOUS BUSINESS NAME

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0342602-00

Fictitious Business Name(s):  
**1. 50/50**  
 Address  
**3157 Geary Blvd. San Francisco, CA 94118**  
 Full Name of Registrant #1  
**Van Phan**  
 Address of Registrant #1  
**400 Alemany Blvd. #17, San Francisco, CA 94110**  
 Full Name of Registrant #2  
**Kevin Phan**  
 Address of Registrant #2  
**217 Morton Drive, Daly City, CA 94015**

This business is conducted by **A General Partnership**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **April 6, 2012**.  
 Signed: **Van Phan**

This statement was filed with the County Clerk of San Francisco County on 4/9/2012.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Susanna Chin  
 Deputy County Clerk  
 4/9/2012

4/12/12 + 4/19/12 + 4/26/12 + 5/3/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0342663-00

Fictitious Business Name(s):  
**1. Asakichi**  
 Address  
**1737 Post Street, Suite 365, San Francisco, CA 94115**  
 Full Name of Registrant  
**Asakichi Sakakihara**  
 Address of Registrant  
**1 Daniel Burnham Ct. #108, San Francisco, CA 94109**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/7/2012**.  
 Signed: **Asakichi Sakakihara**

This statement was filed with the County Clerk of San Francisco County on 4/11/12.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Mariedyne L. Argente  
 Deputy County Clerk  
 4/11/2012

4/12/12 + 4/19/12 + 4/26/12 + 5/3/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0342551-00

Fictitious Business Name(s):  
**1. Momo Masala**  
 Address  
**715 Hillgirt Circle Apt #5, Oakland, CA 94510**  
 Full Name of Registrant  
**Tashi Wangden**  
 Address of Registrant  
**2793 Whitney Drive, Fairfield, CA 94533**

This business is conducted by **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **N/A**.  
 Signed: **Tashi Wangden**

This statement was filed with the County Clerk of San Francisco County on 4/5/2012.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Magdalena Zevallos  
 Deputy County Clerk  
 3/22/2012

4/12/12 + 4/19/12 + 4/26/12 + 5/3/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0342995-00

Fictitious Business Name(s):  
**1. Office and Commercial Cleaning Services**  
 Address  
**462 Chenery Street, San Francisco, CA 94131**  
 Full Name of Registrant  
**Anthony Juarez**  
 Address of Registrant  
**462 Chenery Street, San Francisco, CA 94131**

This business is conducted by a **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/25/12**.  
 Signed: **Anthony Juarez**

This statement was filed with the County Clerk of San Francisco County on 4/25/12.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Susanna Chin  
 Deputy County Clerk  
 4/25/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0342707-00

Fictitious Business Name(s):  
**1. Sweet Aha!**  
**2. Sweet Aha! Bake Shop**  
 Address  
**1361 45th Avenue, San Francisco, CA 94122**  
 Full Name of Registrant  
**Sweet Aha! LLC (CA)**  
 Address of Registrant  
**1361 45th Avenue, San Francisco, CA 94122**

This business is conducted by a **Limited Liability Company**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/12/2012**.  
 Signed: **Phooi Yee Ngui**

This statement was filed with the County Clerk of San Francisco County on 4/12/12.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Maribel Jaldon  
 Deputy County Clerk  
 4/12/2012

4/19/12 + 4/26/12 + 5/3/12 + 5/10/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343067-00

Fictitious Business Name(s):  
**1. YiLin Scrap Metals Trading Inc.**  
 Address  
**47 Tingley Street, San Francisco, CA 94112**  
 Full Name of Registrant  
**YiLin Scrap Metals Trading Inc. (CA)**  
 Address of Registrant  
**47 Tingley Street, San Francisco, CA 94112**

This business is conducted by a **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **4/26/2012**.  
 Signed: **Peter Zheng**

This statement was filed with the County Clerk of San Francisco County on 4/27/12.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Susanna Chin  
 Deputy County Clerk  
 4/27/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343140-00

Fictitious Business Name(s):  
**1. Caremore Moving and Storage**  
 Address  
**1511 Gough Street, San Francisco, CA 94109**  
 Full Name of Registrant  
**Caremore Moving and Storage, LLC (CA)**  
 Address of Registrant  
**1511 Gough Street, San Francisco, CA 94109**

This business is conducted by a **Limited Liability Company**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **not applicable**.  
 Signed: **Richard Scott Pitzalis**

This statement was filed with the County Clerk of San Francisco County on 5/1/2012.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Maribel Jaldon  
 Deputy County Clerk  
 5/1/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

## FICTITIOUS BUSINESS NAME STATEMENT

File No. A-0343164-00

Fictitious Business Name(s):  
**1. Long Rainbow Spa**  
 Address  
**1311 23rd Avenue, San Francisco, CA 94122**  
 Full Name of Registrant  
**Yuet Mei Chan**  
 Address of Registrant  
**8 Nahua Avenue, San Francisco, CA 94112**

This business is conducted by a **An Individual**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **n/a**.  
 Signed: **Yuet Mei Chan**

This statement was filed with the County Clerk of San Francisco County on 5/2/2012.

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law

**Filed:** Mariedyne L. Argente  
 Deputy County Clerk  
 5/2/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

## ABANDONMENT OF FICTITIOUS BUSINESS NAMES

### STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

File No. 0321487

The registrant(s) listed below have abandoned the use of the fictitious business name(s):

**1.) YiLin Scrap Metals Trading Company**  
 Located at **1301 Geneva Avenue, San Francisco, CA 94112**

This fictitious business name was filed in the County of San Francisco under file # **0321487** on: **7/24/2009**

Name and address of Registrants (as shown on previous statement)

Full Name of Registrant #1  
**Peter Zheng**  
**1301 Geneva Avenue**  
**San Francisco, CA 94112**

This business was conducted by **AN INDIVIDUAL**.

Signed: **Peter Zheng**

This statement was filed with the County Clerk of San Francisco County on **April 27, 2012**

**Filed:** Susanna Chin  
 Deputy County Clerk  
 4/27/2012

5/3/12 + 5/10/12 + 5/17/12 + 5/24/12

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# BANKING \$ FINANCE

## Tapping the next big thing in emerging-market banking

**Lending to micro-, small, and medium-sized enterprises looks particularly attractive. Here's how to overcome the traditional risks in reaching this market.**

Over the next ten years, an estimated 60 percent of the growth in global banking revenues will come from emerging markets. New McKinsey research shows that a particularly attractive segment will be micro-, small, and medium-sized enterprises: the revenues they generate for banks could jump from \$150 billion in 2010 to more than \$350 billion by 2015.

The report based on our research—*Micro-, small and medium-sized enterprises in emerging markets: How banks can grasp a \$350 billion opportunity*—explores the way the projected increase is being propelled by these countries' rising GDP levels, higher penetration of the formerly unbanked and underbanked, and new demand for advanced products, such as trade finance and cash management. In emerging markets, this customer segment will generate higher revenues over the next five years than those we expect from sales and trading, asset management, and investment banking combined.

Of course, the scale and growth potential of micro-, small, and medium-sized enterprises vary greatly from one emerging market to another. But more and more banks in these

countries are finding ways to overcome the traditional difficulties of reaching this market segment. Innovations in technology and business models are making it easier to manage the inherent credit risks and lower the cost of distribution.

One highlight of our work is an approach to grouping countries: four clusters based on branch density and credit bureau coverage. These are convenient and reliable proxies for the physical accessibility of micro-, small, and medium-sized enterprises and for the scale of credit risk, respectively (exhibit).

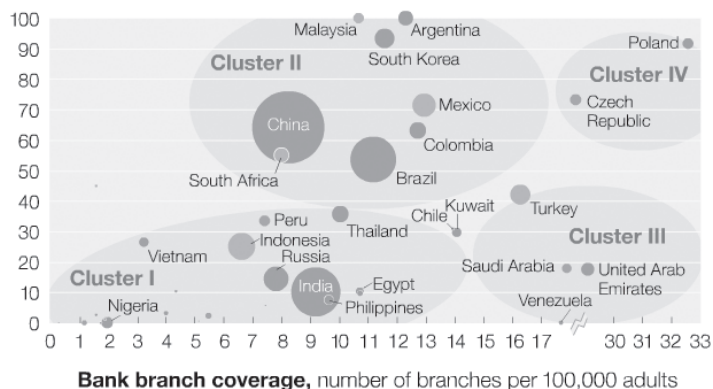
- Countries where it is relatively difficult both to reach potential clients among micro-, small, and medium-sized enterprises and to manage risk—and where radical credit-assessment solutions will be required.
- Others with relatively good credit bureau coverage but poor physical distribution—banks here will want to exploit direct channels such as the Internet and mobile.
- Countries that typically have good distribution but sparse credit bureau coverage, so that banks wishing to do business in them must overinvest in risk management.
- Those that score well on both branch density and credit bureau coverage.

Website: [www.mckinseyquarterly.co](http://www.mckinseyquarterly.co)

Source: McKinsey & Company; Financial Services Practice

**Micro-, small, and medium-sized enterprises in emerging markets represent both opportunities and challenges for global banking.**

Credit bureau coverage,<sup>1</sup> % of adults



**Cluster I:** Micro-, small, and medium-sized enterprises are hard to reach and risk management is difficult. Radical solutions will be required.

**Cluster II:** Credit bureau coverage is good, but distribution is poor. Banks should exploit direct channels such as Internet and mobile banking.

**Cluster III:** Branch banking is good, but credit coverage is sparse. Banks will need to innovate in risk management.

**Cluster IV:** Markets score well on both credit bureau and bank branch coverage.

Increase in share of population with access to financial services, 2006–10

- >3%
- 1.5–3%
- <1.5%

Circle size indicates relative volume of banks' current revenues from small and medium-sized enterprises, 2010

<sup>1</sup>Some countries with smaller revenue pools are shown but not labeled here. For a full display of countries, see *Micro-, small, and medium-sized enterprises in emerging markets: How banks can grasp a \$350 billion opportunity*, available on [mckinsey.com](http://mckinsey.com).

Source: International Monetary Fund (IMF) financial access survey 2006–10; World Bank's Doing Business database; McKinsey analysis

## 5 Ways To Set Your Small Business Apart From The Rest

A couple of decades after World War II, business people everywhere woke up to a sobering realization: competition had gotten out of hand. The days of being the sole storefront on the block, or being one of just a handful of business listed in the Yellow Pages or an online directory are long over.

In today's fast-paced business world, competition among small businesses is not just hectic; it is often cutthroat. Reaching out to customers has turned into an exercise in creativity and business moxie. Getting prospects, customers and clients to notice you amidst a sea of competitors calls for innovation and proactive measures. Here are five ways to set your small business apart from the rest and to stay one step ahead of the competition:

### 1 – Seek Professional Advice from an Expert

A passion for business is not enough. Small business owners these days are increasingly turning to advisers and consulting services to help them stay relevant and unique in their chosen industry or their market.

Small business consultants face many of the same obstacles that you do. They tend to follow the same strategies that they will recommend you follow in order to set your business apart from the rest. One of the valuable services that business advisers provide is identifying strengths and weaknesses that

are often missed by a business owner. Hidden strengths can be the key to make your business unique, and a consultant can not only point them –he or she can advise you on how to use them effectively.

### 2 – Stay on Top of Marketing

The strong focus of marketing these days is on cultivating the right Internet presence for your business. This is especially the case for small business owners who offer new products. When it comes to launching a new product, online marketing should be an ongoing concern. This is where many business owners miss the mark: they choose a few avenues for Internet marketing, thinking that getting the word out to select audiences will do the trick.

Following up on Internet marketing efforts is essential. If the chosen marketing medium happens to be Google text ads promoting a new product, the business owner should be on top of how the campaign unfolds, from clicks to direct responses. Analyzing the results of the campaign can shed light into future marketing strategies.

### 3 – Don't Ignore Traditional Media

Just because we live in an Internet-connected world, it does not mean that you should completely ignore traditional media outlets like newspapers and radio. There is a reason why they are still around, even though their presence has been diminished. If any-

thing, advertising on radio or newspapers can be what sets you apart from competitors who have opted not to use traditional media.

### 4 – Network with the Right People

Business networking should go beyond your chosen industry. What about networking with prospects and existing clients? Online social networking is great for this purpose. A Facebook profile for your business can go a long way in setting your business apart, but only if your presence is meaningful and relevant to the interests of your customers.

### 5 – Look at your Competitors

This is a great advantage that the Internet has brought to small business owners: the ability to stay abreast of what the competition is up to. The key is to look proactively; for example, if a competitor offers a service or a product in a market that is saturated, you may want to look elsewhere for better effect.

A business should be dynamic to stay relevant. Make it a point to evaluate what does not work and make a conscious effort to improve. Just growing your business can be a great way to set yourself apart from the rest.

Jessica Alan is a small business consultant and guidance counselor earning an online counseling masters degree while working full-time.

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# SMALL BUSINESS EXCHANGE

## Diversity Outreach & Subcontracting Opportunities

SBE, in accordance with section 8 (d) of the Small Business Act, is positioned to assist companies to strengthen their compliance with subcontracting plans.

SBE's unique business database provides a central location for disadvantaged, minority, woman, disabled-veteran and other small businesses.

### ONE LOCATION...Thousands of Certified Businesses

- SBE imports State DOT DBE's (nationwide)
- SBE imports US SBA "CCR" listed businesses (nationwide)
- SBE maintains businesses certified by many local agencies

### SBE IS 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

### SUB-BID REQUEST ADS

Place a Sub-Bid Request Ad in an SBE trade and focus publication:

- Small Business Exchange *Weekly Newspaper*\*
- SBE Today Newsletter
- SBE Website [www.sbeinc.com](http://www.sbeinc.com)
- In local print publications as required

\*Adjudicated newspaper of general circulation by the Superior Court of the City & County of San Francisco

### TARGETED MAILING/FAXING/EMAILING

- By focus group, industry type(s), certification and other requirements
- Complete logs

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**media kit**

**Facts for Small Businesses**  
 Yellow Pages Invoice Scams

Businesses across the country are receiving what appear to be invoices for ad space in the familiar, locally distributed, yellow pages directories. But, in fact, some of these "invoices" are solicitations for listings in alternative business directories that differ from the well-known Yellow Pages. These alternative directories often are not widely distributed, or may not be published at all. Business owners believe to be their usual paying "walking fingers" logo and the name "Yellow Pages" are not protected by any federal trademark registration or copyright. Therefore, you may be led to believe that anyone who uses the logo and the name is affiliated with the publisher that distributes the telephone books and yellow pages directories to all households and businesses in a particular geographic area.

Directories differ significantly from the traditional yellow pages directories because of distribution. Alternative business directories generally are not available or distributed to the public. Therefore, they provide little, if any, benefit to the publisher. The publisher's business directory may have the appearance of an invoice. It may bear the "walking fingers" logo and feature the name "Yellow Pages". It also may falsely suggest that the publisher is affiliated with your telephone company or with another bona fide yellow pages solicitation from an alternative business directory. The appearance of an invoice is a red flag. If you are now being billed when, in fact, you are only being solicited for placing an ad, telephone directory and you are now being billed when, in fact, you are only being solicited for placing an ad, "present listing information" and "directory listing renewal" and also may appear on yellow pages invoice. This "renewal payment stub" and "directory listing renewal invoice" and also may appear on yellow pages invoice.

*continued on page 3*

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

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