

SBE TODAY

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SMALL BUSINESS EXCHANGE

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With half a million businesses in our database, SBE is California's #1 source for diversity outreach.

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7 Principles for Small Business to Adopt to Survive the Next 5 Years

by **Robert Wagner**

Most businesses fail within the first five years of opening their doors. Creating a mature and profitable business can be one of the most difficult accomplishments a small businesses owner can have. The state of our economy has put stress on many businesses that have made it passed that vulnerable stage. This has effectively leveled the playing field for the new and established businesses alike.

Small businesses are returning to the basics in order to survive in this uncertain time. The early 90 s was a tough time for business and I found myself responsible for the success, of multiple stores, for a large retail chain. Although the economy was not as bad as it is today, nevertheless, it was a challenge. I embarked on a campaign of return to the basics. The following list are just some of the thing I did back then, and will work today.

Give the best customer service:

This is a simple principle but very difficult to accomplish. As an owner or manager of a business, this is the one thing that you should become obsessed with. The value of good customer satisfaction can bring in new customers by word of mouth and keep your customers coming back. If your personal budget allows you to eat out one time a month, you will not return to a restaurant that gave you bad service or small portions. It could be years to win that customer back, or never. I can almost guarantee that the experience will be passed along to friends, family, and whoever will listen.

Take advantage of organizations set up to help small business:

There are many organizations out there willing and able to help your business survive and prosper. One would be SCORE (Service Corps Of Retired Executives). They have many programs that can help a small business owner succeed. I recently was talking to a very respected business owner, and he said that for many years pride stopped him from asking for help. When he finally did, it was one of the best moves he ever made. Not only did he get his business finances in order, but also has other successful business owners wanting to invest in his business. Take advantage of these local associations, they can

help you fill any weak points in your business. You would also benefit from learning about the SBA funding program and how to get SBA financing.

Know what programs are available to small business :

One of the hardest things to do is keeping up with changes in government programs that could benefit your business directly. Within the past few weeks the President has announced several programs to help small business in America. Just a few of the proposals would be: \$30 billion to local community banks for lending to small business, and \$33 billion in tax credit for hiring new employees. If you do not keep up with these programs, you could be missing out. I was talking to a CEO of a company that I consult and work for, and mentioned the \$5,000 dollar tax credit for hiring a new person. I was shocked that he did not know about the new proposal. Later he explained that he was so busy that he did not even here about it. Don't get so wrapped up in your own world that you can't take the time to read or listen to news about new government programs. This would include keeping up with state and local news, as well.

Network with your business community:

Join local clubs and attend mixers as much as your schedule will allow. This many seem like a wasted social activity, that you have better things to do with your time. Don't take this principle lightly, this is where you can find new clients and create credibility in your local market. Countless stories of small businesses find great customers that help champion their business at these social clubs. Some of my biggest client relationships where formed at social events.

Keep up to date with profit and loss statements and develop a cash flow report:

This may seem like a no brainer, but you would be surprised at how many small businesses do not have a P&L and a cash flow report. If you happen to be one of these businesses, put on your calendar to purchase an accounting program that has these reports built into the program. A business recently spent \$22,500 over a six month period of time for a consultant to get

Continued on page 3

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REQUESTS FOR BIDS & SUB-BIDS

Request For Qualified

San Francisco Small & Micro LBE's Subcontractors and Suppliers For:

**San Francisco Public Utilities Commission
Contract No. WD-2649
Geary Road Bridge**

The project consists of removing an existing bridge & construct a steel bridge, roadways, culvert & gate in Sunol in Alameda County.

Bid Date: December 6, 2012 at 2:00PM

Requesting quotes for the following, but not limited to: Rebar, AC Paving, Drilling, Landscaping, Clearing & Grubbing, Excavation & Backfill, Culvert, Fences & Gates, Guardrails, Signage, Trucking, Materials & Supplies.

CEC, an Equal Opportunity Employer, is willing to breakout any portion of work to encourage LBE participation. Plans & specs are available for viewing at our Pleasanton office. They are also available at SFPUC 525 Golden Gate Ave, San Francisco 1st Floor Customer Service Desk or call 415-551-4603. Visit <http://sfwater.org/contracts> for updates. 100% Payment & Performance Bonds will be required from a single, treasury-listed surety subject to our approval. CEC will pay bond premiums up to 1.5%. Subcontractors awarded on any project will be on CEC's standard form for subcontract without any modifications. Please call for assistance in bonding, insurance, lines of credit, technical info, equipment and supplies or if any other assistance is needed.

California Engineering Contractors, Inc.

20 Happy Valley Road, Pleasanton, CA 94566
Phone (925) 461-1500 Fax (925) 461-0510

Steve Banke-Estimator

AN EQUAL OPPORTUNITY EMPLOYER

WEST BAY BUILDERS INC.

is requesting bids from SBE/MBE/WBE subcontractors, suppliers, & truckers for the following project:

**BART EARTHQUAKE SAFETY PROGRAM FOUR STATION STRUCTURES- A LINE
BART Contract No. 15PJ-110B**

San Leandro Station, Hayward Station, South Hayward Station and Fremont Station

Bid Date: 12/18/12 @ 2:00 PM · Estimate: \$10 million to \$12 million

**18% SB Subcontractor participation goal
23% MBE goal / 12% WBE goal**

SCOPE (including but not limited to): Seismic retrofit for four (4) BART stations on the Alameda line ("A" line). Structural retrofit of pier foundations, columns and pier caps; demolition of selected existing facilities; shoring for excavation support; excavation; steel and concrete structure retrofit at girders and stairs; drilling and bonding dowels in concrete; electrical work at piers and the main concourse, defined as the covered area between station entrances; architectural work at stairs, retrofit of escalator trusses, restoration of paving, striping, sidewalks, utilities and other site work.

TRADES NEEDED (but not limited to): Demolition and selective demolition; asbestos abatement; lead-based paint abatement; concrete; structural steel framing; metal fabrications; metal stairs and railings; decorative metal; rough carpentry; thermal and moisture protection; windows and doors; tile; acoustical ceilings; painting; bird control devices; plumbing; electrical; mechanical; fire suppression; communication and security systems; earthwork and utilities; striping; fencing and gates; planting.

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.

The Minority Business Development Agency www.mdba.gov or the Small Business Administration www.sba.gov may be of assistance with bonding, insurance, lines of credit and/or financial assistance. Please call to discuss how West Bay Builders, Inc. might assist you with obtaining bonding, insurance, and various equipment, supplies, and/or related services.

Plans may be viewed at local bay area Builders Exchanges, in our office at 250 Bel Marin Keys Boulevard, Building A, Novato, CA or can be purchased from BART (300 Lakeside Drive, 23rd Floor, Oakland, CA) for a non-refundable fee of \$125. Please call if you are interested in submitting a bid for this project.

WEST BAY BUILDERS, INC. IS AN EQUAL OPPORTUNITY EMPLOYER

Contact: Cindy Orme (415) 456-8972 • FAX: (415) 459-0665 • EMAIL: cindy@westbaybuilders.com

Outreach Event on SR-91 Contracting Opportunities

SKANSKA
in association with **AECOM**

**I-805 North Improvement
Design Build Project
Caltrans Contract No: 11-2T2004**

Current and ongoing procurement opportunities for the I-805 North project are available through Skanska's Procurement website

Please visit: www.usa.skanska.com/I805North

Bid packages will be posted to the site on a continual basis. Plans, Specs and additional information are also available on the site.

ATKINSON | WALSH
CONSTRUCTION

**Atkinson/Walsh, A Joint Venture
Invites You to Meet with Us
Regarding Subcontractor and Vendor Opportunities
on the**

RCTC SR-91 Corridor Improvement Project

**Wednesday, Dec 5, 2012, from 10:00 AM - 12:00 Noon
at the Greater Corona Valley Chamber of Commerce
904 E. Sixth Street • Corona, CA 92879**

Description of Work: Aggregate Supply, Architectural Surfacing, Asphalt Paving, Bridge/Road Joint Seals, Cast-in-Drill Holes, Clear and Grub, Concrete Barrier, Concrete Pavement Supply, Concrete Supply, Contaminated Soils Removal & Hauling, Curb & Gutter, Demolition, Dowels and Tie Bars, Earthwork, Electrical, Erosion Control, Fence, Import Borrow, Laboratory Testing, Landscaping, Masonry, Metal Beam Guard Rail, Minor Concrete, Misc. Iron and Steel, MSE Wall Supply, Overhead Sign Structures, Painting, Pavement Markings, Pile Driving, Pipe Jacking, Potholing, Precast Bridge, Precast Prestressed Concrete Panels, Prestressing, Rebar, Sawcutting, Sidewalk, Signs, Storm Drain, Survey, SWPPP, Traffic Control, Trucking, Water/Sewer Relocations.

Please RSVP to margo.gawelko@atkn.com or via fax at 949-855-9923.

REQUESTS FOR BIDS & SUB-BIDS

TURNER/TOP GRADE/FLATIRON A JOINT VENTURE
NOTICE TO SUBCONTRACTORS
REQUEST FOR QUALIFICATIONS
RFQ GROUP NO. 01
OAKLAND, CALIFORNIA

TTGF seeks responses to a Request for Qualifications (RFQ) from Trade Subcontractors interested in bidding RFQ Group No. 01 on the contract for the Oakland Army Base (OAB) Project located in Oakland, California. The Project is under the ownership and management of the City of Oakland (City).

TTGF seeks Trade Subcontractors -with significant experience in Earthwork, Site Demolition, and Erosion Control located in an urban environment including the management, coordination, procurement and complete installation of their respective systems in the following trades:

Trade Package Descriptions: 1.0 – Materials Handling
Estimated Value: \$1,142,900.00

Those Trade Subcontractors who meet pre-qualification criteria and are deemed pre-qualified to perform work on their respective trades will be invited to submit a bid. Trade Subcontractors who do not submit the pre-qualification information by December 21st, 2013 will not be allowed to bid the project as a prime subcontractor. Subcontractors will be allowed to have second-tier and third-tier subcontractors in order to meet the City's Local/Small Local Business Enterprise (LBE/SLBE) participation requirements; these Second-tier and third-tier subcontractors do not need to respond to this RFQ unless the LBE/SLBE prefers to bid as a prime subcontractor. There will be LBE/SLBE subcontracting REQUIREMENTS on this project.

If TTGF, at its own discretion, chooses to recommend any of the RFQ Group No. 01 contract work to the City for its approval, the Subcontractor will be asked to comply with all City contract requirements.

Contract documents, including plans and specifications, for the project are anticipated to be available for bidding in January 2013. The estimated date for issuing the Notice to Proceed (NTP) for this scope of work is April 2013, but is subject to change.

Trade Subcontractors shall submit and will be evaluated on information with respect to their experience on projects of similar size, scope and complexity. The information shall include general and specific experience, claim and surety history, financials, ability to meet schedule and budget requirements and skills in general management and coordination. Resumes of key personnel who will manage and supervise the construction shall be provided in the RFQ response.

Trade Subcontractors must hold valid contractor licenses and must provide ability to obtain corporate surety (payment & performance) bonds and insurance in order to be eligible for the pre-qualification (RFQ) evaluation. Starting November 21st, 2012, RFQ packages will be available from Turner Construction, located at, 1111 Broadway, Suite 2100, Oakland, CA 94607 until December 21st, 2012 at 2:00PM. Interested Subcontractors should contact Brendan Crockett at (510) 267-8239 or bcrockett@tcco.com- to make an appointment to pick up a package or have a package mailed or emailed.

Trade Subcontractors shall submit one (1) copy of their RFQ responses by 2:00 p.m. by December 21st, 2012, to, Turner Construction, 1111 Broadway, Suite 2100, Oakland, CA 94607; Attn: Brendan Crockett.

The City and TTGF are actively seeking subcontractors who want to become certified with the City of Oakland. For questions related to obtaining certification with the City of Oakland, check out their website: <http://www2.oaklandnet.com/Government/o/CityAdministration/d/CP/s/LocalSmallLocal-BusinessCertification/index.htm> or call the Contracts and Compliance Unit, Charles Brown at (510) 238-6419 or cbrown@oaklandnet.com .

TTGF, at its own discretion as monitored by the City of Oakland, may conduct interviews with any or all of the Subcontractors responding to the RFQ to better determine their qualifications to perform work required under the project.

The evaluation of the RFQ is solely for the purpose of determining Trade Subcontractors who would be deemed qualified to bid for and perform the work outlined in this RFQ.

TTGF reserves the right to reject any or all responses to the RFQ and to waive technical errors in any response received.

Requesting Sub-bids from Qualified
MBE/WBE/OBE
Subcontractors/Vendors for
Smart Grid RDP Consulting Services
For Operations Phase
Los Angeles Department of Water & Power
December 6, 2012

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

SAIC
Steven S. Rupp
3800 Watt Avenue • Sacramento, CA 95821
206-695-4715
Steven.S.Rupp@saic.com

7 Principles for Small Business

■ Continued from page 1

their books and reports in order. Don't take this principle lightly, it could save or destroy your business. Get this one done ASAP.

Write a business and marketing plan:

In the movie *The Hunt For Red October*, the aircraft carrier captain played by Fred Thompson said "a Russian doesn't take a dump without a plan" or something like that, can't remember exact quote. Take his advice, get a plan. How will you ever know where you are going if you don't have a road-map to get there? Another key element to a business's plan is a marketing plan. Often overlooked, this particular item has saved me many times. Most of your competition will not do this step, or should I say will not follow what they plan. Keep this plan handy and make sure that you follow it carefully. It could make the difference in a positive or negative cash flow.

Hire the best people and learn to listen:

Although this is the last principle, it is probably the most important. Find a way to attract the best and the brightest in their field. Think outside the box when it comes to compensation. Bringing in the best will have the biggest impact on your business. Many small business owners will cut corners in this area, don't be one of them. Having an A Team when the going gets rough will give you the confidence to take those big chances that could put you over the top.

Take these 7 principles for small business success and put them into practice. One trick is to concentrate on one principle a week. Always keeping up with the other 6, but put a major emphasis on one. Follow these principles and your chances for surviving the next 5 years goes through the roof.

Source: SBALoans-123.com

REQUESTS FOR BIDS & SUB-BIDS

SKANSKA

is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for the following project

**Construction of Perris Valley Line Commuter Rail Extension Project
In Riverside County, California
Agreement No. 13-33-049-00
DBE Goal: 12.4%**

Bid Date: December 17, 2012 – 2:00PM

Project information, announcements, subcontracting requirements will be available for view on our project website: www.usa.skanska.com/perrisvalleyrail. Plans and specs will be available upon request.

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

Biological Monitor, Construction Site Management, Storm Water Pollution Plan, Street Sweeping, Construction Area Signs, Traffic Control System, Flashing Area Sign, Type III Barricade, Fencing, Erosion Control, Portable Delineator, Temporary Pavement Marking, Temporary Traffic Stripe, Channelizer, Temporary Railing, Portable Changeable Message Signs, Temporary Crash Cushion Module, Metal Beam Guard Railing, Roadside Signs, Abandon Culvert, Cold Place Concrete Pavement, Remove Concrete (Structure), Concrete Barrier, Bridge Removal, Clearing and Grubbing, Roadway Excavation, Develop Water Supply, Structure Excavation, Structure Excavation (Bridge), Structure Excavation (Retaining Wall), Structure Backfill, Sand Backfill, Rock Blanket, Erosion Control, Fiber Rolls, Corrugated Steel Pipe Conduit, Class 2 Aggregate Base, Lean Concrete Base, Hot Mix Asphalt, Place Hot Mix Asphalt Dike, Tack Coat, Concrete Pavement, Seal Pavement Joining, Furnish & Drive Steel Pile, CIDH Concrete Piling, Prestressing CIP Concrete, Ballast, Structural Concrete (Bridge), Structural Concrete (Retaining Wall), Class 1 Concrete (Box Culvert), Minor Concrete, Soundwall Barrier, PTFE Bearing, Joint Seal Assembly, Joint Seal, Bar Reinforcing Steel (Bridge), Bar Reinforcing Steel (Retaining Wall), Furnish Sign Structure, Install Sign Structure, Furnish Laminated Panel, Furnish Single Sheet Aluminum Sign, Metal (Barrier Mounted Sign) Roadside Sign, Install Sign, Alternative Pipe Culvert, Reinforced Concrete Pipe, Plastic Pipe, Corrugated Steel Pipe, Welded Steel Pipe Casing, Alternative Flared End Section, Precast Concrete Pipe, Rock Slope Protection, Slope Paving, Minor Concrete, Rock Slope Protection Fabric, Miscellaneous Metal, Miscellaneous Iron and Steel, Bridge Deck Drainage System, Wrought Iron Fence, Chain Link Fence, Survey Monument, Chain Link Railing, Pipe Handrail, Tubular Handrail, Concrete Barrier, Cable Railing, Transition Railing, Terminal System, Crash Cushion, Concrete Barrier, Thermoplastic Pavement Marking, Thermoplastic Traffic Stripe, Paint Traffic Stripe, Pavement Marker, Signal & Lighting, Lighting & Sign Illumination, Interconnection Conduit & Cable, Fiber Optic Conduit, Platform Stations, Plumbing, Water Line, Oil-Water Separator, Sanitary Sewer, Sump Pump, Compressed Air System, Hollow Metal Doors and Frames, Overhead Coiling Doors, Modular Building, Vertical Wheelchair Lift, Masonry, Structural Steel Framing, Metal Railings, Metal Roof Panels, Site Furnishings, Ultra Sonic Testing.

All interested subcontractors, please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. Please call if we can assist you in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska will also review breaking out scope packages and adjusting schedules to help permit maximum participation.

Subcontracting Requirements: Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. and general agg.; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers Comp. Endorsements and waivers required are the 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 the Operating Engineers, Laborers, Cement Masons, Carpenters Unions and Teamsters. Subcontractors must provide weekly, one original and one copy of all certified payrolls, including non-performance and fringe benefit statements 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.

Skanska is an Equal Opportunity Employer

Skanska Estimating Dept: 1995 Agua Mansa Rd, Riverside, CA 92509
Ph: (951) 684-5360 • Fax: (951) 788-2449 • Email ham.kazerooni@skanska.com

SKANSKA

is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for the following project

Pavement Rehabilitation on Rt. 62 at Joshua Tree and Twentynine Palms from Yucca Mesa Rd to Bermuda Ave.

District 08 & Route 62

Contract No.: 08-007304

Bid Date: December 6, 2012 @ 2:00PM

Quotes requested for supplies and services including, but not limited to: Biological Monitor, Construction Site Management, Storm Water Pollution Plan, Street Sweeping, Water Trucks, Construction Area Signs, Traffic Control System, Flashing Area Sign, Type III Barricade, Fencing, Erosion Control, Portable Delineator, Temporary Pavement Marking, Temporary Traffic Stripe, Channelizer, Temporary Railing, Portable Changeable Message Signs, Temporary Crash Cushion Module, Metal Beam Guard Railing, Roadside Signs, Cold Place Concrete Pavement, Clearing and Grubbing, Roadway Excavation, Develop Water Supply, Erosion Control, Fiber Rolls, Corrugated Steel Pipe Conduit, Hot Mix Asphalt, Place Hot Mix Asphalt Dike, Tack Coat, Roadside Sign, Install Sign, Alternative Pipe Culvert, Reinforced Concrete Pipe, Plastic Pipe, Minor Concrete, Chain Link Fence, Survey Monument, Chain Link Railing, Crash Cushion, Concrete Barrier, Thermoplastic Pavement Marking, Thermoplastic Traffic Stripe, Paint Traffic Stripe, Pavement Marker, Pavers, Misc Metals.

Plans and Specifications are available for view at our main office in Riverside or at the California Department of Transportation website at http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php

Skanska is interested in soliciting in Good Faith non and DBE certified subcontractors, suppliers and vendors for this project. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation. In order to assist DBE's, we will divide total requirements into smaller packages or quantities and establish delivery and construction schedules which will permit maximum participation when feasible. All subcontractors need indicate all lower-tier DBE participation offered on your quotation as it will be evaluated with your price. Skanska will pay bond premium up to 1%. Please call if you need assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. 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. 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; \$5M Excess/Umbrella and \$1M Workers' Comp. Endorsements or waivers required are Additional Insured End., Primary Wording End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by Skanska. 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. Skanska is an Equal Opportunity Employer.

Skanska Estimating Dept: 1995 Agua Mansa Rd,
Riverside, CA 92509

Ph: (951) 684-5360 • Fax: (951) 788-2449
Contact: Tom Mehas • tom.mehas@skanska.com

• Save Time • Win the Bid • Achieve Goals

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