



Answering Good Faith Effort Phone Calls

By Leslie McMillan

What do you do when someone calls on behalf of a prime contractor bidding or already working on a big public project? I've personally made many thousands of those outreach calls during the past several years, and I'd like to share a few thoughts and examples with you.

If your small business is certified diversity-owned, you've probably received emails, faxes, ads, letters, or phone calls about specific agency projects that require the participation of eligible small business contractors, suppliers, or service providers. This might happen rarely or much more frequently than you ever imagined possible when you first certified your MWBE or SVDOB or DBE or SBE or other disadvantaged business.

You might receive an emailed or faxed bid invitation from a prime contractor, then one or more follow-up phone calls to see if you've gotten the information and are interested in bidding. This is all part of the careful *good faith effort* process to assure greater government contract participation

by small businesses owned by minorities, women, or disadvantaged entrepreneurs.

Let me first give you a cringeworthy real-life recent example of what *not* to do when you receive a follow-up outreach call. If only they had realized then what I'm sharing now . . .

Our company, Small Business Exchange, has been providing outreach services since 1984 on behalf of small and large clients from coast to coast. In the spring of 2018, we were contacting eligible small businesses to invite them to a meeting and networking event hosted by the prime contractors that had recently won the contract to construct the huge new venue for a major professional sports team. During the actual several days that we were phoning, the team was in the playoffs and about to win its third national championship in four years. How exciting! Many small business people were happy about the opportunity and made the extra effort to attend the event, meet the contractors, and perhaps prepare to bid. But one lost opportunity is so, so memorable as an example *not* to imitate.

As always, we were phoning small businesses that had been selected from specialized databases



because their certified business descriptions matched the specific kinds of goals and trades that were needed for that part of the huge project. They had already received meeting invitations, and we were calling to see if they were planning to attend. Our

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984 [Click to read more](#)

Sub-Bid Requests

GREEN LINE EXTENSION PROJECT

SEEKING DBE FIRMS FOR SUBCONTRACTING OPPORTUNITIES

REGISTER NOW

GLX CONSTRUCTORS

GLXC 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

SKANSKA
 SKANSKA USA CIVIL

IS SOLICITING COST PROPOSALS FROM NEW JERSEY STATE CERTIFIED M/WBE SUBCONTRACTORS/VENDORS FOR:

Substation M Reconstruction and Headworks Reconstruction Project
 Passaic Valley Sewerage Commission Contract No: B053
 Bid Date: August 11, 2020

Description of Project:
 The project will take place at the Passaic Valley Sewerage Commission Water Pollution Control Facilities located at 600 Wilson Avenue, Newark, New Jersey. The project scope includes demolition of the existing substation and incinerator buildings, construction of new substation and support buildings, construction of interim MCCs, installation and modification of various underground utilities and electrical ductbanks, selective demolition and reconstruction within and adjacent to the existing Grit and Screening Building, removal and reconstruction of site finishes such as asphalt pavement, sidewalk, landscaping, and lighting.

Many bidding opportunities are available: CPM scheduling, progress photos, pest control, soil sampling, haul and disposal, trucking, demolition, dewatering, concrete supply, rebar installation, asphalt paving, masonry, miscellaneous metals, structural steel, insulation, roofing, doors, concrete topping, painting, louvers, signs, HVAC, plumbing, mechanical pumps and equipment, 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

SKANSKA
 SKANSKA USA CIVIL

IS SOLICITING COST PROPOSALS FROM NEW JERSEY STATE CERTIFIED DBE SUBCONTRACTORS/VENDORS FOR:

NJ Transitgrid Distributed Generation Program Project
 New Jersey Transit Contract
 Bid Date: August 20, 2020

Description of Project:
 The Distributed Generation Program will ensure that all participating locations can provide their own electrical power in the event of a utility grid disruption. This will include: automatic transfer switches, natural gas generators and enclosures with required foundations, connections to existing electrical services (both the utility side and facility side), remote access to the Distributed Generation equipment at all seven (7) participating locations, development and implementation of prescribed cyber security protocols, installation of a flywheel energy storage system at the Wayne Bus Maintenance Facility, installation of solar carport canopies, at the Wayne Bus Maintenance Facility, complete remediation and repurposing of the Newark Penn Station Old Boiler House, and modifications to the Newark Penn Station electrical system.

Many bidding opportunities are available: demolition, dumpsters, rebar, masonry, structural steel, miscellaneous metals, HVAC, plumbing, fire protection, painting.

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 R Industries, Inc.
 SKANSKA RJ INDUSTRIES CIWWTP

IS SOLICITING COST PROPOSALS FROM NEW YORK STATE MWBE SUBCONTRACTORS/VENDORS FOR:

WP-0112 Replacement of Main Sewerage Pump System at Coney Island WWTP Project
 NYC DEP Contract No: CI-119
 Bid Date: August 20, 2020

Description of Project:
 The CI-119 project consists of the replacement of the Main Sewage Pumps and other ancillary equipment and structures at the Coney Island Wastewater Treatment Plant (WWTP) in Brooklyn, New York. Work includes demolition of six existing Main Sewage Pumps (MSPs), shafts, motors, drives, and piping, and replacement with vertical centrifugal dry pit pumps, 600 HP motors and eddy current drives, and vertical shaft; demolition and replacement of the MSP seal water system, actuated sluice gates, sump pump system; installation of a new Flood Recovery Pump system; demolition of the decommissioned chemical storage tanks, piping, pumps, and appurtenances in the chemical and dechlorination rooms; also structural, MPT, architectural, electrical, instrumentation and controls, HVAC and plumbing, and fire protection work to support the pump replacement.

Many bidding opportunities are available: demolition, sitework, rebar install, trucking, fill supply, hauling and demolition, paint, masonry, doors, drywall, roof, tile, windows, overhead doors, metals, plumbing, HVAC, electrical, and indirect items.

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

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

1984 **36** Years 2020

NORTHEAST EVENTS FOR YOUR BUSINESS

2020

How to Leverage a Virtual Assistant in a Pandemic Webinar
 Tuesday, August 11, 2020, 11:00 am–12:00 pm
 Online
 Main Sponsor(s): US Small Business Administration, SCORE
 Contact: Danielle Julia Cuomo, 800-634-0245, help@score.org
 Fee: Free; registration required

A Virtual Assistant can be a valuable asset for any business, but especially when resources are scarce and access to funds is limited, such as during the current pandemic. Leveraging a VA can help you manage your time more effectively and allow you to focus on activities that translate faster to business development and growth. In this webinar, presented by the owner of Virtual Assist USA, Danielle Julia Cuomo, you'll learn how: outsourcing can save your business; to plan versus panic in times of uncertainty; you can afford a Virtual Assistant; to figure out what to delegate to a Virtual Assistant. SCORE, the nation's largest network of volunteer, expert business mentors, is dedicated to helping small businesses get off the ground, grow, and achieve their goals.

PPP Forgiveness—Latest Changes to Application Procedures Webinar
 Monday, August 24, 2020, 10:00 am–11:00 am
 Online
 Main Sponsor(s): US Small Business Administration, New Hampshire Small Business Development Center

Contact: Chuck Gilboy, 603-970-1307, chuck.gilboy@unh.edu
 Fee: Free; registration required

The Paycheck Protection Program (PPP) loan forgiveness application has been posted on the websites of the US Small Business Administration and the Department of the Treasury. We're waiting for final forgiveness guidance, but the application itself makes several important changes to how you calculate forgiveness that we'll cover. We'll also discuss the documents you should be tracking and collecting now as we wait for the final SBA rule. This webinar is presented by Chuck Gilboy, New Hampshire Small Business Development Center (NH SBDC) business advisor. NH SBDC is the leading resource for business advising and education for small to medium businesses in the Granite State. Each year, three thousand small businesses in approximately two hundred New Hampshire communities benefit from NH SBDC advising and educational programs provided at no charge to New Hampshire enterprises.

How to Access the Woman-Owned Small Business Federal Contract Program Repository Webinar
 Tuesday, August 25, 2020, 2:00 pm–3:00 pm
 Online
 Main Sponsor(s): US Small Business Administration
 Contact: Patrice Dozier, 404-331-0118, patrice.dozier@sba.gov
 Fee: Free; registration required

Once you register, you will be sent the link for the webinar. Before you can participate in the women's contracting program, you must either use the SBA FREE online application or be third-party certified. Both methods require you to use the certify.SBA.gov website. Webinar access information will be forwarded via email.



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

1984 **36** Years 2020

