



# Making Small Business Saturday Awesome

By Anita Campbell

With Small Business Saturday just around the corner, it's time to use the occasion to promote your business. While sales and discounts can be great, there are actually plenty of other ways small businesses can promote their products and services on Small Business Saturday. Here are fifteen unique ideas.

**Build up Small Business Saturday on social media**  
 If you want anyone to show up and shop, promote it several days ahead on social media. Twitter, Facebook, and other venues are a great place for you to spread the word about your sales, events, or special offers, and drive last minute traffic.

**Support local causes**  
 People love supporting local businesses because their purchases can actually benefit the local economy instead of going right to large corporations. And you can highlight that local aspect even more

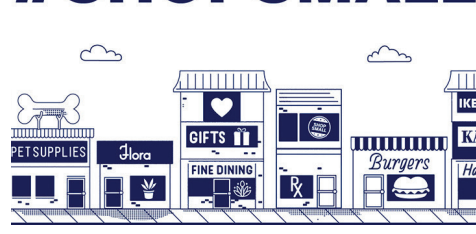
by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

**Cross-promote with other local businesses**  
 If your business is located near other small businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town.

**Offer in-store entertainment**  
 Shopping on Small Business Saturday can be a fun experience for customers. So they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for even longer.

**SMALL BUSINESS SATURDAY®**  
**NOV 24**

## JOIN US AND #SHOPSMALL



**Have refreshments for customers**  
 Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive sense,

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984 Click to read more

# Sub-Bid Requests

**SMALL BUSINESS EXCHANGE NORTHEAST**  
**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

**Fax, Email, and Postal Solicitations**  
 Targeted mailings sent to businesses chosen according to your criteria

**Live Call Center Follow-Up**  
 Telephone follow-up calls using a script of five questions that you define

**Computer Generated Reports**  
 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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**LENLEASE TURNER**  
 A Joint Venture

**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 12 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@MODERNTIMESINC.COM**

**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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**Tutor Perini**  
 INVITATION TO BID FOR MWBE FIRMS  
**TUTOR PERINI CORPORATION, AN EEO EMPLOYER**  
**IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED MWBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS**  
**NYC Department of Sanitation District 3 Garage Project**  
**in the Borough of Brooklyn, New York**  
**DSNY Contract No: S186/224**  
**Bid Date: November 16, 2018**

**ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, November 9, 2018.** 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!

**SKANSKA**  
**SKANSKA CIVIL NORTHEAST**  
**IS SOLICITING COST PROPOSALS FROM DBE AND MWBE SUBCONTRACTORS AND VENDORS**  
**Construction of a New Brooklyn Community District 3 Garage**  
**DSNY Contract No. S186/224 (M/WBE)**  
**Bid Date: November 16, 2018**

**S186/224, Construction of a New Brooklyn Community District 3 Garage**  
**(NYC M/WBE: 40.8%)**  
**Description of project:** The scope of work consists of the construction of a new LEED® Silver Certified garage facility, comprising one (1) level of vehicle storage and repair facilities, with three (3) levels of personnel support facilities serving Brooklyn Sanitation District Brooklyn 3. Below grade parking is provided for personnel. This facility shall be constructed on a pile foundation and have a steel frame structure. Exterior walls are of cast-in-place concrete, precast concrete panels, curtain wall, and aluminum solar shading devices. The project site is located at Nostrand Avenue and Park Avenue in Brooklyn and includes related site work and interior building finishes.

**Many bidding opportunities 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

**SKANSKA**  
**SKANSKA CIVIL NORTHEAST**  
**IS SOLICITING COST PROPOSALS FOR THE FOLLOWING JOBS**

**Replace Two Escalators at Grand Central Terminal**  
**MTA NYCT Contract No. E-30300/233575 (NYS MWBE, SDVOB)**  
**Bid Date: November 14, 2018**

**Replace Six Traction Elevators at 181st and 190th Streets**  
**MTA NYCT Contract No. E-34029/234318 (NYS DBE)**  
**Bid Date: November 9, 2018**

**E-30300/233575, Replace Two Escalators at Grand Central Terminal (NYS MWBE: 30% and NYS SDVOB: 6%):**  
**Description of Project:** Replacement of two (2) escalators (E-255 and E-256), elevator E-204, and stairs (M6 A/B and M7 A/B), at 42nd Street–Grand Central Station, Lexington Avenue Line (IRT), in the Borough of Manhattan.

**E-34029/234318, Replace Six Traction Elevators at 181st and 190th Streets (NYS DBE: 20%):**  
**Description of Project:** Replacement of six (6) traction elevators at 181st and 190th Streets, 8th Avenue Line (IND), in the Borough of Manhattan.

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

Advertise in our digital **EXTRA**

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

**Welcome to SMALLVILLE NORTHEAST**

**Decca Paving, Inc.**  
 Rochester, New York  
[www.deccapaving.com](http://www.deccapaving.com)

**J. F. White Contracting Co.**  
 Framingham, Massachusetts  
[www.jfwhite.com](http://www.jfwhite.com)

**Scrub Clean Maintenance**  
 Bronx, New York  
[www.scrubcleanmaintenance.com](http://www.scrubcleanmaintenance.com)

**Silverite Construction Company**  
 Hicksville, New York  
[www.silverite.com](http://www.silverite.com)

**Sessler Wrecking Inc.**  
 Waterloo, New York  
[www.sesslerwrecking.com](http://www.sesslerwrecking.com)

**Diamond Security Service**  
 Babylon, New York  
[www.diamondsecurityservices.com](http://www.diamondsecurityservices.com)

**NJ&C Associates**  
 Carmel, New York  
[www.njcassociates.com](http://www.njcassociates.com)

**Skanska Koch**  
 Carteret, New Jersey  
[www.usa.skanska.com](http://www.usa.skanska.com)

**Lamney & Giorgio, PA**  
 Haddon Township, New Jersey  
[www.lgarch.com](http://www.lgarch.com)

**GCCOM Construction Company**  
 College Point, New York  
[www.gccom.us](http://www.gccom.us)

**Railroad Construction Company**  
 Paterson, New Jersey  
[www.railroadconstruction.com](http://www.railroadconstruction.com)

**NORTHEAST EVENTS FOR YOUR BUSINESS**

**2018**

**Resilience as a Survival Tool**  
 Thursday, November 15, 2018, 6:00 pm–8:00 pm  
 Connecticut Center for Advanced Technology,  
 222 Pitkin Street, East Hartford, CT  
**Main Sponsor(s):** University of Hartford Entrepreneurial Center and Women's Business Center  
**Contact:** 860-768-5681, [www.hartford.edu/ec](http://www.hartford.edu/ec)  
**Fee:** Free; registration required

Resilience is vital to survive in today's workplace. In large and small businesses, individuals and leaders need to be able to manage emotions, make sound decisions, and function at the highest level of productivity. Being insightful of one's total wellbeing and ability to recognize triggers to potential pitfalls in the workplace is key. The interactive workshop, presented by Lisa Fluker and Tina Kadish, will explore techniques for managing multiple priorities and effectively evaluating situations. This program in the TD Bank Business Leadership Series is provided by the University of Hartford Entrepreneurial Center and Women's Business Center.

**Your Business—Your Money: Financial Literacy**  
 Thursday, November 29, 2018, 6:00 pm–9:00 pm  
 Portland SCORE, 100 Middle Street, Portland, ME  
**Main Sponsor(s):** SCORE Maine  
**Contact:** Nancy Strojny, 207-536-1143, [scoremaine@gmail.com](mailto:scoremaine@gmail.com)  
**Fee:** Free; registration required

Understanding financial statements is essential to understanding how well your business is doing.

If you are not monitoring, and understanding, your financial statements on a regular basis, you are not managing your business. This free workshop explains why and how financial literacy is essential to your success. Your business plan will need a set of detailed financial projections; potential lenders or investors will insist upon it. This workshop provides the financial grounding you need to better develop the financial projections required in your business plan. In this workshop, you will learn more about the three key financial statements: the balance sheet, the income statement, and the statement of cash flows. SCORE is a resource partner of the US Maine's business administration (SBA). SCORE Maine's mentors provide free services and workshops at various locations across the state.

**How SBA Can Help You Start or Grow Your Small Business and How to Register Your Business Online**  
 Thursday, December 6, 2018, 9:00 am–10:30 am  
 New Hampshire Secretary of State's Office, 25 Capital Street, Third Floor, Concord, NH  
**Main Sponsor(s):** US Small Business Administration, New Hampshire Secretary of State Corporation Division  
**Contact:** Miguel Morales, 603-225-1601, [miguel.morales@sba.gov](mailto:miguel.morales@sba.gov)  
**Fee:** Free; registration required

Join us in the capital city and hear from a Small Business Administration representative about the technical and financial resources available to help you start and grow your small business. The New Hampshire Secretary of State Corporation Division will walk you through registering a business online. This FREE workshop is held on the first Thursday of every month from 9:00 am to 10:30 am.

