

SBE TODAY

Volume 28, Edition 801 DIVERSITY IN ACTION - SBE is a certified DBE publication SEPTEMBER 13, 2012

SMALL BUSINESS EXCHANGE

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5 Ways Women Will Lead the Economic Turnaround

In the face of the recent Congressional Budget Office report asserting the U.S. economy could face further recession in 2013 amid a "fiscal cliff," the role of women as business owners and consumers has become downright critical to the American financial system.

"The recession-driven entrepreneurship boom has resulted in women launching their own businesses at twice the rate of men, making this demographic an economic force to be reckoned with," notes Michelle Patterson, Executive Director of the California Women's Conference (www.californiawomensconference.com), the largest working women's conference in North America to be held September 23-24 with a star-studded speaker lineup that includes Gloria Allred, Helen Reddy, and Oscar De La Hoya.

"Women are also the most dominant consumers influencing fully 85% of all household purchasing decisions, including half of products that would seem more oriented to men, such as automobiles, home improvement items, and consumer electronics. The impact of women in the marketplace must not be underestimated given the Bureau of the Census states that women currently outnumber men in the United States by six million."

With such incredible spending power in their hands, there are numerous ways women can help turn the economy around. Here are 5 key roles women will play, which an impressive panel of A-list actresses, business leaders, media personalities and over 10,000 women will be discussing at the upcoming conference:

1. Entrepreneur: Charles D. Vollmer, the founder of Jobonomics, noted the potential women have as entrepreneurs to help the economy: "This is the decade of women-owned businesses. They have greater financial needs and incentives. There are more qualified women with some even serving as heads of households. These women have more opportunities, are highly educated, and have fewer cultural barriers." From women creating businesses through crafts and their artistry, using sites like Etsy and Pinterest, to generate interest and build a following to women starting up all types of businesses, including high-tech companies, consumer goods, and children's wares, the female entrepreneur is generating innovative ideas and creating companies that are putting people to work and stimulating the

economy through revenues.

2. Talent Value: Statistics show nearly eight million jobs have been lost by men and, for the first time in this nation's history, women now hold a majority of the nation's jobs. In 2006, a database was created that measured the economic and political power of women in 162 countries. The conclusion was the greater the power of women, the greater the country's economic success. Women's talent in the workplace is beginning to be accepted by more companies that are looking for specific first-hand knowledge about today's top consumer – women – and are recognizing the value of specific feminine traits that bode well in the corporate culture, including a nurturing attitude, open and ongoing communication, and a collaborative spirit, which are driving motivation and higher productivity.

3. Advisor: Women are also now being targeted by boards to join and offer their insights about how women think and make decisions about purchases. Those that have added women as board members are also realizing greater financial success. Catalyst's 2010 statistics conclude that companies with a significant percentage of women on their boards performed better than those with no women on their boards—by 84% return on sales, 60% return on invested capital, and 46% return on equity. As Monique Nadeau, President and CEO of the Hope Street Group explained, "[B]ecause women overwhelmingly hold the consumer purchasing power in our country, whether we're talking about individuals or households, their understanding of the market allows them to start businesses with a high degree of insight about both their potential customers and competitors."

4. Consumer: Women are the most influential consumers. Contributing to the total \$7 trillion in consumer and business spending in America, women influence 85% of all purchasing decisions, including half of products that would seem more oriented to men, such as automobiles, home improvement items, and consumer electronics. The impact that women have on our nation's market alone is substantial. For products related to home life, it's been reported that moms represent a \$2.4 trillion market. With so much buying power, it makes sense to target them and listen to what they want for themselves and their families.

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Prst Std
U.S. Postage PAID
San Fran CA 941
Permit No. 820

Published by Small Business Exchange, Inc.
703 Market Street, Suite 1000
San Francisco, CA 94103

REQUESTS FOR BIDS & SUB-BIDS

REQUESTING SUB BIDS FOR ALL TRADES INCLUDING QUALIFIED SBE, DBE, WBE & DVBE SUBCONTRACTORS & SUPPLIERS ON THE FOLLOWING PROJECT

**UC RIVERSIDE:
RECREATION CENTER EXPANSION
Riverside, California**

BIDS DUE: October 18, 2012 9:00 AM PST

Bid documents may be viewed at our Irvine office (call 949.852.0111) Address is listed below. Call IB Reprographics to order bid documents at 951.682.1850 - www.ibrepro.com



HENSEL PHELPS CONSTRUCTION CO.

(An Equal Opportunity Employer)

18850 Von Karman Avenue, Suite 100 • Irvine, CA
(949) 852-0111 • (949) 852-0218 (FAX)

Subcontracts awarded on this project will be on the Hensel Phelps Construction Co. standard form subcontract and may include a requirement to provide payment & performance bonds from a T-Listed surety at the subcontractor's expense. HPCC will assist in obtaining bonds, lines of credit or insurances required.

Sub-Bids Requested From Qualified UDBE Subcontractors & Suppliers
For Construction on State Highway in San Bernardino County From 7.9 Miles North of State Route 18 to 10.4 Miles South of State Route 58 Project No.08-0C1214 Location: 08-SBD-395-19.0/35.6 Bid Date: 9/20/2012 @ 2:00PM

We have information about the plans, specifications, and requirements in our office located at 14425 Joanbridge Street, Baldwin Park, CA. Our office hours are 8:00 am to 4:30 pm. Copying service are available.

Chumo Construction, Inc.

14425 Joanbridge Street • Baldwin Park, CA 91706
Phone: (626) 960-9502 • Fax: (626) 960-3887
Contact: George Chumo

100% Performance and Payment bonds with a surety company subject to approval of Chumo Construction Company, Inc. are required of subcontractors for this project. Chumo Construction will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest AGC Standard Long Form Subcontract incorporating prime contract terms and conditions, including payment provisions. Chumo Construction's listing of a Subcontractor is not to be construed as an acceptance of all the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. Chumo Construction requires that Subcontractors and Suppliers price quotes be provided at a reasonable item prior to the bid deadline to enable a complete evaluation. For assistance with bonding, insurance or lines of credit contact George Chumo at 626-960-9502.

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SKANSKA

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

I-215 Widening from 60/91/215 Separation to Orange Show Road

District 8 on I-215

Contract No.: 08-0M94U4

DBE Goal: 6%

Bid Date: Oct 11, 2012 – 2:00PM

Email: Ham.Kazerooni@skanska.com

Plans and Specifications are available for view at our main office in Riverside, on our project website: www.usa.skanska.com/I215HOVWidening

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 CID 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, Electric Service (Irrigation, Traffic Monitoring Station) Closed Circuit TV System, Ramp Metering System

All interested subcontractors: Please call if we can assist you in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. In order to assist DBE subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities and establish delivery and construction schedules which will permit maximum participation when feasible. Please visit our website listed above for detailed contracting requirements. Quotations must be valid for the same duration as specified by the Owner for contract award.

Skanska is an Equal Opportunity Employer

Skanska Estimating Dept: 1995 Agua Mansa Rd, Riverside, CA 92509
Ph: (951) 684-5360 • Fax: (951) 788-2449

REQUESTING SUB-BIDS FROM QUALIFIED MBE/WBE/OBE SUBCONTRACTORS / VENDORS FOR:

Professional Services for Design and Implementation of Security Information and Event Management (SIEM) for Los Angeles Department of Water & Power

Bid Deadline: October 1, 2012

We are seeking sub-bids from Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Other Business Enterprise (OBE) subcontractors in the area of work listed below:

1. Security Information and Event Management Planning and Deployment

For information on the availability of plans and specifications, please contact our office.

KEMA, Inc.

Contact: **Cindy McAuliffe** • 4377 County Line Rd., Chalfont, PA 18914

Phone: 215-997-4500 x 41243 • Fax: 214-997-3818

Email: cindy.mcauliffe@dnvkema.com

REQUESTS FOR BIDS & SUB-BIDS

**DBE Subcontractors/Supplier Bids Requested
Caltrans Contract 07-1218W**

Rte 5/Empire Avenue in Burbank

**For Construction on State Highway (Rte 5) in Los Angeles County in Burbank from
West Magnolia Blvd Overcrossing to 0.3 mile North of Buena Vista Street/Winona Ave Undercrossing
Bids October 4, 2012**

Description of Work: Aggregate Supply, Architectural Surfacing, Asphalt Paving, Bridge/Road Joint Seals, Cast-in-Drill Holes, Clear and Grub, Concrete Barrier, Concrete Pavement, Concrete Supply, Demolition, Disposal of Contaminated Soil, Dowels, Earthwork, Electrical, Erosion Control, Fence, Grout, Landscaping, Metal Beam Guard Rail, Minor Concrete, Misc. Iron and Steel, MSE Walls, Painting, Pavement Markings, Piling, Potholing, Precast, Precast Prestressed Concrete Panels, Prestressing, Rebar, Signs, Soundwalls, Storm Drainage System, Striping, SWPPP, Tie Bars, Trackwork, Traffic Control, Trucking.

Atkinson Contractors, LP

27422 Portola Parkway, Suite 250 • Foothill Ranch, CA 92610

Phone: 949-855-9755 • Fax: 949-855-9923

Contact: Jan Bohn

To see plans, specs and addenda go to:

http://www.dot.ca.gov/hq/esc/oe/weekly_ads/project.php?q=07-1218W4

Atkinson will assist in obtaining necessary equipment, supplies, materials or related services. We will split items of work (refer to project specs for full list of bid items) and provide assistance for bonding, LOC and insurance where needed. 100% Performance & Payment Bonds from approved sureties will be required for subcontractors greater than \$100,000. Atkinson will pay the cost of bonds up to 1.5%.

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

MANZANITA DRIVE BRIDGE REPLACEMENT

CITY OF ORINDA PROJECT #0043

FEDERAL PROJECT NO. BRLO-5444(006)

Bids: SEPTEMBER 19, 2012 @ 3PM

SUBCONTRACTING GOAL IS 11.14% - UDBE

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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Visit www.sbeinc.com
to download a PDF version
of the latest **SBE Newspaper**
and **SBE Newsletter**

Economic Turnaround

■ Continued from page 1

5. **Mentor:** Serving as mentors to younger women and offering guidance to help them on the road to success at an early age is breeding new generations of women who will sustain the economy once it recovers. Whether it is offering internships at their companies, speaking to young people in school and university settings, establishing scholarships to help female students or encouraging female employees to bring their daughters to work for a day, women can mentor those women who will lead the economic success in future decades and encourage a powerful proactive mindset in generations to come.

With such a large impact, women are an undeniable factor in the U.S. economy. It's been said in comic book lore that "with great power comes great responsibility," but no truer statement has ever been spoken on the topic. It's vital for today's women at work and at home to be prepared, educated, equipped and empowered for the task at hand.

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Visionary and lauded business accelerator Michelle Patterson is CEO of EventComplete—a full service event management company. She also serves as Executive Director of the largest women's symposium in North America: the California Women's Conference ([www.californiawomensconference.com](http://www.californiawomensconference.com)) that has featured esteemed First Ladies, A-list Hollywood celebrities, and high caliber business influencers. Michelle may be reached online at [www.eventcomplete.com](http://www.eventcomplete.com).

**More About the Expert**

Visionary and lauded business accelerator Michelle Patterson is CEO of Event Complete—a full service event management company. Patterson is regularly called upon by government agencies, corporations, and nonprofits to help them create memorable and high impact events. She has even hosted the President of the United States. Her highly custom tailored marketing strategies have made her one of the nation's most highly sought after event producers. Her most recent endeavor is the largest women's symposium in North America: the California Women's Conference. After a prestigious history of being hosted by former California first ladies, Patterson has continued the tradition of the historical conference that has featured the likes of First Lady Michelle Obama, former First Lady Laura Bush, Deepak Chopra, Oprah Winfrey, Dr. Oz Jane Fonda, Goldie Hawn, and Gayle King among dozens of other thought leaders and A-list celebrities. Labeled an "acceleration executive" Patterson also helps businesses grow faster, serving in a consultative role with Groupon and Living Social, among others. Also an energetic and engaging public speaker, she enthralles and educates audiences with her well-reputed "Edu-tainment flair." Learn more about Michelle Patterson and her endeavors online at [www.eventcomplete.com](http://www.eventcomplete.com).

**About the California Women's Conference**

The California Women's Conference, an annual non-partisan event, was created in 1985 by then-Governor George Deukmejian, to address

the high failure rate among women-owned businesses by giving women entrepreneurs greater access to funding and other helpful resources. Then-First Lady Gloria Deukmejian assumed responsibility for the conference, which became known as the California Governor and First Lady's Conference. In recent years the conference has become a star-studded event and renamed it "The Women's Conference." Past speakers have included Barbara Walters, Oprah Winfrey, Jane Fonda, Queen Noor of Jordan, Tyra Banks, Martha Stewart, Madeline Albright, Condoleeza Rice, and many others. Today, the legacy continues under the stewardship of Michelle Patterson, CEO of Event Complete. This year's event will expose visionary women from all backgrounds to new and valuable resources, provide insight and encouragement from other like-minded women, and serve as the momentum needed in their personal and professional venture for change.

Learn more online at:  
[www.californiawomensconference.com](http://www.californiawomensconference.com)  
and through social media channels:

[www.facebook.com/CaliforniaWomensConference](http://www.facebook.com/CaliforniaWomensConference),  
Twitter @CAWomensConf  
#CAWomensConf,  
[www.linkedin.com/company/californiawomensconference](http://www.linkedin.com/company/californiawomensconference),  
<http://pinterest.com/californiawomensconference/>,  
<http://www.youtube.com/CaliforniaWomensConf>.

Contact: **Marsha Zorn or Merilee Kern,**  
**Kern Communications, 858-577-0206,**  
**[Marsha@kerncommunications.com](mailto:Marsha@kerncommunications.com)**

Source: **Kern Communications**



# PUBLIC LEGAL ADVERTISEMENTS



UCLA

## ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Los Angeles, sealed bids for a lump-sum contract are invited from prequalified general contractors for the following work:

### LANDFAIR AND GLENROCK APARTMENTS REDEVELOPMENT - LANDFAIR

Project Number 948273.02

**DESCRIPTION OF WORK:** The construction of the Landfair Apartments shall develop and combine the two properties located at 625 and 641 Landfair Avenue. The two apartment buildings on these properties shall be demolished and replaced with 52 apartment units accommodating 184 beds with 82 below-grade parking spaces. The new construction shall provide a total of 97,843 gsf, including 60,146 gsf of housing and 37,697 gsf of parking. The apartments shall consist of two-bedroom/two-bathroom, one-bedroom/one bathroom, and studio units. Each shall include a living room and a kitchen. Construction is on a confined site requiring demolition; hazardous materials abatement; extensive shoring; dewatering; mat and spread foundations; construction of a subterranean parking structure; wood framing system for floors, walls and roof structures; exterior cladding consisting of cement plaster, waterproofing systems and windows. Construction shall also include related mechanical, electrical, plumbing and fire protection systems; elevators; landscape and irrigation. The new buildings are anticipated to be constructed to meet the LEED@ New Construction version 2.2 "Gold" green building requirements. Portions of the Work will be performed in the public right-of-way.

### BIDDING DOCUMENTS:

1. Bidding Documents will be available beginning on September 7, 2012, and will be issued at:

ARC

2435 Military Ave.

Los Angeles, CA 90064

Telephone (310) 477-6501

Website: <http://social.fordgraphics.com/>

2. Prequalified Bidders will be issued (1) complete set of Bidding Documents at no cost (each prequalified Bidder must contact ARC to instruct them as to whether they wish to receive digital or hard copy). Said entities and all other interested parties may view the Bidding Documents online at the ARC PlanWell Public Plan Room, and purchase digital and/or hard copies of the Bidding Documents by contacting ARC as indicated above. All parties will make arrangements with and payment to ARC directly. (NOTE: Bidding Documents will not be issued at the University's office.)

**PREQUALIFIED BIDDERS:** University has prequalified general contractor bidders for this Project. Refer to the website address listed at the end of this Advertisement for a list of said prequalified entities.

**BID DEADLINE:** Bids will be received only at the following location:

Contracts Administration  
University of California, Los Angeles  
1060 Veteran Avenue, Suite 125  
Box 951365  
Los Angeles, California 90095-1365  
(310) 825-7015

and must be received at or before:

**2:00 p.m., October 11, 2012**

### MANDATORY PRE-BID CONFERENCE &

**JOB WALK:** A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on September 11, 2012 beginning promptly at 10:00 a.m. Only prequalified bidders who participate in both the Conference and the Job Walk, in their entirety, will be allowed to bid on the Project as prime contractors. Participants shall meet at Capital Programs Building, 1060 Veteran Avenue (follow signs to the meeting room), UCLA campus (refer to the online UCLA Campus Map at [www.ucla.edu/map](http://www.ucla.edu/map)). For further information, contact Mark A Voltz at 310-794-4168.

*(NOTE: Bidders are advised that parking may be difficult. Bidders should allow ample time to drive to the above location in heavy traffic, find a parking space, walk to the building, and arrive in the designated Meeting Room prior to the required time. It is currently anticipated that the Conference/Job Walk will last at least 2 hours.)*

**LICENSE REQUIREMENTS:** The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid:

### B License (General Building)

In addition, the successful Bidder (or its hazardous materials abatement subcontractor, if applicable) must also have each of the following from the State of California:

ASB (Asbestos Certification)

AND

HAZ (Hazardous Substance Removal Certification)

Bidder shall maintain or cause to be maintained Contractor Pollution Liability Insurance as specified in the Supplementary Conditions of the Contract Documents.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

(Visit our website at: <http://www.capital.ucla.edu>)

## UNIVERSITY OF CALIFORNIA DAVIS HEALTH SYSTEM

### ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Davis Health System, sealed bids for a lump-sum contract are invited for the following work:

**PROJECT NO. 9559100**

### MEDICAL RECORDS REMODEL

**Description of Work:** Project consists of 1. Remodel of the existing medical records storage area to open office area; 2. Convert the existing metal building to insulated open office area; 3. Provide men's and women's restroom facilities within the area of construction; 4. Update the fire alarm system and the telecom system throughout entire building; 5. Extension of VAV system, installation of condensing unit and fan coil, and rerouting of ducts and diffusers for new use; 6. Replacement of light fixtures for new use, installation of floor duct for power and data at open office; 7. Extension of redundant telecommunications connections from external pathways into the Medical Records Building.

**Procedures:** Bidding Documents will be available at 9:00 AM on Monday, September 10, 2012, and will be issued only at:

Facilities Design and Construction

4800 2nd Avenue, Suite 3010, Sacramento, CA

95817

Tel.: 916-734-7024; Fax: 916-734-7751

[contracts@ucdmc.ucdavis.edu](mailto:contracts@ucdmc.ucdavis.edu)

Bidders must attend a **MANDATORY** pre-bid conference at 10:00 AM on Tuesday, September 18, 2012. For details, see our website (<http://www.ucdmc.ucdavis.edu/facilities/>) that provides all details including location and parking instructions.

**Bids will be received only at:** Facilities Design and Construction

**Bid Deadline:** Sealed bids must be received on or before 11:00 AM, Tuesday, October 2, 2012.

The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid: B – General Building Contractor.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy.

**Estimated Construction Cost: \$775,000**

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

University of California, Davis Health System

SEPTEMBER 2012

**SMALL BUSINESS EXCHANGE**