

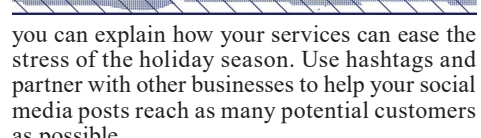
With Black Friday, Small Business Saturday, and Cyber Monday in November kicking off the holiday shopping season, now is a good time for small businesses to boost sales. Estimates are that sixty percent of consumers plan to do half or more of their winter holiday shopping at local retailers. Capitalize on this growth opportunity by using the following marketing strategies this holiday season.

Leverage email to grow sales

In a 2020 survey, seventy-nine percent of small business owners said email is “important” or “very important” to their businesses. Take time over the coming weeks to establish an effective email marketing strategy for the holiday season. Start by adopting email marketing best practices, such as using email marketing software, dividing your email list into specific demographic groups, locations or other characteristics, and writing engaging subject lines. Next, consider

Social media is another great way to directly communicate with customers and market your business. Through social media, you can show why current and prospective customers should buy your products or services. If you're a retail business owner, broadcast a Facebook Live event to showcase some of your latest merchandise and why they make the perfect gift. If you provide a service, consider marketing gift cards as holiday presents. Alternatively,

**JOIN US AND
#SHOPSMALL**

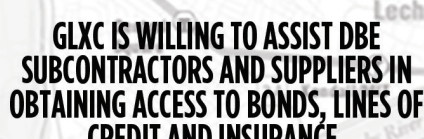


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Sub-Bid Requests



REGISTER NOW



FOR REQUESTS OR ASSISTANCE:
Alexandra.Cann@GLXConstruct.com



Call for more information: 800-800-8534



- **NEWS**
- **INFO**
- **BIDS**

All interested firms are asked to contact us at EWRAIRTRAIN@TUTORPERINI.COM to receive a copy of our business registration form as well as answer any questions that you may have. Come and join our team!

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, December 3, 2021.
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 Gatto at 914.739.1008. Come and join our team!

Design-Build Services for Accessibility Upgrades at Eight Stations Package 2
MTA Construction and Development Contract No. A-37135
Bid Date: December 1, 2021

Description of project: Work in this contract includes the installation of new elevators, replacement of existing elevators, Americans with Disabilities Act (“ADA”) upgrades, and state of good repair improvements at eight stations in New York City and the performance of long-term elevator maintenance for the new elevators. The eight (8) stations are Westchester Square (Bronx); Eighth Avenue Station Sea Beach Line (Brooklyn); 181st Street Station (Manhattan); Woodhaven Boulevard (Queens); Court Square (Queens); Queensboro Plaza (Queens); Marcy Avenue (Brooklyn); and Flushing Avenue (Brooklyn).

Bidding opportunities: masonry, structural steel fabrication, miscellaneous metal fabrication and installation, railings, carpentry, roofing, intumescent fireproofing, doors, glass and glazing, painting, tiling (ceramic/mosaic/granite), resilient flooring, acoustical ceilings, detectable warning panels, toilet accessories, furniture, signage, bird deterrents, waterproofing, chemical grouting, HVAC, electric, communication systems, plumbing and fire protection, noise monitoring, vibration monitoring, vector control, ACM abatement, survey, MPT materials, concrete supply, historic preservation, sidewalks, paving, utilities, testing and inspection, crack and spall repairs, haul and disposal/trucking, dumpsters, CPM scheduling.

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

**IS SOLICITING COST PROPOSALS FROM NEW YORK
DBE SUBCONTRACTORS AND VENDORS**

Van Wyck Expressway Capacity and Access Improvement to JFK Airport Contract 3
 NYSDOT Contract No: D900053
 Bid Date: December 15, 2021

Project overview: The project involves design-build services for the Van Wyck Expressway (VWE) Capacity and Access Improvements to JFK Airport—Contract 3. The project is located in Queens County, New York. The project will consist of constructing one additional travel lane, with high-occupancy vehicle (HOV) restrictions, in each direction of the Van Wyck Expressway (VWE) between Kew Gardens Interchange and JFK Airport, reconstructing and/or relocating the exit and entrance ramps within the project limits, constructing or reconstructing nine (9) bridges to accommodate the mainline widening, retaining wall reconstruction, noise barrier installation, and various utility work such as ITS (Intelligent Transportation System), drainage, and sewer.

Bidding opportunities: asphalt paving, concrete base pavement, trucking, fills, hauling and disposal, containers, landscaping, structural concrete, ready-mix concrete supply, concrete reinforcement, utilities, structural steel supply and erection, MPT, electrical, ITS, roadway lighting, signs and guardrail, sign structures, deep foundations (pile/micropiles, etc.), line striping, curb and sidewalks, sawcutting, sawcut grooving, bridge demolition, pavement demolition, support of excavation, precast barrier, cast in place barrier, bridge bearings, bridge expansion joints, fence, concrete retaining walls, asphalt milling, trailers, cleaning, furniture, computer services, clearing, hazardous material remediation (asbestos, lead, etc.), concrete sealing, contaminated soil disposal, environmental testing, vibration monitoring, settlement monitoring, survey, photography, rodent control, security, BIM modeling, painting, waterproofing, structural steel repairs, crack and spall repairs, community liaison, bird deterrent system, noise barriers, ornamental fence.

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

NORTHEAST EVENTS FOR YOUR BUSINESS



2021

To help provide a level playing field for woman business owners, the federal government's goal

business owners, the federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses (WOSB) each year. This webinar will provide you information on the certification process for the WOSB federal contract program. 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 beta.certify.sba.gov new portal. Once you register, you will be sent the link for the webinar.

Division
Contact: Miguel Moralez, 603-225-1601,

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/monthly-workshop-on-sba-programs-resources-at-sos-tickets-138501643143>

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.

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