



NEWS

INFO

BIDS



Volume 38, Edition 43E • November 22, 2022

Published by SBE, Inc. • DBE/MBE/SBE

Making Small Business Saturday Awesome

By Anita Campbell

With Small Business Saturday just around the corner, it's time to use the occasion to promote your business. While sales and discounts can be great, there are actually plenty of other ways small businesses can promote their products and services on Small Business Saturday. Here are fifteen unique ideas.

Build up Small Business Saturday on social media If you want anyone to show up and shop, promote it several days ahead on social media. Twitter, Facebook, and other venues are a great place for you to spread the word about your sales, events, or special offers, and drive last minute traffic.

Support local causes

People love supporting local businesses because their purchases can actually benefit the local economy instead of going right to large corporations. And you can highlight that local aspect even more

by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

Cross-promote with other local businesses If your business is located near other small

businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town.

Offer in-store entertainment Shopping on Small Business Saturday can be a fun experience for customers. So they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for even longer.

SMALL BUSINESS SATURDAY®

NOVEMBER 26

JOIN US AND #SHOPSMALL



Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive sense,

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that you need to reach



SKANSKA SKANSKA USA CIVIL IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED

M/WBE AND SDVOB SUBCONTRACTORS AND VENDORS Design and Construction of a New Jamaica Bus Depot and Parking Lot

in the Borough of Queens Project MTA Construction and Development Contract No. C-40355

Bid Date: November 23, 2022 **Description of project:**

This project consists of the phased demolition and disposal of the existing Jamaica bus depot located in the Borough of Queens, the demolition and disposal of certain commercial properties acquired by MTA, and the construction of a new LEED certified bus depot facility, which consists of a bus depot, a three-story administration building, and an at-grade outdoor bus parking lot. The project also includes the construction of a temporary parking lot at a CUNY York College lot, with the option, exercised at the sole discretion of MTA C&D, of restoring the temporary parking lot to its prior condition. Many bidding opportunities are available: doors, furniture, gypsum board, millwork, division 10,

glass/glazing, masonry, painting, precast architectural concrete walls, metal wall panels, overhead doors, acoustical ceilings, roofing, abatement, spray fireproofing/insulation, stone and porcelain tile, resilient flooring, windows/louvers, waterproofing, electrical, HVAC, plumbing, fire protection, vibration and settlement monitoring, structural steel, miscellaneous metals, guard rails, signage, fencing, asphalt, striping, curbs and sidewalks, landscaping, underground tank removal and disposal, testing and inspections, ready-mix concrete, f+i rebar, industrial equipment. 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 HALMAR JFK JOINT VENTURE

IS SOLICITING COST PROPOSALS FROM PANYNJ M/WBE, SDVOB, AND LOCAL SUBCONTRACTORS AND VENDORS

JFK International Airport Central Terminal Area Roadways, Utilities, and **Ground Transportation Center Project** PANYNJ RFP No. 6000000974

Bid Date: January 9, 2023 **Description of Project:** JFK International Airport Central Terminal Area ("CTA"), Roadways, Utilities and Ground Transportation Center ("GTC") Project ("Project", or "RUGTC") is a design-build project which

will support the JFK Vision Plan by providing a world class experience to airport users on the landside that meshes seamlessly with the terminal improvements. Many bidding opportunities available: portable toilets, cleaning, survey, trailers, geotextile,

soil testing and sampling, testing, treatment and disposal of contaminated water, clearing and

grubbing, steel sheeting, soil erosion and sediment control, gabion walls, excavation, filling, compacting and grading, trucking, containers and dumpsters, haul and dispose, instrumentation and monitoring, steel pipe piles, directional drilling, micro piles, vibration monitoring, utilities (sanitary, storm, water), aerial structures drainage system, asphalt paving, concrete paving, site improvements, security fence, chain link fence, modular unit walls, asbestos abatement, beam guide rail, lead paint management, traffic signs, pavement stripes and markings, landscaping, topsoiling, fertilizing and seeding, MPT, demolition, asbestos removal, prefabricated modular wall, concrete, formwork, rebar, precast concrete, shotcrete, crack and spall repair, masonry, structural steel, metal deck, bearings, miscellaneous metals, metal fabrications, metal stairs, cable railing system, handrails, steel grating, carpentry, fiberglass reinforced material, waterproofing, roofing, metal wall panels, green roof, expansion joint assemblies, hollow metal doors and frames, overhead coiling doors and grills, glass entrances and store fronts, aluminum and stainless steel curtain wall and entrances, translucent fiberglass skylights and wall panels, finish hardware, glass and glazing, louver, gypsum board, ceramic tile, stone paving and flooring, epoxy flooring, painting, architectural signage, aluminum sign panels and supports, toilet partitions and accessories, wire mesh partitions, elevators, fire protection, plumbing, exterior sanitary sewer gravity system, therma distribution system, HVAC, electrical work, and other opportunities. $If you are interested in bidding on this project, please contact Skanska Halmar JFK JV's Outreach Team: Skanska Halmar JFK JV @ skanska.com \bullet EOE/M/F/Vet/Disabled$

2023 IS THE YEAR FOR YOU!





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866.433.8658 **EVENTS FOR YOUR BUSINESS** Fee: Free; registration required

SBA and SOS Monthly Webinar Thursday, December 1, 2022, 9:00 am-11:00 am

Main Sponsor(s): US Small Business Administration,

New Hampshire Secretary of State Corporation

Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov

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

Fee: Free; registration required

Division

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 Getting Registered into the System for Awards Management (SAM.gov)

Tuesday, December 6, 2022, 11:00 am-12:00 pm

Main Sponsor(s): US Small Business Administration,

register, visit https://www.eventbrite.com/e/ getting-registered-into-the-system-for-awardsmanagement-samgov-tickets-417631445897 Selling to the Federal Government Webinar Thursday, January 26, 2023, 1:00 pm-4:00 pm 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

The West Virginia Women's Business Center is

hosting a valuable webinar on the System for

Awards Management (SAM.gov). Join us as Melissa Loder (SBA's West Virginia District Office) and Sommer Straight (RCAC Procurement Technical Assistance Center—PTAC) guide

you through how to register for your SAM.gov account. They will also provide tips, FAQs, and

directions on where to get additional assistance,

as well as answer questions you may have. To

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-federalgovernment-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.

Contact: Melissa Loder, 304-623-7448, Melissa.Loder@sba.gov

West Virginia Women's Business Center

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