



National Mom and Pop Business Owners Day

By Bridget W. Pollack

March 29 is National Mom and Pop Business Owners Day—a day to celebrate the value that family-owned small businesses bring to their communities. These days, mom and pop businesses face many challenges as they compete against larger retailers and service providers with expansive budgets. But mom and pops have some strengths bigger companies don't. By leveraging them, they can not only compete successfully, but also excel.

Here are four advantages small businesses have over big businesses:

First-name basis

This brings to my mind some lyrics from the theme song for the television show *Cheers*. "Sometimes you want to go where everybody knows your name . . ."

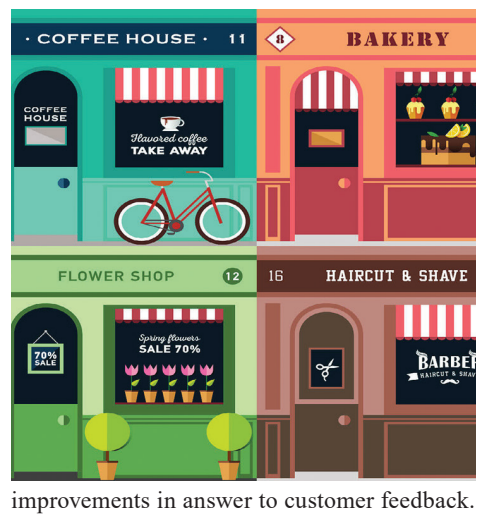
I think we all can relate to how wonderful it feels when we walk into businesses where the owners or staff call us by name and make us feel valued. Unlike many large corporations, mom and

pop businesses have opportunities to really get to know their customers—and vice versa. It's not just business; it becomes personal as small business owners and their employees develop friendships with the people within their communities. Customers that know and like the people running a business will naturally be more inclined to visit again and again.

How can you make the most of this strength? Make an effort to learn about your customers. Do your best to commit to memory their preferences and key bits of information they give you about what's happening in their world. So, the next time they stop by your business, you can deliver personalized service and show you care by asking them about how their child's school play went or what adventures they've had with their new puppy. Acknowledging your customers as individuals builds trust and goodwill—and can lead to referrals.

Nimble and flexible

Large corporations often have a lot of red tape and tiers of buy-in to get through before launching new products or services and making



improvements in answer to customer feedback. In contrast, with their simple management structure that allows for fast approval, mom and pop businesses can respond to market demand and customer needs more quickly. And with no messy

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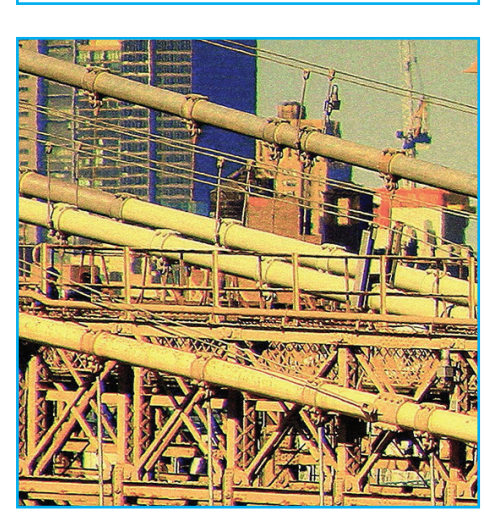
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Bay Park Permanent Hot Water/Chilled Water Piping System Project
Nassau County Contract No: S35121-16P
Bid Date: March 29, 2022

Description of project:
The broad scope of this project will be to decommission and remove existing temporary high temperature hot water and FRP chilled campus wide distribution systems, and to replace these systems by installing new above and below grade hot water and chilled water piping distribution throughout the site.

Many bidding opportunities are available: pipe demolition, roofing, painting, electrical work, miscellaneous metals, site work, dewatering, photography, masonry, pipe insulation, plumbing, and concrete work.

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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Reconstruction of Williamsburg Bridge and Miscellaneous Rehabilitation Project
NYC DOT Contract No. 84122MBBR501
Bid Date: April 7, 2022

Subcontracting opportunities include but are not limited to bearings, civil general contracting, concrete, construction engineering, CPM scheduling, drainage, electrical, fencing, fire standpipe, field office, fuel, haul and dispose, highway lighting, office trailer fit out, MPT, paint, pavement markings, structural steel fabrication, saw cutting, signs, surveying, trucking, and waterproofing. 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 CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED DBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS

Raritan River Bridge Replacement Project Contract No. GC.02
in the boroughs of Perth Amboy and South Amboy, Middlesex County, New Jersey
New Jersey Transit IFB No. 19-018XR
Bid Date: April 14, 2022

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, April 8, 2022.
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!

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Raritan River Bridge Replacement Project Contract No. GC.02
New Jersey Transit IFB No. 19-018XR
Bid Date: April 14, 2022

Subcontracting opportunities include but are not limited to civil general contracting, concrete, construction engineering, CPM scheduling, demolition, electrical, fender piles, field office, fuel, office trailer fit out, miscellaneous metals, paint, pavement markings, structural steel fabrication, rebar, saw cutting, signs, surveying, trucking, waterproofing, work boats, and tugs. Please see contract documents for further opportunities.

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

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Capital Project Wards Island Wastewater Resource Recovery Facility
Reconstruction of Primary Tanks
NYC DEP Contract No: WI-284
Bid Date: April 15, 2022

Description of project:
Wards Island Wastewater Resource Recovery Facility (WRRF) is located in the borough of Manhattan on Wards Island. Contract WI-284 consists of multiple elements of work necessary to reconstruct/rehabilitate 10 existing primary settling tanks consisting of 5 passes each.

Many bidding opportunities are available: paving, curb and sidewalk, CPM scheduling, progress photos, pest control, demolition, hydro-demolition, spall repair and crack repair, sawcutting, structural concrete, rebar supply and installation, survey, masonry, miscellaneous metals, roofing, doors, mechanical pumps and equipment, HVAC, hazardous material removals, piping, electrical, instrumentation and control.

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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AirTrain Newark Replacement Project in the cities of Newark and Elizabeth, New Jersey
PANYNJ RFP No. 70022
Bid Date: May 26, 2022

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Thursday, May 12, 2022.
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!

NORTHEAST EVENTS FOR YOUR BUSINESS

2022

SBA and SOS Monthly Webinar
Thursday, April 7, 2022, 9:00 am–11:00 am
Online
Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division
Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov
Fee: Free; registration required
Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. <https://www.eventbrite.com/e/secretary-of-state-quickstart-and-small-business-administration-programs-tickets-262004180557>

How SBA Can Help Your Business Succeed
Wednesday, April 27, 2022, 1:00 pm–2:00 pm
Online
Main Sponsor(s): US Small Business Administration, Renaissance Economic Development Corporation
Contact: Teresa Detel, 212-264-7060, Man-Li.Lin@sba.gov
Fee: Free; registration required

Selling to the Federal Government Webinar
Thursday, April 28, 2022, 1:00 pm–4:00 pm
Online
Main Sponsor(s): US Small Business Administration
Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
Fee: Free; registration required
Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning correctly prior to attending the scheduled class.