



Freshening Up Your Small Business for Fall

By Paul Lester

Summer is nearly over, signaling the start of school for students and teachers and the end of the fiscal year for the federal government and businesses throughout the country. This change of seasons is also a good opportunity to take a break from the frantic day-to-day grind and find new ways to reboot your small business. Let's call it a bit of spring cleaning for fall.

Here are just a few ways you can tidy up your business and improve operations:

Refresh your website and social media channels
 Analyze your website metrics to identify how pages are performing. If high priority areas such as online shops or product listing pages are not generating a lot of web traffic or repeat visitors, you may need to make a few changes.

For instance, if few visits come from search engines, update your site content and HTML coding to include more frequently used and relevant terms. This will help improve your site's search engine

ranking, increasing the likelihood potential customers will find your products and services. Diagnose the landing pages to see how users are interacting with content. If the average time spent on important pages is low, consider doing some usability testing to find ways to improve the user experience such as changing the layout or design of your website.

Also, monitor social media metrics to see what your online audience is interested in and track what is being said about your products. Engage with existing and future customers on social media by answering any questions they may have. This is a great way to show off your customer service skills, build your brand, and grow your customer base. In addition, explore targeted advertising on social media channels to see if it makes strategic and economic sense for your business.



Boost up bookkeeping
 The tail end of the fiscal year is also a good time to get your financial house in order. Review your transactions and make sure there are no outstanding incoming or outgoing payments. Make sure you have all the necessary paperwork

and receipts for tax-filing season. Update your cash flow statements and see if there are any opportunities to increase profit margins such as working with wholesalers to get better deals on products, shopping around for more affordable

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Sub-Bid Requests

GREEN LINE EXTENSION PROJECT

SEEKING DBE FIRMS FOR SUBCONTRACTING OPPORTUNITIES

REGISTER NOW

GLX CONSTRUCTORS

GLX IS WILLING TO ASSIST DBE SUBCONTRACTORS AND SUPPLIERS IN OBTAINING ACCESS TO BONDS, LINES OF CREDIT AND INSURANCE.

FOR REQUESTS OR ASSISTANCE:
 Alexandra.Cann@GLXConstruct.com

Turner

IS SOLICITING COST PROPOSALS FROM NEW YORK CITY CERTIFIED, VENDEX APPROVED M/WBE CONTRACTORS AND VENDORS

Construction Management Services for Brooklyn Bridge Park—Squibb Park Bridge Repair Project
 NYC Parks and Recreation Contract
 Bid Date: August 2019

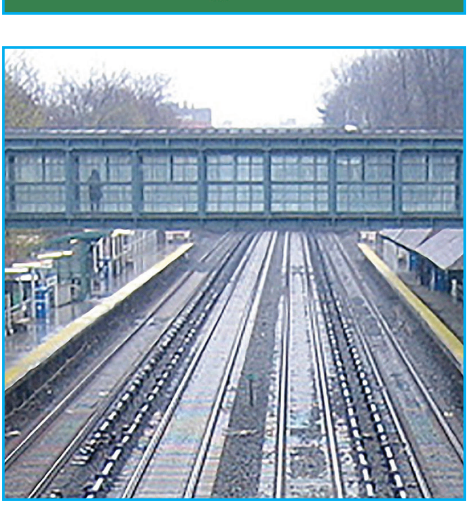
Description of Project: The work under this contract consists of the full replacement of all nine (9) existing spans of Squibb Bridge in Brooklyn. The adjacent property address is 60 Furman Street, Brooklyn, New York. This work will include, but is not limited to, performing a site survey of the existing conditions, removing all nine existing spans of Squibb Bridge in a safe and efficient manner. Transport and disposing of all demolished materials from the existing spans. The bridge will be replaced with a new steel bridge designed by Arup. Coordination with demolition, electrical, carpentry, and other subcontractors as required, to complete the installation of the bridge. Work with fabricator and erector to coordinate installation of new bridge spans into place with minimum disruption of park activities. Fabricate, deliver, and install all nine (9) new steel spans at Squibb Bridge using existing concrete piers. Complete any closeout activities related to punch list, comeback work, permits, or other items required to bring the project to final completion.

Bidding Dates and Opportunities Available:
 The following packages will bid on or about June 1, 2019, awarded in July/August 2019:

- Bridge Steel
- Stainless Steel Ornamental Hand Rails with Stainless Mesh
- Fencing/Protection Package
- Carpentry Wood Decking (wood deck on the bridge)
- Electrical (lighting on the bridge)

If you are interested in Turner Construction's prequalification process and bidding information on this project, please contact Turner's Construction Executive Jim Wachala, cell 917-566-2509 or email jwachala@tcco.com and Lead Estimator Arkadij Lyanski, 347-721-4898 or alyanski@tcco.com.

Building the Future



Lendlease Turner Joint Venture is seeking MWBE & SDVOB firms for subcontracting opportunities on the

Jacob K. Javits Convention Center Expansion Project

Owner: New York Convention Center Operating Corporation (New York, NY)

The Lendlease Turner Joint Venture (LLTJV) will construct 1.2 million additional square feet of space expanding the nation's busiest convention center. The LLTJV team is reaching out to New York State certified MWBE-SDVOB firms to cultivate significant participation on the project.

How To Get Involved:
 LLTJV@moderntimesinc.com issues Notice of Interest (NOI) emails to all Lendlease Turner registered vendors notifying them of upcoming 1st tier opportunities on the project. Firms respond by clicking through the NOI to the opportunities that match scopes of work they perform.

To Register as a Vendor with Lendlease Turner JV:
 Note: All NYS Empire State Development certified MWBE/SDVOB vendors are already registered with LLTJV. Please contact us if your firm is not currently receiving LLTJV Notices of Interest by sending a note to: LLTJV@moderntimesinc.com

Get or Update Your Empire State Development MWBE & SDVOB Certificate:
 LLTJV seeks Empire State Development certified firms for every 1st Tier Subcontract Opportunity.

Seeking to be certified or re-certified? Visit <https://esd.ny.gov/mwbe-new-certification> to learn more about eligibility, requirements, and how to get started.

Have a question about certification?
 Call the Empire State Development MWBE Hotline: (212) 803-2414

To get in touch, please contact: LLTJV@MODERTIMESINC.COM

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND NEW YORK STATE SDVOB SUBCONTRACTORS AND VENDORS

Design and Construction of Accessibility Upgrades at 170th Street Station on the Jerome Line Project
 MTA NYCT Contract No. A-37150F
 Bid Date: September 5, 2019

Description of Project:
 Accessibility upgrades at 170th Street Station on the Jerome Avenue Line (IRT) in the Borough of the Bronx—make the station accessible by complying with the 2010 Americans Disabilities Act Standards for Accessible Design, enhance customer experience at the station, make the station easier to navigate, and facilitate increased ridership on the NYCT system.

Major scopes of work include 1 new street to mezzanine elevator, 2 new mezzanine to platform elevators, 2 new street to platform stairways on the northeast and northwest corners of Jerome Avenue and 170th Street. Mezzanine vestibule extensions consisting of the demolition, modification, and replacement of existing steel framing and concrete. Removal and replacement of existing stairs. Platform level ADA boarding area improvements. Replacement of existing platform tactile warning mats. Demolition and replacement of platform edge in ADA boarding areas. Replacement/upgrades of existing electrical, fire protection, communications, and lighting systems.

Many bidding opportunities are available.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

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SBE OUTREACH SERVICES

With over 1.6 million businesses in our active database—the country's largest non-public diversity database—SBE sets the professional standard for diversity outreach across the nation. For more than three decades, we have served small businesses, prime contractors, and agencies—with proven results.

Advertisements
 Placed in various Small Business Exchange Northeast digital publications each month, and at www.sbenortheast.com

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 Telephone follow-up calls using a script of five questions that you define

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 Complete documentation that will fit right into your proposal, along with a list of interested firms to contact

Special Services
 Custom design and development of services that you need for particular situations such as small business marketing, diversity goal completion, and agency capacity building

Call for more information: 800-800-8534

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Tutor Perini

INVITATION TO BID FOR M/WBE FIRMS

TUTOR PERINI CORPORATION, AN EEO EMPLOYER

IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED M/WBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS

CBTC 8th Avenue Line (59th Street to High Street) "B" Division (IND) Project in the Boroughs of Manhattan and Brooklyn
 MTA NYCT Contract No: S-48006
 Bid Date: August 29, 2019

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, August 23, 2019.

For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Jackie Cotto at 914-739-1908. Come and join our team!

SMALL BUSINESS EXCHANGE NORTHEAST

PUBLIC LEGAL NOTICES

With a database of over 1.6 million businesses, SBE assists agencies with public legal notices

Advertisements
 Placed in various Small Business Exchange Northeast digital publications each month, and at www.sbenortheast.com

Special Follow-Up Services
 Custom design and development of services that you need for particular situations such as small business marketing, diversity goal completion, and agency capacity building

Call for more information: 800-800-8534

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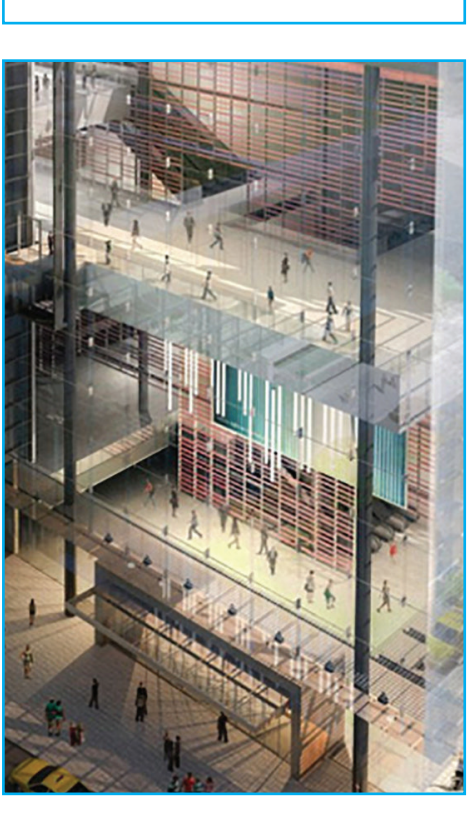
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IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS

Benjamin Franklin Bridge Rehabilitation of Suspended Spans and Anchorage
 Delaware River Port Authority Contract No: BF-54-2019
 Bid Date: September 17, 2019

Subcontracting opportunities include but are not limited to Electrical, Paint, Drainage, Concrete, Structural Steel Erectors, Field Office, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Painting, Signs, Structural Steel, Surveying, and Trucking. Please see contract documents for further opportunities.

Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled



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IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS

Structural Rehabilitation at the Robert F Kennedy Bridge
 MTA Triborough Bridge and Tunnel Authority Contract No: RK-19/RK-70
 Bid Date: September 17, 2019

Subcontracting opportunities include but are not limited to Paint, Drainage, Concrete, Waterproofing, Structural Steel, Field Office, Asbestos and Lead Abatement, Safety Boat, Bearings, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Signs, Surveying, and Trucking. Please see contract documents for further opportunities.

Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

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weekly or whenever wherever to whomever you need to reach among agencies contractors diversity firms

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IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS

Rehabilitation of the Approach Viaducts at the Throgs Neck Bridge
 MTA Triborough Bridge and Tunnel Authority Contract No: TN-53
 Bid Date: September 26, 2019

Subcontracting opportunities include but are not limited to Paint, Drainage, Concrete, Rosphalt, Waterproofing, Structural Steel, Field Office, Asbestos and Lead Abatement, Safety Boat, Bearings, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Signs, Surveying, and Trucking. Please see contract documents for further opportunities.

Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

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Serving CT, ME, MA, NH, NJ, NY, RI, VT, or any other states that you need to reach

NORTHEAST EVENTS FOR YOUR BUSINESS

2019

Marketing Research Tools for Small Business
 Thursday, September 12, 2019, 10:00 am–12:00 pm
 Rowan College at Burlington County, Mount Holly Campus, 1 High Street, Mount Holly, NJ
 Main Sponsor(s): Union County Economic Development Corporation
 Contact: Rogers Ramsey, 908-527-1166, rramsey@ucedc.com
 Fee: Free; registration required
 In this workshop, you will gain a practical understanding of marketing research techniques and tools. You will learn how to develop a marketing strategy by utilizing free resources to access customer demographics, spending habits, and possible trends in your industry. There will be particular emphasis on how to target your best potential customers and minimize wasted exposure, helping you deliver your products and services cost effectively. Discover how to put ReferenceUSA and DemographicsNOW to work for you. Learn how business librarians can help you with your specific research needs. Leave with tangible market research skills you can put into practice immediately.

Creating a Customer, Not Just Making a Sale
 Monday, September 16, 2019, 6:00 pm–8:00 pm
 SCORE Portland, 100 Middle Street, Portland, ME
 Main Sponsor(s): US Small Business Administration, SCORE Portland, SCORE Maine
 Contact: Kelsey Munksgaard, 207-536-1143, scoremaine@gmail.com

Fee: Free; registration required
 Our workshop offers essential information to help you become your best salesperson. We will cover the basics of identifying your ideal customer and creating tools to help you make them your best referral partner. If being in business on your own is your goal, but selling what you make or do is a current roadblock, this workshop is for you! Topics include: creating customer personas and profiles, identifying and segmenting ideal customers, meeting the customer where they are, and leveraging your unique value proposition to the ideal customer.

Small Business Lending Panel and Networking Session
 Wednesday, September 25, 2019, 9:00 am–1:00 pm
 Pace University, One Pace Plaza, New York, NY
 Main Sponsor(s): US Small Business Administration, Pace University Small Business Development Center
 Contact: 212-618-6655, sbdc@pace.edu
 Fee: Free; registration required
 Are you an existing small business owner or an aspiring entrepreneur in need of financing for your business? Then come meet small business lenders at this free forum hosted by the Pace University Small Business Development Center and the US Small Business Administration. The session will include a panel featuring small business lenders who will highlight what they look for when evaluating a loan application, their typical loan terms, and the documents needed to apply. Before and after the panel, attendees will have the opportunity to meet one-on-one with lenders to assess the source of capital that is best suited for your business needs. Whether you're looking to expand your current operations or to launch a new venture, this session will provide practical strategies to finance your small business.