



MEASURE CC

BUILDING NEW OPPORTUNITIES FOR
OUR STUDENTS & OUR COMMUNITY



Week 3

Small Contractor Boot Camp

September 16, 2020



Agenda

- Welcome & Introductions
- How to Develop a Safety Plan
- Marketing Your Business
- Preparing to Meet the Primes
- Meeting Close



Safety First, Last & Always: The Contractor's Health & Safety Plan

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Point of Contact

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Why is the Health & Safety Plan so important?

- Ensures that the Contractor & District can keep track of their respective roles in ensuring worker and visitor safety
- Construction safety is truly a team effort
- Safety goals can only be met with collaboration



First, a little disclaimer...



- The following presentation is meant to serve as a “crash course” for the Contractor Health & Safety Plan for Measure CC projects
- Due to time restraints, not all required elements of the Health & Safety Plan will be addressed
- For a full list of details, please refer to the “Contractor Safety” section of the Division 01 document



Who's on your health & safety team?

- The District would like to know!
- Identify your key H&S personnel and alternates
- Keep in mind that a full-time Site Safety Officer will be required for Contractors with more than 20 workers on site



Task Hazard Analysis

- Goal of a THA (also known as a JHA): match the hazard to the work
- Elements to consider:
 - Break activities into their **basic steps** (the “what” and “how”)
 - What is the potential **cause** of an accident at each step?
 - What **equipment** is required for each activity?
 - Will the equipment need to be **inspected**? If so, how often?
 - What **training** requirements are these for this activity?

An example of a good THA:

https://www.fm.virginia.edu/docs/ohs/JHA_sample.pdf



Personal Protective Equipment

- Provide a list of PPE for each work task
- Examples: hard hat, steel-toed boots, safety glasses with permanent side shields, appropriate work clothes (long pants, sleeved shirts), high-vis safety vests, hearing protection (if warranted)
- Contractor is responsible for letting the District know if respirator use is expected/required



Emergency Response Plan

- Must address potential emergencies (fire, earthquake, etc.)
- Contingency plan of action
- Description of route to the nearest hospital (with map)
- Posting of emergency numbers at the work site
- Identification of emergency assembly areas
 - Contact District EH&S for a map of Campus emergency assembly areas



Confined Space Entry (if applicable)

- All anticipated confined-space entries must be identified ahead of time
- Include specific procedures for confined space entry, as outlined in CA Title 8, Section 5157
- Elements to consider:
 - Training
 - Signage at the entry to the confined space
 - Pre-entry atmospheric sampling for hazardous contaminants
 - One person on site “standby” for rescue and emergency services



Emergency & Safety Equipment on Site

- Provide a list of equipment available for emergency use, including but not limited to:
 - First aid kits
 - Fire suppression equipment (extinguishers)
 - Emergency eyewash facilities*
 - Fall protection equipment*

*As needed or required by Cal/OSHA



COVID-19 Safety Plan



- The following are District requirements for working safely during the COVID-19 pandemic:
 - Implementation of a daily health questionnaire
 - Temperature checks
 - Wearing of face coverings at all times on site
 - Physical distancing, where feasible
 - Signage alerting workers and visitors to the requirements
 - Implementation of hand-washing and sanitization stations



Any questions?

- We are here to help!
- Please don't hesitate to call or email me.



Photo Credit: Oklahoma Dept. of Transportation



Local Business Outreach – Measure CC

Ynez Canela



Point of Contact

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Preparing to Meet the Primes

- **Who?**
- **What?**
- **When?**
- **Where?**
- **How?**



Who?

- Skanska
- McCarthy
- Hensel Phelps
- Bernards
- Turner
- Sundt



SKANSKA

Turner



When?

- **Skanska - Monday, September 28th**
- **McCarthy – Tuesday, September 29th**
- **Hensel Phelps – Wednesday, September 30th**
- **Bernards – Thursday, October 1st**
- **Turner – Monday, October 12th**
- **Sundt – TBD**



Where?

- **Zoom Virtual Meetings**
- **5:30 to 6:30 PM**



How?

- **Prime to Provide Company Background**
- **Current Opportunities**
- **How to Prequalify?**
- **Best Person to Contact**
- **Q & A**



Bernards Prequal Example

- In addition to submitting your completed questionnaire, please submit the following supporting documentation to prequal@bernards.com:
 - Financials for the past 2 year
 - Letter of Bondability from your Surety Company
 - Bank Reference Letter
 - Experience Modification Rate (EMR) Letter
 - Federal Tax ID Form
 - Evidence of Insurance

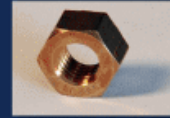


Sample Capability Statement

Askew Industrial Corporation

Cage Code: 5A195 | Duns #: 028452035

ASKEW



Capability Statement

www.askewindustrial.com

Founded in 1957 Askew Industrial stocks the largest shipyard-specific inventory of nuts, bolts, studs, screws and washers in multiple locations strategically located throughout the country. We are especially proud to have a very large inventory of domestic and DFAR materials. All our materials meet US Navy specifications.

CORE COMPETENCIES

- Nuts, Bolts, Studs, Screws, & Washers
- Full Lot Traceability
- In-house Quality Control Inspection Laboratories
- Custom Packaging per Contract Specifications
- Vendor Managed Inventory VMI

Certified to All NAVY Specifications

- | | | |
|-----------------|---------------|------------|
| • MIL-S-1222H | • NASM25027 | • ASTM |
| • MIL-DTL-1222J | • MIL-N-25027 | • SAE |
| • MIL-B-857 | • ANSI | • QQ-N-281 |
| • FF-S-85E | • NICU | • QQ-N-286 |
| | • NICU-AL | |

Specials & Standards Off-the-Shelf:

- | | |
|-----------------------|-----------------------|
| • Mil-Spec | • 718 Inconel |
| • Commercial Products | • 304-316-347 |
| • K500 Monel | • Stainless Steel |
| • 405 Monel | • Grade 2, 5 and 8 |
| • 400 Monel | • Grade B7, 7, 4, B8, |
| • 625 Inconel | • B8M, BM, B16 |
| | • CHROM-MOLY |

PAST PERFORMANCES



Dept. of the Navy
of Contracts: 52 Contracting Actions
Top Office: NAVSUP Weapon Systems Support
Details on FPSD.gov: [Navy Contracting History](#)



Defense Logistics Agency
of Contracts: 20 Contracting Actions
Top Office: DLA Maritime - Norfolk
Details on FPDS.gov: [DLA Contracting History](#)



Defense Contract Management Agency
of Contracts: 1 Contracting Actions
Top Office: DCMA Santa Ana
Details on FPDS.gov: [DCMA Contracting History](#)



COMPANY SNAPSHOT

Government Business POC: Eric Wallerstein

Phone: 866-767-7171 x 7840 | Fax: 619-773-2181

Email: ewallerstein@askewindustrial.com

Address: 13071 Arctic Circle Santa Fe Springs, CA 90670

Work Area: Global

DIFFERENTIATORS

- Over 100 years of marine & shipyard industry experience
- Certified To All NAVY Specifications
- ISO 9001:2008 Quality Management System
- Marine Applications (Military/Commercial)
- Same-day Shipping
- Fastest Quote turnaround time in the Industry
- **Service** - Strive to provide the highest level of client service
- **Quality** - Meet/exceed the quality requirements of our clients
- **Value** - Provide best overall value to our clients
- **Integrity** - Uphold integrity in all of our dealings with each other, with our clients, suppliers and other entities with which we interact
- **Respect** - Treat every single member of the Askew team with respect
- **Professionalism** - Maintain professionalism in all our dealings

NAICS & PSC CODES

423710 Hardware Merchant Wholesalers

5305 Screws

5306 Bolts

5307 Studs

5310 Nuts & Washers



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Thank You!





Marketing in the Digital Age

September 2020



About Small Business Majority



- **Small business education and advocacy organization** – founded and run by small business owners. Been in business since 2005.
- **National** – 7 offices in Washington, D.C., California, Colorado, Illinois, Georgia, Maryland and Virginia
- **Focus on issues of top importance to small businesses** (<100 employees) and the self-employed, including access to capital, healthcare, retirement, entrepreneurship, taxes and more; work supported by extensive research
- Our online resource hub located at **Venturize.org** brings resources and education to small business owners in key areas of running and growing a small business.

About Small Business Majority: Our Model



RESEARCH

Start with extensive research (polling, economic studies) to gauge small business owner views and speak to their bottom line



ADVOCACY

Enact change by elevating small business views in public policy debates



EDUCATION

Partner with business groups to hold seminars and roundtables to educate small business owners and get their



NETWORK

Use real small business voices with lawmakers and the media
(more than 15,000 earned media hits)



> In this Presentation

Marketing overview

Creating a marketing strategy

Traditional marketing

Digital marketing

Popular platforms – social media

Experiential marketing

Resources and tools

Marketing overview

What is marketing?



- You have a dream for how your business can reach new heights. But growth often means more customers, more sales and a bigger audience. How do you reach these people? Marketing.
- Marketing is the action or business of promoting and selling products or services, including market research and advertising.



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Popular platforms – social media

Experiential marketing

Resources and tools

Creating a marketing strategy/ building plan

Getting started



1. Describe your company's **unique selling proposition (USP)**
2. Define your target market
3. Write down the benefits of your products or service
4. Describe how you will position your products or services
5. Define your marketing methods



Creating a marketing strategy

How to create a marketing plan

- **Identify your target customers:** Who are you marketing to?
- **Pricing strategy:** Your pricing strategy will identify the optimal price at which to offer your products or services. This will require a good deal of research, including competitive analysis and market demand. Don't just assume that if your price is the lowest of all your competitors, you'll win the most business!





Creating a marketing strategy

How to create a marketing plan

- **Define your budget:** A general rule of thumb is that small businesses with revenues less than \$5 million should allocate 7-8% of their revenues to marketing. As you're starting out, start small and adjust based on what works best for your business.
- **Accountability:** Measure the results of every task you take on and maintain an honest account of your shortcomings and progress.
- **Revise, revise, revise:** Your marketing plan, just like your business plan, should be a living document, and something you revisit often as your small business grows and meets new challenges.

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Traditional marketing

Overview

- **Print:** Advertisements in newspapers, newsletters, magazines, brochures, and other printed material for distribution
- **Broadcast:** Radio and television commercials as well as specialized forms like on-screen movie theater advertising
- **Direct Mail:** Flyers, postcards, brochure, letters, catalogs, and other material that is printed and mailed directly to consumers
- **Telemarketing:** Requested calling and cold calling of consumers over the phone

Traditional marketing

Who uses traditional marketing?

- Most small business use print marketing in newspapers or newsletters and advertise to local customers
- Radio is also popular with small business



Traditional marketing

Advantages & disadvantages

Pros	Cons
Opportunity to engage with target market very strategically	Expense associated with various traditional marketing options
Proven to lead to direct sales	Time in outsourcing
Brand visibility	Researching best outlets for target market
Hispanic community still relies heavily on Traditional Marketing	Less money to spend on digital marketing efforts
Local awareness	“Eco-destructive”

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Digital marketing

Definition

- Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in **real time**.



Digital marketing

Paid advertisements

- You can use paid advertisements to reach a larger audience using Google Ads or social media ads.
 - Learn more about Google Ads: www.fundera.com/blog/how-to-advertise-on-google-and-grow-your-small-business
 - Learn more about social media ads: www.fundera.com/blog/social-media-marketing-for-small-business
- Choose a high quality photo that represents your business
 - You may want to split your budget between two ads to test which photo performs better
- Make sure you are using targeting tools when setting up your campaign to reach your target demographic.
- You should be tracking your campaign daily to make sure it is performing well. Make adjustments where you need to.

Digital marketing

Frequently monitoring

- Run monthly reports on all social media accounts to see what content is and isn't performing
- Monitor and adjust paid advertisements as needed
- Look at website analytics to see what is being viewed
 - How often & for how long
 - Sales conversions
 - What content works & doesn't work



Digital marketing

Channels of digital marketing

- Internet – most frequently associated with digital marketing
- Social media
- Mobile instant messaging
- Mobile apps
- Podcasts
- Electronic Billboards
- Digital television
- Digital radio channels

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- Digital marketing
- Popular platforms – social media**
- Experiential marketing
- Resources and tools

Popular platforms – social media

Quick tips

- Before you get started make an assessment of your customers (target market).
 - Are they online?
 - How much time to they spend online?
 - Which platforms are most popular amongst them?
 - What's your level of understanding on platforms, how they can be utilized etc.

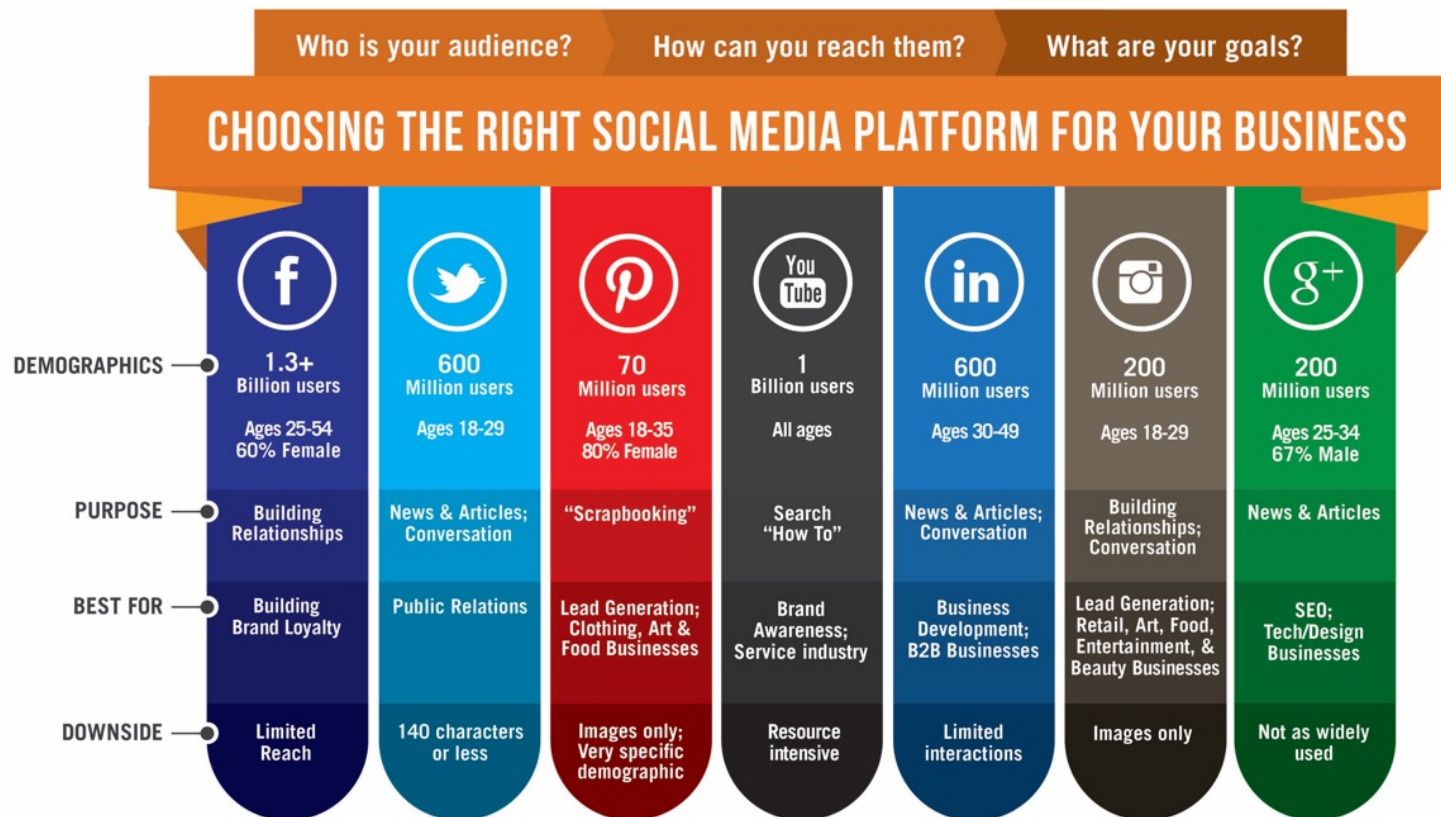


> Popular platforms – social media Tips for beginners

Decide which platform(s) to use

- Choose 1 or 2 social media platforms instead of trying to work on all platforms
- Find out which platform is best for your niche and your audience
- Ask for input and do your research





From Accion: us.accion.org/resource/choosing-right-social-media-platform-your-business/

> Popular platforms – social media Tips for beginners

Optimize your social media profiles

- Use a real photo, showing your face or your product
- Write a personalized description about yourself or your company
- Include a link to your website
- If you have an Instagram account, make sure it is a business profile



Popular platforms – social media

Tips for beginners

- Follow the influencers in your niche
- Use hashtags to engage with your niche
- Share interesting content
 - High quality images and videos of your product or service
 - Interesting statistics and articles about your niche
 - Motivational quotes



Popular platforms – social media

Tips for beginners

Know what posting habits are appropriate for your chosen platform

- You will find people engage with every platform differently and you will want the algorithms working in your favor
- Facebook business page: once a day
- Twitter: 5-20 times a day. The more you tweet the more exposure you get
- Google+ Business page and Google+ profile page – As many times as you want but don't overdo it because this may create the opposite results
- Pinterest: 5-10 times a day
- Instagram: No more than once a day. you don't want your posts competing with each other



Popular platforms – social media

Online video stats

- Online video streaming will grow to more than 80% of all consumer internet traffic by 2020, according to predictions from tech company Cisco.
- Additionally, 92% of mobile video consumers share videos with others, according to strategic consulting and digital business firm Insivia.
- 59% of executives would rather watch video than read text, according to Forbes.

> In this Presentation

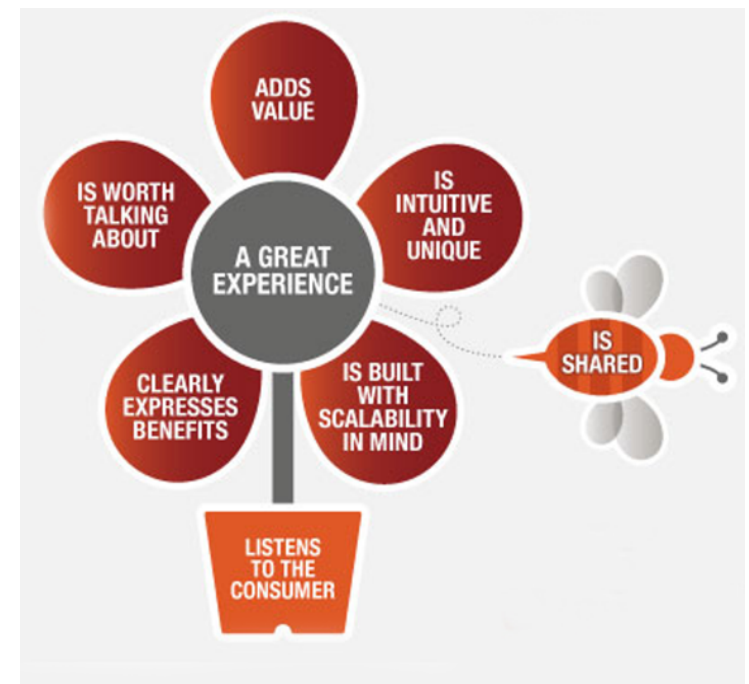
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Experiential marketing

Customer service is great marketing



- It's creating a closer bond between the consumer and the brand by immersing them in a fun and memorable experience
 - There is a difference between PR stunts and experiential marketing



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Resources and tools

Venturize

Visit our online resource hub to find info on marketing your website:
venturize.org/resources/marketing-and-research

Venturize.org is a free online resource hub for small business owners like you who need help accessing tools and resources to grow their businesses. Venturize offers unbiased source of information and resources for small business owners.





Join Our Network



Ways to get involved:

- Receive a monthly newsletter
- Share your story for media requests
- Letters to the editor/Op-eds
- State events/Roundtables
- Fly-ins
- Webinars for business organizations

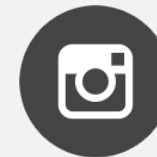
Connect with us!



Small Business Majority



@SmlBizMajority



smlbizmajority



Questions?



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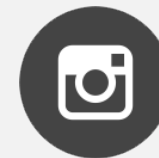
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