



Freshening Up Your Small Business for Fall

By Paul Lester

Summer is nearly over, signaling the start of school for students and teachers and the end of the fiscal year for the federal government and businesses throughout the country. This change of seasons is also a good opportunity to take a break from the frantic day-to-day grind and find new ways to reboot your small business. Let's call it a bit of spring cleaning for fall.

Here are just a few ways you can tidy up your business and improve operations:

Refresh your website and social media channels
Analyze your website metrics to identify how pages are performing. If high priority areas such as online shops or product listing pages are not generating a lot of web traffic or repeat visitors, you may need to make a few changes. For instance, if few visits come from search engines, update your site content and HTML coding to include more frequently used and relevant terms. This will help improve your site's search engine

ranking, increasing the likelihood potential customers will find your products and services. Diagnose the landing pages to see how users are interacting with content. If the average time spent on important pages is low, consider doing some usability testing to find ways to improve the user experience such as changing the layout or design of your website.

Also, monitor social media metrics to see what your online audience is interested in and track what is being said about your products. Engage with existing and future customers on social media by answering any questions they may have. This is a great way to show off your customer service skills, build your brand, and grow your customer base. In addition, explore targeted advertising on social media channels to see if it makes strategic and economic sense for your business.

Boost up bookkeeping
The tail end of the fiscal year is also a good time to get your financial house in order. Review your transactions and make sure there are no outstanding incoming or outgoing payments. Make sure you have all the necessary paperwork



and receipts for tax-filing season. Update your cash flow statements and see if there are any opportunities to increase profit margins such as working with wholesalers to get better deals on products, shopping around for more affordable

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Sub-Bid Requests

American Bridge
American Bridge Company is seeking MWBE/SDVOSB subcontractors, suppliers
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George Harms Construction is seeking DBE vendors, suppliers, subcontractors
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SBE OUTREACH SERVICES
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LENLEASE TURNER A Joint Venture
Lendlease Turner Joint Venture is seeking MWBE & SDVOB firms for subcontracting opportunities on the
Jacob K. Javits Convention Center Expansion Project

Owner: New York Convention Center Operating Corporation (New York, NY)
The Lendlease Turner Joint Venture (LLTJV) will construct 1.2 million additional square feet of space expanding the nation's busiest convention center. The LLTJV team is reaching out to New York State certified MWBE-SDVOB firms to cultivate significant participation on the project.
How To Get Involved:
LLTJV@moderntimesinc.com issues Notice of Interest (NOI) emails to all Lendlease Turner registered vendors notifying them of upcoming 1st tier opportunities on the project. Firms respond by clicking through the NOI to the opportunities that match scopes of work they perform.
To Register as a Vendor with Lendlease Turner JV:
Note : All NYS Empire State Development certified MWBE/SDVOB vendors are already registered with LLTJV. Please contact us if your firm is not currently receiving LLTJV Notices of Interest by sending a note to: LLTJV@moderntimesinc.com
Get or Update Your Empire State Development MWBE & SDVOB Certificate:
LLTJV seeks Empire State Development certified firms for every 1st Tier Subcontract Opportunity.
Seeking to be certified or re-certified? Visit <https://esd.ny.gov/mwbe-new-certification> to learn more about eligibility, requirements, and how to get started.
Have a question about certification?
Call the Empire State Development MWBE Hotline: (212) 803-2414
To get in touch, please contact: LLTJV@MODERTIMESINC.COM

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With a database of over 1.6 million businesses, SBE assists agencies with public legal notices
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SKANSKA
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IS SOLICITING COST PROPOSALS FROM DBE, M/WBE, AND SDVOB SUBCONTRACTORS AND VENDORS
Flood Mitigation at Three Bus Depots in the Boroughs of Manhattan, Brooklyn, and Staten Island
MTA NYCT Contract No. B-62032 (DBE)
Bid Date: September 6, 2018
Installation of Three Elevators at 59th Street Station
MTA NYCT Contract No. A-37124 (DBE)
Bid Date: September 12, 2018
DB Ventilation System Rehabilitation and Fixed Fire Suppression System Prototype at the Hugh L. Carey Tunnel
MTA Bridges and Tunnels Contract No. HC-07 (M/WBE, SDVOB)
Bid Date: September 12, 2018
B-62032, Flood Mitigation at Three Bus Depots in Manhattan, Brooklyn, Staten Island (DBE):
The scope of work for this project includes providing flood protection walls, stop logs, flood barrier/panels, replacing manhole covers, sump pumps, and other flood mitigation resiliency measures at three (3) bus depots (MJ Quill, Casey Stengel, and Castleton) in the Boroughs of Manhattan, Queens, and Staten Island. **Many bidding opportunities available:** flood doors, stop logs, louver covers, concrete repair, trench drains, french drain, drainage, penetration sealant, manhole covers, check valve, gate valve, plumbing, masonry, steel H-piles, piles, precast concrete panel, masonry, demolition, crack and spall repair, asbestos removal, sidewalk construction/repair, MPT material, electrical work.
A-37124, Installation of Three Elevators at 59th Street Station (DBE):
Installation of three elevators; expand full-time control area on north and south side of existing mezzanine; reconfigure stairs, ramps, and public facilities. **Many bidding opportunities available:** electrician, elevator sub, plumber, HVAC sub, steel fabrication, miscellaneous metals fabrication, utility relocation sub, architectural finishes, curbs and sidewalks, demolition.
HC-07, DB Ventilation System Rehabilitation (M/WBE, SDVOB):
The work to be performed under this contract includes: complete design and construction services at the Brooklyn Ventilation (BVB), Governors Island Ventilation (GIVB), Manhattan Blower (MBB), and Manhattan Underground Exhaust Buildings (MUEB), inclusive of construction quality control and quality assurance for the following: furnish and install high efficiency supply and exhaust fan motors with associated drive assemblies; furnish and install removable stainless steel partitions; relocate actuators, electrical demolition, and equipment replacements and relocations; replacement of inboard and outboard fan supports; testing and commissioning of all new and modified equipment and systems; and design, furnish, install, test, and commission fixed fire suppression system (FFSS)—Water Mist Prototype through zones EE4, EE5, and WE5 of the Hugh L. Carey Tunnel (HLCT). **Many bidding opportunities available:** mechanical—fan work, motor installation, fire suppression, water main, civil—equipment pads, maintenance and protection of traffic, and electrical.
If you are interested in bidding on these projects, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

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SKANSKA
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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED DBE SUBCONTRACTORS AND VENDORS
42nd Street Shuttle Line Project
MTA NYCT Contract No. A-35302/37116
Bid Date: September 7, 2018
Description of project:
Times Square, conversion from a three-track to a two-track shuttle operation with a six-car train on each track. The existing platforms will be reconfigured into one twenty-eight foot wide platform which shall also be extended three hundred sixty feet along the existing track alignment. A second means of egress will be provided at the east end of the extended platform. Work will also include providing vertical accessibility with a new stairway from the shuttle mezzanine to street level, a new Control Area, removing columns, modifying the structural system at all column consolidation locations to redistribute the loads, removing an existing Control Area, stairs P-9 and S-12, relocating columns for proper alignment of car doors and proper passenger flow, new communication rooms at both stations, GCT scrubber room relocation, line GCT employee area, and stair work at GCT.
Many bidding opportunities available.
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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TUTOR PERINI CORPORATION, AN EEO EMPLOYER
IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED M/WBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS
CBTC System Overlay West 8th Street to Church Street, Culver Line "B" Division Project in the Borough of Brooklyn, New York
MTA NYCT Contract No: S-47009
Bid Date: September 13, 2018
ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, September 7, 2018.
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!

Welcome SMALLVILLE NORTHEAST

- Decca Paving, Inc. Rochester, New York www.deccapaving.com
- J. F. White Contracting Co. Framingham, Massachusetts www.jfwhite.com
- Scrub Clean Maintenance Bronx, New York www.scrubcleanmaintenance.com
- Silverite Construction Company Hicksville, New York www.silverite.com
- Sessler Wrecking Inc. Waterloo, New York www.sesslerwrecking.com
- Diamond Security Service Babylon, New York www.diamondsecurityservices.com
- NJ&C Associates Carmel, New York www.njcassociates.com
- Skanska Koch Carteret, New Jersey www.usa.skanska.com
- Lammy & Giorgio, PA Haddon Township, New Jersey www.lgarch.com
- GCCO Construction Company College Point, New York www.gccom.us
- Railroad Construction Company Paterson, New Jersey www.railroadconstruction.com

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INVITATION TO BID FOR M/WBE AND SDVOB FIRMS
TUTOR PERINI CORPORATION, AN EEO EMPLOYER
IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED M/WBE/SDVOB SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS
Replacement of Roadway Deck in Suspended Spans of the Throgs Neck Bridge Project in the Borough of Queens, New York
MTA Bridges and Tunnels Contract No: TN-49
Bid Date: September 13, 2018
ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, September 7, 2018.
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SKANSKA
SKANSKA KOCH INC.
IS SOLICITING BIDS FROM M/WBE AND VETERAN SUBCONTRACTORS AND SUPPLIERS CERTIFIED WITH THE NEW YORK STATE CONTRACT SYSTEM
Throgs Neck Bridge Replacement of Roadway Deck in Suspended Spans
MTA Bridges and Tunnels Contract No: TN-49
Bid Date: September 13, 2018
Subcontracting opportunities include but are not limited to Asphalt, Barrier, Bearings, CPM Scheduling, Demolition, Drainage, Electrical, Expansion Joints, Fencing, Field Trial, Fuel, Haul and Dispose, Highway Lighting, Miscellaneous Metals, MPT, Painting, Paving, Railings, Rebar, Sandblasting, Saw Cutting, Sealing, Signs, Striping, Structural Steel, Surveying, Testing, and Trucking. Please see contract documents for further opportunities.
Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

NORTHEAST EVENTS FOR YOUR BUSINESS
2018
Federal Government Contracting
Tuesday, August 28, 2018, 9:00 am–11:00 am
Center for Women and Enterprise New Hampshire, 30 Temple Street, Suite 610, Sixth Floor, Nashua, NH
Main Sponsor(s): US Small Business Administration, Center for Women and Enterprise
Contact: Alexandra Bishop, 603-318-7580, abishop@cweonline.org
Fee: Free; registration required
Looking for new markets for your small business's goods or services? Consider selling to the federal government. Attend this workshop, led by the US Small Business Administration, to learn how the federal government purchases goods and services; understand the federal certification process for small business, small disadvantaged business, woman-owned small business, veteran and service disabled business; investigate the 8(a) Business Development Program and HUBZone Program. Small business certifications document a special capability or status. To participate in government contracts, you may need some certifications.
Selling to the Government, 8A, Hubzone, and WBSB Certification
Wednesday, September 5, 2018, 10:00 am–12:00 pm
Business Outreach Center Network, 400 Broadway, Brooklyn, NY
Main Sponsor(s): US Small Business Administration
Contact: Ana Hernandez, 212-264-4322, ana.hernandez@sba.gov
Fee: Free; registration required
From Hiring to Firing and Everything In Between: The Basics of Being an Employer
Thursday, September 13, 2018, 12:00 pm–1:30 pm
Founder's Business Park, 222 Pitkin Street, East Hartford, CT
Main Sponsor(s): University of Hartford Entrepreneurial Center and Women's Business Center, Automatic Data Processing (ADP)
Contact: Entrepreneurial Center, 860-768-5681, entrec@hartford.edu
Fee: Free; registration required
This presentation will explore the responsibilities of an employer, the true cost of hiring an employee, risks involved with employment, common compliance pitfalls, and best practices. This is presented in partnership with ADP. Register at www.hartford.edu/ce-register or call 860-768-5681. The University of Hartford's Entrepreneurial Center and Women's Business Center, founded in 1985, provides personalized business advising, educational programs, technical assistance, and networking events for new and expanding small businesses in Connecticut.