

# SBE TODAY

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## The \$140-million Broad Museum Unveiled in Downtown Los Angeles



By Mark Schmit

One of Downtown Los Angeles' latest architectural masterpieces was unveiled at a press preview this week. Now, after three years of construction, the new \$140-million Broad Museum will officially open on September 20, bringing the world-famous art collection of philanthropists Eli and Edythe Broad to the public.

Designed by New York City-based Diller Scofidio + Renfro (DS+R), with Gensler serving as executive architect, the project sits beside other downtown cultural icons on Grand Avenue such as the Walt Disney Concert Hall, which museum founder Eli Broad says influenced the design. "We wanted something that would not clash with the Walt Disney Concert Hall, but we didn't want it to be anonymous either," said Broad last year.

The Broad makes its architectural statement with a honeycomb-looking exterior that is part of the DS+R's "Vault and Veil" design. The exterior "veil" is a structural exoskeleton comprised of 2,500 fiberglass reinforced concrete panels and 650 tons of steel that drape over The Broad and appear to lift up at the south and north corners to define two street-level entrances. At the center

of the Grand Avenue side of the veil is the architectural feature known as "the oculus" - an huge indentation in the side of the building was struck by a giant golf ball.

Because of its asymmetrical shape the structure has been very fascinating and challenging to construct. To make it together, the project's general contractor, Santa Fe Springs, CA-based MATT Construction, had to extensively employ a 3D modeling tool called Digital Project, which was developed by Gehry Technologies.

"Building the Broad was like building a Swiss Watch out of concrete and steel," says Greg Wade, MATT's senior project manager and VP. "The one-of-a-kind structural system and extensive cantilevers, combined with the museum's unique architectural façade and roof elevated it to a level of challenge and sophistication that we rarely see."

The three-story building consists of a structural concrete core with window openings surrounded by a honeycomb-like "veil" wrapper. The veil is made of 2,500 fiberglass-reinforced concrete panels with more than 400 different trapezoidal shapes. The panels are attached to a 650-ton structural steel "net" backing. The net is attached to the concrete structural shear wall of the building at two points, on 2nd Street and on GTK Way.

Loads from the veil come down onto a 32-ton, 57-ft-long touchdown beam girder, which is shaped like a Viking ship. The bottom of the girder is embedded 5 ft below the sidewalk in a bathtub-shaped steel plate, measuring approximately 5 ft wide, 10 ft long and 5 ft deep. The girder is secured to the plate with 56 anchor bolts.

The project, which broke ground in May 2012, sits atop three levels of underground parking that contains 366 spaces in a total of 155,000 sq ft. The museum houses nearly 2,000 works of contemporary art in The Broad Art Foundation and Eli and Edythe Broad's personal collection, which are among the most prominent holdings of postwar and contemporary art worldwide.

DS+R's innovative "veil-and-vault" design for the 120,000-sq-ft museum also includes two floors and more than 50,000-sq-ft of public gallery space and a central "vault" to house the collections and lending library.

Source: <http://california.construction.com>

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**Publisher of  
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# California Sub-Bid Request Ads



## Pulice Construction, Inc.

591 Camino De La Reina, Suite 1250 | San Diego, CA 92108

TEL: (619) 814-3700 | FAX: (619) 814-3770

Contact: Kimberly Bell • Email: kbell@pulice.com

Equal Opportunity Employer

Invitation to Bid from:

### **CERTIFIED SMALL BUSINESS, DBE, SLBE, ELBE, AND DVBE FIRMS**

Subcontractors, Material and/or Suppliers, and Professional Services for:

### **MIRAMAR PUMP STATION REHABILITATION – SPECIFICATION 625**

**OWNER: San Diego County Water Authority**

**Project No.: Specification 625**

**LOCATION: San Diego, CA**

**QUOTE DEADLINE: September 29, 2015, 5:00 PM**

**BID DEADLINE: September 30, 2015, 2:00 PM**

### **The project generally consists of the following:**

THE CONSTRUCTION OF THE REHAB OF THE MIRAMAR PUMP STATION, INCLUDING REMOVING AND REPLACING THE EXISTING PUMPS, VALVES, ELECTRICAL SYSTEM, HVAC SYSTEM, AND STRUCTURAL IMPROVEMENTS TO THE BUILDING. ALSO INCLUDED IN THE WORK IS THE REPLACEMENT OF THE EXISTING SECURITY FENCE, REPLACEMENT OF PUMP DISCHARGE PIPING, AND CONTROL SYSTEM AND CATHODIC PROTECTION.

Plans and Specifications are available free of charge online at:

<http://www.sdewa.org/opps/contracts.phtml>

### **Quotes for Services & Supplies are requested for the following items including, but not limited to:**

SWPPP, FENCING, HVAC, DOORS, PAINTING & COATINGS, ELECTRICAL & INSTRUMENTATION, PUMPS & MOTORS, WELDED STEEL PIPE AND FITTINGS, FIELD WELDING, VALVES, REINFORCING STEEL, AND REDI-MIX CONCRETE.

Opportunities for quotations will be needed throughout the life of the project. Terms and conditions should be made part of the quotations. 100% performance and payment bonds may be required for the full amount of the subcontract price. Pulice Construction, Inc. will assist with obtaining bonding, lines of credit, and insurance by encouraging the subs and vendors to work with state supportive services programs. Responsive subcontractors must possess a current contractor's license, DIR registration, insurance, and worker's compensation coverage complying with Pulice Construction, Inc. requirements and will be required to sign a standard Subcontract Agreement.

Pulice Construction, Inc. will analyze and consider each quote received, including those that are broken down into economically feasible units to facilitate bidding. Quotes must be valid for the same period of time as specified by Owner for contract award (90 days). Any conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing.

Pulice Construction, Inc. is committed to ensuring that subcontractors and vendors have the maximum opportunity to successfully perform on this project, and to making good faith efforts to utilize small, minority, and women's business enterprises.

**Project Name: Hunter's View Phase II Ironwood Park • Location: San Francisco, California**  
**Bid Date: October 9, 2015 @2:00 PM • Pre-Bid Conference: September 24, 2015 @2pm**  
**Location: 1000 Brannan Street, Suite 102, SF, CA**

Cahill/Nibbi JV has been selected as the General Contractor for the Ironwood Park at the Hunter's View Phase II project in San Francisco, CA. We are in receipt of the Construction Bid Set of documents and are currently requesting bid proposals from qualified subcontractors and suppliers including those certified with the Office of Community Investment and Infrastructure (OCII) for DIV 1, 5, 26, 32 & 33. OCII has established a subcontracting participation goal for this project at 50% SBE/LBE goal with first consideration for San Francisco-based MBEs, WBEs and SBEs located in zip code areas 94124, 94134 and 94107 followed by all areas in San Francisco. The project will consist of a new private park to be built as part of Phase II of the Hunter's View Redevelopment project. The scope of work will consist of and is not limited to, construction of wood and metal benches, paved areas and play structures for use as a private park facility.

To obtain complete bid and contract documents please email Kristin Medwick at [kristinm@nibbi.com](mailto:kristinm@nibbi.com).

**FAX OR EMAIL PROPOSALS TO: NIBBI BROTHERS GENERAL CONTRACTORS**  
**Fax: 415-241-2951 / Email: [bids@nibbi.com](mailto:bids@nibbi.com)**

For information regarding this project please contact Andrew Kent, Preconstruction Manager, via email at [andrewk@nibbi.com](mailto:andrewk@nibbi.com).

## How to Become a Small Business Government Contractor of Choice

By Caron Beesley

So you think you're ready to sell to the government, but is the government ready to buy from you?

Government buyers are a discerning group. After all, we trust them to make the right procurement decisions with our taxpayer dollars. Yet, despite the fact that formal goals are in place to ensure that small businesses get their fair share of work with the federal government, winning a share of the percentage of contracts set aside for small business isn't easy.

Convincing government buyers that you're a viable business partner who can help them achieve their goals requires a different approach that one you're used to seeing in the commercial sector.

SBA has lots of resources that can help you find and do business with Uncle Sam, but here are some extra steps you might want to consider to boost your chances of being perceived as the winning choice, not the risky one:

### Team up

Collaboration and teaming is very important in government contracting. Oftentimes, set-aside contracts are too big for a single business to handle. Teaming with other small businesses is a great way to provide the collective services that agencies often seek within one contract. For example, IT companies could team with marketing agencies to better deliver against a contract that requires both web/application development in addition to content management.

Teaming provides another valuable benefit too – it gives small businesses the opportunity to build credibility for themselves and show proficiency not only to the government but to other contractors.

Teaming requires preparation and careful management. American Express OPEN has put together a useful guide: [Team to Help Win Government Contracts](#) Download Adobe Reader to read this link content, which includes best practices and tips for raising your profile and building potential teaming connections.

### Get a mentor

Mentors are invaluable to small business owners, and in the government contracting world they can make the difference between success and failure. If you don't know the movers and shakers, find someone who can help you navigate the marketplace.

Networking events can help you connect with potential mentors, but take the time to consider other mentoring opportunities. Here are some programs and organizations that can help:

- SBA 8(a) Program – Certain small businesses may also be eligible to participate in SBA's 8(a) program, a business development tool that features

■ Continued on page 5

# California Sub-Bid Request Ads



**BROSAMER & WALL, INC.**

An Equal Opportunity Employer  
is requesting quotations from all qualified  
DBE

Professional services, sub-contractors and/or material suppliers for the following project:

**Contra Costa Transportation Authority**  
**I-80 San Pablo Dam Road Interchange Project Phase 1**  
**Bid Closing Date: September 29, 2015 @ 2:00 PM**

## Brosamer & Wall Inc.

1777 Oakland Blvd, Suite 110 • Walnut Creek, California 94596  
PH: 925-932-7900 • FAX: 925-279-2269  
Contact: Robert Rosas

### PROJECT SCOPE:

The work in this Contract includes but is not limited General work description: construct an on-ramp, four Caltrans-type masonry sound walls along WB I-80 and the WB on-ramp, retaining walls, city masonry walls, roadway pavement, drainage systems, Riverside Avenue pedestrian overcrossing bridge and electrical work under the Caltrans 2010 Standard Specifications and Standard Plans.

Duration of Project is 525 Calendar Days.

Note: This project includes a Buy America Clause

Please contact Robert Rosas @ rrosas@brosamerwall.com to view plans and specifications.

### Subcontractors and Suppliers being solicited include but not limited to:

Office Trailers Rental, Lead Compliance Plan, CPM Scheduling, Barricades, Pavement Marking, Signs, Traffic Control, Crash Cushion, SWPPP, Rain Event Action Plans, Storm Water Sampling And Reporting, Erosion Control, Run Off Control, Street Sweeping, Concrete Washout, Chain Link Fence, Treated Wood Waste, Noise Monitoring, Public Safety Plan, Abandon Culvert And Pipeline, Destroy Well, Remove Fence, Gate, Guardrail And Post, Remove Irrigation Facility, Remove Water Meter, Remove Striping And Marker, Remove Sign, Remove AC Dike, Remove Culvert, Remove Inlet, Remove Manhole, Remove Retaining Wall, Remove Sewer Pipe, Remove Base And Surfacing, Salvage Irrigation Facility, Reconstruct Wood Fence, Relocate Gate And Sign, Adjust Water Valve Cover, Adjust Inlet, Adjust Manhole, Modify Inlet, Cold Plane, Remove Concrete, Remove Barrier, Remove Glare Screen, Remove Soundwall, Remove Masonry Walls, Cap Inlet, Bridge Remove, Clear & Grub, Roadway Excavation, Structure Excavation, Structure Backfill, Ditch Excavation, Topsoil Testing, Trucking, Class 2 & 4 Aggregate Base, Asphalt Paving (Type A and Open Graded), Data Core, Permanent Erosion Control, Landscape Utilities & Planting, Mulch, Root Barrier, Irrigation, Underground, Place AC Dike, Shoring, Steel Casing, CIDH, Driven Pile, Misc. Concrete Materials & Supplies, Concrete Pumping, Prestressing, Texture, Tile Placement, Joint Seal, Rebar, Sign Structures, Roadway Signs, Masonry Block, Anti-Graffiti, Drainage, Slope Paving, Minor Concrete, Slope Protection, Miscellaneous Metal, Sewer Work, Delineator, Traffic Markers, Railing, Guardrail, Handrail, Barrier, Traffic Stripe & Marker, Signal & Lighting, Electrical, Building Work, Concrete Supply and Placement and Portable Toilets.

**Requirements:** Brosamer & Wall, Inc. will work with interested subcontractors and suppliers to identify opportunities to break down items into economically feasible packages.

Brosamer & Wall, Inc. is a Union signatory contractor. Subcontractors must possess a current contractor's license, DIR number, insurance coverage and worker's compensation for the entire length of the contract. All subcontractors will be required to sign our standard Subcontract Agreement. 100% payment and performance bonds may be required. If you have any questions regarding this project or need assistance in obtaining insurance, bonding, equipment, materials and/or supplies please allow us the opportunity to help your firm and call Chief Estimator - Robert Rosas at (925) 932-7900. Plans and specifications can be viewed at our office located at 1777 Oakland Blvd Suite 110, Walnut Creek, Ca. 94596 or available free electronically. Please email Robert Rosas at rrosas@brosamerwall.com for electronic files. Brosamer & Wall, intends to work cooperatively with all qualified firms seeking work on this project. We are an Equal Opportunity Employer and will work with any interested subcontractor to identify opportunities to break items into economically feasible packages. If you are interested in submitting a subcontractor bid for this project, please call us at 925-932-7900 or fax us your quote at 925-279-2269. PLEASE SUBMIT A COPY OF YOUR CURRENT CERTIFICATION WITH YOUR BID. Dealers/Suppliers and Brokers please confirm your designation code to us on or before the bid date. Please contact Chief Estimator Robert Rosas with any questions.



**Kiewit**

**Kiewit Infrastructure West Co.**  
4650 Business Center Drive Fairfield, CA 94534  
Attn: Victor Molina - victor.molina@kiewit.com

Requests sub-bids from qualified Subcontractors, Consultants, and/or Suppliers seeking to participate in the City of Fresno Southeast Surface Water Treatment Facility Project.

<http://www.epa.gov> / <http://www.sba.gov> / [www.californiaucp.org](http://www.californiaucp.org)  
Subcontractors, Consultants and Suppliers for the following project:

**Southeast Surface Water Treatment Facility Project**  
**Client Project No. 3369 - Phase Two**  
**Owner: City of Fresno**

**Bid Date: October 13, 2015 @ 3:00 P.M.**

**Disadvantaged Business Enterprises (DBEs)**

Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Small Business in a Rural Area (SBRA), Labor Surplus Area Firm (LSAF), or Historically Underutilized Business (HUB) Zone Business Concern or a concern under a successor program wanted for the following scopes, including, but not limited to:

AC Paving, Aggregates, Cathodic Protection, Concrete, Concrete Formwork, Concrete Reinforcing, Minor Concrete, Precast Concrete, CIDH, Conveying Systems, Doors & Windows, Earthwork, Electrical & Instrumentation, Mechanical Equipment & Pumps, Erosion Control, Fencing, Finishes, Fire Protection, Furnishings, HVAC, Janitorial Services, Landscaping, Masonry, Metals, Painting & Coating, Pavement Markings, Piping & Valves, Quality Control, Security, Signage, Specialties, Support of Excavation, SWPPP, Temp Facilities, Thermal and Moisture Protection, Traffic Control, Trucking & Hauling, Utility Locating, Water & Sweeping Trucks, Well Drilling & Abandonment, Wood & Plastics.

Bonding, insurance, and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested CUCP, MBE, SBE, SBRA, LSAF or HUB Certified DBE business suppliers and subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

**Subcontractor and Supplier Scopes are due**  
**NO LATER THAN September 18, 2015 and**  
**Quotes by September 25, 2015 at 5 PM.**

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company to be able to receive bidding information.

You can view the plans in our office during regular business hours by appointment.

110% Performance Bond and Payment Bonds are required for this project.

Davis Bacon Act, Buy American Act and American Iron and Steel provisions apply.

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# Indianapolis, IN. Sub-Bid Request Ad

## Cummins' \$30M divisional HQ will make statement

By Scott Olson

Cummins Inc.'s \$30 million global distribution business headquarters under construction downtown won't be as tall as originally envisioned. But the building's designers think its calibrated facade still will pack plenty of architectural pizzazz.

The Columbus-based engine maker unveiled the design of the building in December and received approval from the city last month to reduce its height from 10 stories to nine after the company determined it didn't need as much space.

New York-based Deborah Berke Partners is architect for the project, which features a contemporary design sure to make its mark on the downtown landscape and, perhaps more important, on the East Market District that is beginning to experience a renaissance.

"It's a very special site," Berke told IBJ. "We felt a responsibility to Indianapolis to make a quality building that reflects the forward look of what the 21st century is like, in terms of openness and [space] flexibility."

The building's long and narrow layout aims to create work space that offers abundant views and plenty of daylight, she said, offset by a glass facade that is calibrated, or staggered, to cover floor plates that widen as the structure rises.

"To my mind, a big part of that is working in daylight, and working in space that feels open and comfortable but is not vast and dehumanizing," she said.

The unique design poses construction obstacles, Phil Kenney, president of project contractor F.A. Wilhelm Construction Co., said at IBJ's Sept. 10 Commercial Real Estate & Construction breakfast. (Read the full transcript of the breakfast here.)

"Cummins has a long history of challenging architecture, so there are a lot of angles and different layout issues that we have to work our way through to get the project built," Kenney said. "But we're making some great progress."

Wilhelm construction crews have progressed to the second level and eventually will work at a quick enough pace to add a floor a week, Kenney said. The project is expected to wrap up in late 2016.

The calibrated facade uses different types of clear and opaque glass, and metal fins and sunshades, not only to maximize daylight but also to add urban context. And expansive, column-free spaces have tall ceilings, Deborah Berke Architects said in an email further explaining the design.

The design passed through multiple iterations before getting the green light, Cummins spokeswoman Sally Leyes said.

### BIDDING OPPORTUNITY

MBE/WBE/VBE'S Certified with any of the following certifying authorities:

Indiana Minority Supplier Development council (IMSDC)

Indiana Department of Administration (IDOA)

The City of Indianapolis Division of Minority and Women Business Development (DMWBD)

Women Business Enterprise National Council (WBENC)

National Women Business Owners Corporation (NWBOC)

United States Department of Veterans Affairs (with certification from DMWBD)

Inviting qualified contractors, specifically MBE/WBE/VBE's certified by any of the authorities listed above, to contact SKJV (Prime Contractor listed below) regarding subcontracting services and material supply opportunities in connection with the upcoming tunnel and shaft project.

The Work under this contract is located in Indianapolis, Indiana. The Work consists of the White River Pogues Run Tunnel Project and associated Shafts and Vortex Drop Shaft Structures.

**Owner: Citizens Energy Group**

**Project No. 92TU00126**

**BID DATE: October 29, 2015 AT 1:00 PM**

Opportunities to participate exist in the following specific areas of soil and rock excavation, hauling, excavation support systems, underground blasting, structural steel, engineering, survey, instrumentation and monitoring services, materials testing, demolition and site preparation, environmental investigation, utility relocation, paving, fencing and gates, geotechnical and structural instrumentation, slurry wall, cased auger shaft construction, cast-in-place concrete structures, reinforcing steel, ground stabilization, rock-bolts, steel dowels, shotcrete, concrete finishing, waterproofing, service utilities, grouting, mechanical equipment – hydraulic, sluice & weir gates, electrical services, pest control, IT services, security, waste disposal, cleaning services, and security services.

Any business seeking to participate as a MBE/WBE/VBE in the Contract that is not currently certified MBE/WBE/VBE's by one of the above certifying authorities should contact the DMWBD at 1501 City County Building, 200 East Washington Street, Indianapolis, Indiana 46204; phone (317) 327-5262, any of the other agencies as shown above to obtain current certification.

We have set up an FTP site where you can view all plans and specifications for your convenience. Please contact Aimee Remo at (909) 594-0990 or Brett Campbell at (909) 594-0982 to receive instructions on accessing the FTP Site.

### SKJV

An EEO Employer

(J.F. Shea Construction, Inc. – Kiewit Infrastructure Co.)

667 Brea Canyon Road, Suite 22 • Walnut, CA 91789

909-595-4397 • 909-869-0827 (fax)

Attn: Dennis Poulton, EEO Officer

"We think that calibrated grid lends to our engineering experience," she said. "That's what we wanted to achieve with the look and the feel of the building, and we think we've done that."

### Lasting impression

Cummins chose Deborah Berke from among three firms it invited to submit designs. The two others, also from New York, were SHoP Architects and Tod Williams Billie Tsien Architects.

Deborah Berke Partners, founded in 1982, has designed commercial, hospitality, institutional and residential projects in the United States, as well as in Asia, Europe and the Caribbean.

But it's a small project the firm completed close to Cummins' home turf in Columbus that snagged Cummins' attention. Deborah Berke designed the Hope branch of the Bartholomew County Public Library system in 1995. Architectural fees for the project were paid by the Cummins Foundation.

The Cummins headquarters is being built on four acres where Market Square Arena previously stood. The property is bounded by Market, Ala-

bama, Washington and New Jersey streets. Cummins agreed to buy the property from the city for \$4.3 million. The project is just one of several that's remaking the east side of downtown.

To the north, Flaherty & Collins Properties is building its \$121 million, 28-story apartment-and-retail development known as 360 Market. And farther north, 21 Museum Hotels LLC is planning a \$55 million project to convert the long-vacant Old City Hall to gallery, office and event space and build 149 rooms and a parking garage on an adjoining parking lot.

Deborah Berke also is designing the 21c Hotel.

East of the Cummins building, Milhaus Development LLC has started constructing 52 apartment units to front the exterior of a parking garage along the north side of Market Street between New Jersey and East streets, to the north of its Artistry, Mentor and Muse apartment projects.

And to the west, on the south side of East Washington Street across from the City-County Build-

# Cummins' \$30M divisional HQ will make statement

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ing, IndyGo's \$20 million, 14,000-square-foot transit center should be finished by the end of this year.

## 'Petting zoo' of projects

The Cummins building should help extend activity along East Washington, while its abundance of green space fronting the street will tie into the redesign of the City-County Building's plaza, said Drew White, a partner at Axis Architecture + Interiors. Axis designed the transit center.

"The whole design jumps out at me," White said of the Cummins building. "I think the tower's going to be beautiful. It's going to help further extend the Market Street wall."

Both the building and parking garage will feature green roofs. The parking garage will be positioned farther back from East Washington Street than the original layout showed, to provide for potential future development.

Bruce Race, a professor of architecture at the University of Houston and former teacher of urban design at Ball State University's Downtown Indianapolis Center, lauded Cummins for tapping Berke.

"They paid a premium for good architecture," Race said, "so you have a building that will grab everyone's attention."

But Race disagrees with White that downtown's east-side additions will complement one another and referred to them as a "petting zoo" of projects that are "more hodgepodge" than cohesion.

"They just happen to be co-located," he said. "None of these projects talks to each other."

Still, Race called Cummins' "cantilevered" office building that steps out from the base "thought-provoking, exciting architecture."

Berke's firm is teaming on the project with locally based Ratio Architects Inc. •

Source: <http://www.ibj.com>



Rendering courtesy of Deborah Berke Partners)

## How to Become a Small Business Government Contractor of Choice

**Continued from page 2**

contracting as one of the program's vehicles to help small disadvantaged businesses compete in the federal marketplace. The program also includes a mentor-protégé program that helps businesses compete for government contracts.

- ChallengeHer – The ChallengeHer campaign leverages the resources of the SBA, Women Impacting Public Policy (WIPPP) and American Express Open by hosting events around the country to connect women-owned businesses with decision makers and procurement officials at federal agencies and prime contractors to receive guidance on how best to sell their goods and services to them. Stay tuned for upcoming events in 2015!
- SCORE – Co-funded by the SBA, SCORE is a volunteer-based mentoring organization that can pair you with mentors across many fields of expertise, including government contracting – for free.

### Demonstrate strong performance

When it comes to spending U.S. taxpayer dollars, government agencies want to ensure that they take the minimum amount of risk when awarding contracts. This means that they look for companies with experience and a good track record, including on-time service delivery, reliable goods and on-budget execution. You'll also need to demonstrate that your team is qualified (make an investment in those

with government connections and experience). Is your industry reputation strong? You'll need to evidence all these proof-of-performance capabilities when you bid.

### Promote government-centric value

This goes for any industry, but in the public sector, a clear understanding of the buyer's challenges, issues and ecosystem is a must. As mentioned above, what works in the private sector doesn't always cut it with government buyers. For example, your messaging and proposition needs to position your value in the context of your ability to deliver against clear goals. This is where proof of performance is vital, as is the ability to "governmentize" your sales and marketing collateral. Be sure to talk the talk and walk the walk as a reliable, proven low-risk solution provider.

### Get certified

Any small business that wants to compete in the contracting market needs to be certified according to SBA requirements. This basically means that you are officially recognized as a small business and can compete for small business set-aside contracts. Read more about the process here.

That's standard process. However, there are other certification programs that can help improve your positioning and increase your chances of consideration for an award. These include:

- SBA's 8(a) Business Development Program – As mentioned above, this is a valuable resource for readying firms for success in the contracting marketplace.
- SBA's HUBZone Program – Provides preferential access to federal contracts for businesses situated in underutilized urban and rural communities.
- The Service-Disabled Veteran-Owned Businesses program – Provides access to set-asides for exclusive competition among service-disabled veteran businesses.
- Women-Owned Small Businesses (WOSBs) – Gives women entrepreneurs access to certain set-asides designated for WOSBs.

### Additional resources

To help you determine if your business is ready, and for advice about navigating the contracting space, get help from your local Procurement and Technical Assistance Centers (PTACs), which are part of the Procurement Technical Assistance Program administered by the Defense Logistics Agency. PTACs also provide up-and-coming government contractors with services such as training, counseling and business match-making events.

Source: [www.sba.gov](http://www.sba.gov)