

SBE NEWS ALERT

Should a Small Business Advertise on Cable TV?



By Rieva Lesonsky

I learned something surprising last month: Although Americans are spending more time than ever online, web surfing isn't cutting into their TV viewing. On the contrary, it's actually leading to more TV time. The average American watches 5 hours and 3 minutes of TV per day—a number that's been steadily rising since the 1980s.

In particular, Americans are tuning in to cable TV. Last year, cable's share of television viewership hit record highs, while broadcast television viewership declined to record lows. Americans spent twice as much time watching cable TV as they did viewing broadcast TV.

All this means that if you haven't advertised on cable TV lately (or ever), it might be time to start. Consider:

- Not only is television highly popular, it also has a strong effect on consumers' purchasing decisions. In a recent poll by CivicScience, television tied with social media as the top influencer of what U.S. Internet users buy.
- With consumers rapidly reaching "information overload" thanks to the Internet and

social media, visual marketing tactics such as TV commercials offer a way for small businesses to stand out from the clutter of words that bombards prospects every day. Eye-catching, funny, touching or creative commercials will get attention.

- Cable TV advertising has some specific advantages for small businesses. First, of course, it's substantially cheaper than broadcast advertising on major networks (think multi-million dollar Super Bowl ads). Better yet, cable advertising gives you the option to go broad and reach a mass market, or to narrowly target viewers who live in your area, have an interest in what you sell and are prime prospects for your business.
- The latter strategy is what most small business owners want, both to save money and to reach out to customers who are likely to visit their stores/restaurants/offices. Cable TV is uniquely suited to this goal, since programming is incredibly niche-focused. Whether your target customers are passionate about Italian cooking, cross-country skiing, customized Japanese motorcycles or deep-sea fishing, there's a show (probably several shows) about that specific topic.

So how can you make the most of cable TV advertising?

- Identify the type of customers you want to reach as specifically as possible. Include demographic factors such as age, geographic location (by ZIP code or neighborhood), marital status, household income, ethnic group and number of children, as well as interests like those described above.
- Set a budget for your cable TV campaign. Keep in mind that in order for advertising to be successful, you need to consider reach (how many prospects see your ad) and frequency (how often it runs). It will take several viewings for your ad to even register with most viewers. The good news is that airing a short

■ Continued on page 2

SMALL BUSINESS EXCHANGE

SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at www.sbeinc.com

Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

Contact Info:

703 Market Street, Suite 1000

San Francisco, CA 94103

Email: sbe@sbeinc.com

Website: www.sbeinc.com

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

Publisher of
Small Business Exchange
weekly newspaper

California Sub-Bid Request Ads

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

Niles Blvd. Bridge Replacement Project

City of Fremont, City Project No. 8460, Bid Date: December 9, 2014 at 2:00 pm

We hereby encourage responsible participation of local Disadvantaged Business Enterprises (14.5% Goal), and solicit their subcontractor or material quotation for the following types of work. This is a highway project with the typical items of work associated, but not limited to: Prepare Storm Water Pollution Prevention Plan, Temporary Fiber Roll, Temporary Silt Fence, Temporary Concrete Washout, Temporary Construction Entrance, Temporary Check Dam, Temporary Drainage Inlet Protection, Rain Event Action Plan, Storm Water Annual Report, Construction Area Signs, Traffic Control, Remove Stripe and Markers, Minor Concrete, Remove Roadside Sign, Remove MBGR, Remove Minor Concrete, Roadside Sign, Cold Plane Asphalt Concrete Pavement, Bridge Removal, Clear and Grub, Roadway Excavation, Lead Compliance Plan, Structure Excavation, Structure Backfill, Ditch Excavation, Imported Borrow, Aggregate Base and Sub Base, Hot Mix Asphalt, Tack Coat, Steel Casing, CIDH, Furnish Piling, Drive Pile, Prestressing CIP Concrete, Structural Concrete, Joint Seal Assembly, Rebar, Reinforced Concrete Pipe, Corrugated Steel Pipe, Rock Slope Protection, Miscellaneous Metal, Delineator and Markers, MBGR, Chain Link Railing, Pedestrian Barricade, Concrete Barrier, Transition Railing, Stripe and Markers, Lighting, Landscaping, Construction Equipment and Rentals, Trucking.

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DBE 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 on the C.C. Myers, Inc. Sharepoint Site, please contact CCM for log in information.

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. C.C. Myers, Inc., is a Union Contractor.

AN EQUAL OPPORTUNITY EMPLOYER

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

Vineyard Road Bridge at Laguna Creek Project

County of Sacramento, Contract No.4168, Bid Date: December 18, 2014 at 2:00 pm

We hereby encourage responsible participation of local Disadvantaged Business Enterprises (9% Goal), and solicit their subcontractor or material quotation for the following types of work. This is a highway project with the typical items of work associated, but not limited to: Temporary Fence, SWPPP Preparation, Water Pollution Control, Project Information Sign, Temporary Retaining Wall, Abandon Storm Drain Manhole, Abandon Storm Drain Pipe, Remove Tree, Remove Bollard, Remove Wood Post, Remove Wood Fence, Remove Sidewalk Barricade, Remove Traffic Stripe, Remove Pavement Marker, Remove Roadside Sign, Remove AC Path, Remove Storm Drain Pipe, Remove Storm Drain Inlet, Salvage Vinyl 3-Rail Fence, Salvage Metal Beam Guard Railing, Relocate Irrigation Valve, Relocate 6" Blow Off Valve, Relocate Mailbox, Relocate Vinyl 3-Rail Fence, Relocate Chain Link Fence, Relocate Steel Fence Gate, Cold Plane Asphalt Concrete Pavement, Remove Concrete Driveway, Remove Curb and Gutter, Remove Concrete Edge Band, Remove Concrete Sidewalk, Clear & Grub, Roadway Excavation, Ditch Excavation, Imported Borrow, Gravel Driveway, Erosion Control, Aggregate Base, Slurry Seal, Hot Mix Asphalt, Asphalt Rubber Hot Mix, Place HMA Dike, Headwall with Trash Rack, Roadside Sign, PVC Pipe, Reinforced Concrete Pipe, Drop Inlet, Corrugated Metal Pipe Drainage Inlet, Storm Drain Manhole, Rock Slope Protection, PCC Curb, PCC Driveway, PCC Sidewalk, Fence, Delineator, Removable Bollard, Traffic Stripe, Pavement Marking, Street Lighting, Pedestrian Traffic Signal Modification, Bridge Removal, Structure Excavation, Structure Backfill, CIDH Piles, Structural Concrete, Joint Seal, Rebar, Geocomposite Drain, Minor Concrete, Concrete Barrier, Import Topsoil, Concrete Pavers, Stone Veneer, Metal Finishing, Metal Silhouettes, Precast Medallions, Root Control Barrier, Redwood Headboard, Repair Existing Irrigation and Landscape, Irrigation Controller and Enclosure, Irrigation Sleeve, Irrigation Mainline, Irrigation Lateral, Soil Preparation, Box Trees, Shrubs, Ground Cover, Bark Mulch, Construction Equipment and Rentals, Trucking.

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DBE 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 on the C.C. Myers, Inc. Sharepoint Site, please contact CCM for log in information.

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Contact C. C. Myers, Inc. for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications. C.C. Myers, Inc., is a Union Contractor.

AN EQUAL OPPORTUNITY EMPLOYER

Requests proposals/quotes from all qualified and certified SBE/MBE/WBE/DBE subcontractors, suppliers, and truckers for the following project:

THE CONSTRUCTION OF HAYWARD MAINTENANCE COMPLEX PROJECT SITE, TRACK AND SYSTEMS

BART Contract No. 01RQ-120-2014

bids: December 16, 2014 @ 2pm

SUBCONTRACTING GOAL - DBE-25%

Trades include but not limited to: Demolition; Excavation; Earthwork; Slope Protection; CMU; Non-Shrink Grout; Precast, Cast-in-Place, Portland Cement Concrete; Rebar; Concrete Paving; Concrete Forming; Metal Welding; Chain Link Fences & Gates; Shoring & Underpinning; Pavement Markings; Traffic Barriers; Graphics & Signs; Drilled Concrete Piers & Shafts; Concrete Curbs, Gutters & Walks; Hi-Rail Equipment; Trackwork; Electrical Systems; etc.

Proven Management, Inc.

712 Sansome Street, San Francisco, CA 94111-1704

Phone: 415-421-9500 • Fax: 415-421-9600

PMI will provide assistance in obtaining necessary bonding, insurance, equipment, supplies, materials or other related services. 100% Payment & Performance bonds will be required from a single, Treasury-listed surety company subject to PMI's approval. PMI will pay bond premium up to 1.5%. Subcontractors awarded on any project will be on PMI's standard form for subcontract without any modifications. For questions or assistance required on the above, please call.

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Continued from page 1

commercial more often is a better strategy than airing a longer one infrequently. Be prepared to run your commercial for a minimum of three months in order to get results.

- **Talk to a salesperson at the cable station.** They should be able to provide you with a media kit as well as answer questions about the types of audiences and the number of viewers that various shows reach.
- **Get help creating your ad.** Most cable stations will create a spot for you at various pricing levels depending on length and sophistication. If you don't want to star in your ad, no worries—they can use stock photos or hire actors to play roles. You can also use an outside ad agency or production company to film your commercials.
- **Measure your results.** Just like any other type of advertising, your cable TV ad should include a way for you to keep track of how many customers come from it. For instance, you could show a specific landing page URL in the ad (telling viewers to visit www.mybiz.com/cable) or ask them to mention the code "Cable" when they come in to your store.

Done right, cable TV can be a great addition to your overall marketing mix.

Source: U.S. SBA

California Sub-Bid Request Ads



C. Overaa & Co - General Building Contractor

200 Parr Blvd., Richmond, CA 94801
510 234-0926, Fax: 510 237-2435 - www.overaa.com

We request bids from all qualified subcontractors and suppliers for the following Project:

PRIMARY CLARIFIER IMPROVEMENTS PROJECT Located in Richmond, CA

Bid Date: January 5, 2015 before 2:00 PM

Estimator: Lupe Hernandez

Project Description: The work covered by this contract will be performed at the West County Wastewater

District's Water Pollution Control Plant located at 2377 Garden Tract Road, Richmond, CA, 94801 in Contra Costa County. The work includes, but is not limited to, the following: replace three (3) 70-foot diameter primary clarifier sweep mechanisms and internal baffling, repair primary clarifier corroded concrete and

Replace walkway bridge, replace primary clarifier center column, reinforce slab around column, heighten scum box, replace grating and hand rails at scum box and splitter box.

1. The Engineer's Estimate is \$3,302,000.
2. Duration - 621 Calendar Days including milestones.
3. Disadvantaged Business Enterprise (DBE) goal.

Trades include, but are not limited to; excavation, de-watering, earthwork, epoxies, asphaltic concrete paving, demolition, concrete, rebar, cast-in-place-concrete, grouting, mechanical anchoring and fastening to concrete & masonry, FRP, metal fabrications, coatings, signage, clarifier equipment, couplings, misc. valves & piping, and electrical work.

We encourage Disadvantaged Business Enterprise (DBEs) to a provide quotation.

Project Location: Water Pollution Control Plant located at 2377 Garden Tract Road, Richmond, CA, 94801

Plans and specifications Copies of the Contract Documents may be obtained at the District Office - 2014 at 2910 Hilltop Drive, Richmond, California 94806. The Contract Documents may be obtained for a nonrefundable fee of \$50.00 if picked up, or \$60.00 if requested by mail. Payment must be made at the time that the documents are obtained. Documents are also available for viewing in our plan room at 200 Parr Blvd., Richmond, CA, and at our iSQFT site, login is required. Contact jasonc@overaa.com for iSQFT access. Please call for additional information about project and/or project documents.

We encourage bids from all Subcontractors/Suppliers including DBE/MBE/WBE/SBE/DVBE bidders. We are an equal opportunity employer. We offer to assist you with bonding, credit, and insurance. We are signatory to both Carpenters and Laborers. Subcontractors will be required to sign the Overaa Standard Subcontract Agreement, which includes the right for Overaa to require subcontractors to furnish a faithful performance and labor bond, in a form and from a surety acceptable to Overaa, in the amount of 100% of the Subcontract price. Subcontractors will be required to comply with all subcontract insurance requirements, which includes providing a waiver of subrogation endorsement to their worker compensation insurance. The Overaa Standard Subcontract Agreement is available for viewing at our website: www.overaa.com. Overaa utilizes the environmentally-friendly Textura electronic invoicing and payment system to streamline and expedite subcontractor invoicing and payment. Please contact our office if you would like more information.

REQUESTING SUB-QUOTES FROM
QUALIFIED SBE SUBCONTRACTORS/
SUPPLIERS FOR:

**Light Rail Efficiency Project:
Mountain View Phase 2
Contract: C835 (14139)
Owner: Santa Clara Valley
Transportation Authority
Engineers' Estimate: \$8,500,000.**

REVISED BID DATE: December 9, 2014 @ 2:00 PM

Items of work include but are not limited to: Traffic Control, Survey, Trucking, Erosion Control, SWP Plan, Clear & Grub, Minor Concrete, Striping, Fence, Prefab Sound Wall, Railroad Track Work, Electrical and Landscape.

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project. Granite Rock Company is an equal opportunity employer.

Granite Rock Company

120 Granite Rock Way, San Jose, CA 95136
Phone (408) 574-1400 Fax (408) 365-9548

Contact: Rob Snyder

Email: estimating@graniterock.com

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REQUESTING SUB-QUOTES FROM
QUALIFIED DBE SUBCONTRACTORS/
SUPPLIERS FOR:

**Milpitas Station Surface Parking and Roadway
Contract: C740 (13002F)
Owner: Santa Clara Valley
Transportation Authority
Engineers' Estimate: \$6,000,000.
BID DATE: December 11, 2014 @ 2:00 PM**

Items of work include but are not limited to: Erosion Control, Fencing, Construction Area Signs, Landscape, Minor Concrete, Striping, Electrical, Underground, Trucking, Survey, Brick Pavers and SWP Plan.

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project. Granite Rock Company is an equal opportunity employer.

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Phone (408) 574-1400 • Fax (408) 365-9548

Contact: Paul Brizzolara

Email: estimating@graniterock.com

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Sub Bids Requested From Qualified
MBE, WBE, DBE
Subcontractors & Suppliers for

**City of Woodland
Water Transmission Main West,
Surface Water Local Facilities
CIP #12-05
Location: Woodland, CA**

Bid Date: December 18, 2014 @ 2:00 PM

McGuire and Hester is seeking qualified subcontractors in the following trades: cathodic protection; trucking; sawcutting; SWPPP; clearing & grubbing; survey; traffic control; electrical; micro-surfacing; and striping.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

McGuire and Hester

9009 Railroad Avenue • Oakland, CA 94603
Phone: (510) 632-7676 • Fax: (510) 562-5209

Contact: Dave Koerber

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Sub Bids Requested From Qualified
DBE Subcontractors & Suppliers for
**City of Lincoln - Lincoln Blvd. Improvements
Location: Lincoln, CA**

Bid Date: December 18, 2014 @ 3:00 PM

McGuire and Hester is seeking qualified subcontractors in the following trades: trucking; street sweeping; striping; asphalt grinding; electrical; clearing/grubbing; landscaping; microsurfacing; and concrete flatwork.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

McGuire and Hester

9009 Railroad Avenue • Oakland, CA 94603
Phone: (510) 632-7676 • Fax: (510) 562-5209

Contact: Dave Koerber

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California Sub-Bid Request Ads

RGW Construction Inc. is seeking all qualified DBE (Disadvantaged Business Enterprises) for the following project:

State Highway in Sacramento County Near Antioch From 1.2 Miles South of Sherman Island Levee Road to West Sherman Island Road
Contract No. 03-3F6604
Federal Aid Project No. ACNH-P160(023)
Engineer Estimate: \$2,100,000 - 75 Working Days
Goal: DBE 9%
Bids: December 17th, 2014 @ 2:00 PM

Requesting Sub-quotes for (including but not limited to): Fabric & Oils, Construction Area Signs, Traffic Control, Cold Plane, Erosion Control, Vegetation Control, Crack Treatment, AC Dike, Grinding, Object Marker, MBGR, Thermoplastic Traffic Stripe & Marking, Pavement Marking, SWPPP Planning, Water Truck, Sweeper, & Trucker.

Scope of Work: Rubberized Hot Mix Asphalt, roadway excavation and replace guardrail.

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

Plans and Specs are available to view and copy at our office or the Caltrans website www.dot.ca.gov/hq/esc/oe/. Contact David Czech 925-606-2400 david.czech@rgwconstruction.com for any questions, including bonding, lines of credit, or insurance or equipment or material suppliers. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation. For bonding and other assistance, please call.

RGW Construction, Inc.

Contractors License A/B 591940
 550 Greenville Road • Livermore, CA 94550 • Phone: 925-606-2400 • Fax: 925-961-1925
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Project: I- 215 at Newport Road Interchange Improvements

City of Menifee
County of Riverside Transportation Dept.
Project No. B5-0682

****THIS PROJECT HAS A 3% DBE Goal ****

BID DATE: Wednesday Dec. 10, 2014 · BID TIME: 2:00 P.M.

Please respond by 5:00 p.m., Dec 9th, 2014

We are seeking sub-bids from DBE subcontractors/subconsultants, and material and/or equipment suppliers in the areas of work included in, but not limited to: Construction Area Signs, PCMS, Temp Railing (Type K), Bridge Removal, Clear & Grub, Structure Ex & Backfill, Imported Borrow, Rock Blanket, Landscape & Irrigation, Hydromulch, Hydroseed, Compost, Class 2 Agg Base, Hot Mix Asphalt, Liquid Asphalt, PCC Materials, Joint Seal, Isolation Joint Seal, Steel Piling, CIDH Piling, Prestressing, Structural Concrete, Minor Concrete (Minor Structure), Fractured Rib Texture, Bar Reinforcing Steel (Bridge, RW, Box Culvert), Shotcrete, Sign Panels, Roadside Signs, Pipe Culvert, RCP, Underground, Rock Slope Protection, Fencing, Mid-west Guardrail System, Concrete Barrier, Striping & Marking, Electrical, Sweeping, Trucking.



9685 Via Excelencia, Ste 200
 San Diego, CA 92126

Phone: (858) 536-3100 • Fax: (858) 586-0164
 e-mail inquiries to:

estimating@coffmanspecialties.com

Coffman Specialties, Inc. is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit. Waiver of Subrogation will be required. Plans are available through RCTD and our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms. Non-DBE Subs/Suppliers: Indicate 2nd tier UDBE participation offered on your quotation as it will be evaluated with your price.

RGW Construction Inc. is seeking all qualified DVBE/ SB/MB/ (Disabled Veteran Business /Small Businesses /Micro Businesses) for the following project:

Mule Creek State Prison Wastewater Treatment Plant Upgrade
California Department of Corrections and Rehabilitation
Bid Number 6000001631
Engineer Estimate: \$5,848,100 - 425 Calendar Days
Goal: DVBE 3%
Bids: December 18th, 2014 @ 2:00 PM

Requesting Sub-quotes for (including but not limited to):Structure Excavation/backfill, Erosion Control, Aggregate Base, Asphalt Paving, Structural Concrete, Reinforcing Steel, Steel Structure, Surveyor, Painting Structures, Commercial Electrical & Instrumentation, Insulation, Millwork, Metal Stud Framing, Drywall, Ceramic Tile, Acoustical Ceilings, Flooring, Metal Building, Laboratory Equipment, Fire Suppression System/Fire Alarm, Plumbing, & HVAC.

Scope of Work: Addition of secondary clarifier, mixed liquor splitter box, chlorine contact basin, disinfected secondary effluent pump station, motor speed controls for return activated sludge pumps, chemical feed equipment, power supply, electrical equipment, instrumentation and controls, piping, valves, site work and a new staff office building.

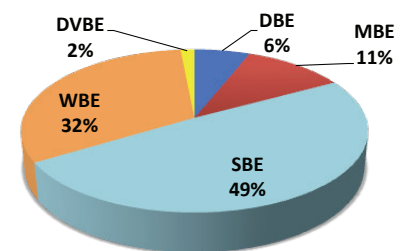
RGW is willing to breakout any portion of work to encourage DVBE/SB/MB participation. Contact us for a specific item list.

Plans and Specs are available to view and copy at our office or from ARC Northern California 926-443-1322 www.e-arc.com/ca/sacramento. Contact Aaron Heppner 925-606-2400 aaron.heppner@rgwconstruction.com for any questions, including bonding, lines of credit, or insurance or equipment or material suppliers. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation. For bonding and other assistance, please call.

RGW Construction, Inc.

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AUDIENCE PROFILE
Small Business Exchange, Inc.



With SBE you can:

FIND Subcontractors, Vendors, and Suppliers	REACH Diverse Audiences of Various Ethnicity, Race, & Gender	ADVERTISE Sub-Bid Request Ad
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