

SMALL BUSINESS EXCHANGE

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YEARS

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Mayor Garcetti launches "LA Made 4.0" to increase upskilling in L.A. manufacturing and create new career paths for Angelenos

By 2022, the initiative will retrain 3,000 workers and develop 500 manufacturing pre-apprenticeships and apprenticeships



[Article was originally posted on www.lamayor.org]

Mayor Eric Garcetti today announced LA MADE 4.0 — a partnership between the City of Los Angeles, Goodwill Southern California, the UCLA-based Clean Energy Smart Manufacturing Innovation Institute (CESMII), and the USC Viterbi School of Engineering that will prepare the city’s workforce for new technologies and provide middle-class career opportunities to Angelenos interested in manufacturing.

“Los Angeles is a manufacturing capital — a place where dreamers from around the world come to build tomorrow’s innovations today,” said Mayor Garcetti. “Manufacturing jobs are the bedrock of our economy, and LA MADE 4.0 will give more Angelenos the tools and training they need to secure middle class careers in smart manufacturing.”

Since taking office, Mayor Garcetti has strengthened working families and the middle class. Under his leadership, unemployment has been cut in half and close to 200,000 new jobs have

been created. In 2014, Mayor Garcetti led counties across the region in a successful bid to win the Advanced Manufacturing Partnership for Southern California — a federal initiative that strengthened the industrial ecosystem for aerospace and defense manufacturers, delivered \$1.4 billion in public and private investment, and created more than 5,300 new jobs. Between 2013 and 2017, manufacturing in Los Angeles’ metropolitan economy grew 12% — from \$79.9 billion to \$89.2 billion.

LA MADE 4.0 is the latest initiative led by Mayor Garcetti to ensure the growth and success of Los Angeles’ manufacturing industry. Going beyond aerospace and defense, LA Made 4.0 will reach other core manufacturing sectors in Los Angeles including the food and beverage, biotechnology, and fashion industries. This effort will retrain 3,000 current manufacturing workers by 2022, providing them with the skills they need to secure smart manufacturing jobs in the

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The Right Talent, Right Now

Each day, people with disabilities add significant value and expertise to our workforce and the U.S. economy.

By Chris Pilkerton, Acting Administrator
Gaye Walker, Acting Assistant Administrator for the Office of Diversity, Inclusion and Civil Rights

During the past week, you’ve probably paid attention to or interacted with a colleague entering a place of work with a support dog, in a wheelchair, or using a white cane to guide them. However, you may

not have noticed the employee whose challenges are more understated.

Since the passage of the Americans with Disabilities Act of 1990, the number of known workers with disabilities has increased substantially. These skilled team members help drive innovation and solutions within their respective jobs, while contributing greatly to the diversity and improved morale of the entire company.

October is National Disability Employment Awareness Month, and this year’s theme is “The Right Talent, Right Now.” Throughout the month, the SBA continues to encourage entrepreneurship and self-employment to enable more people with disabilities to enter the workforce. Together, we also celebrate the overall workplace achievements of people with disabilities, while continuing to support the hiring of these workers in the small business community and the federal government.

In September, the SBA held a successful Workforce Development Expo in Washington, D.C. Business leaders and representatives from local governments and nonprofit organizations met to share valuable insights about training and employment initiatives for persons with disabilities. With unemployment near a record low, small businesses are finding it more challenging to hire talented workers. Hiring disabled individuals can help businesses meet their talent needs while strengthening their competitive edge. The SBA maintains an online toolkit specifically designed to help small businesses increase employment for Americans with disabilities – access these resources at www.sba.gov/employability.



By Chris Pilkerton, Acting Administrator

Each day, people with disabilities add significant value and expertise to our workforce and the U.S. economy. These workers offer fresh perspectives on how to tackle real-world challenges and achieve success. People with disabilities have the right talent, right now.

SOURCE: <https://www.sba.gov>

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Veterans Corner

SBA Kicks off National Veterans Small Business Week 2019

Veteran-owned businesses contribute nearly \$1 trillion each year to U.S.

[Article was originally posted on www.sba.gov]

The U.S. Small Business Administration will celebrate the accomplishments of veteran, service member, and military spouse small business owners nationwide during National Veterans Small Business Week, Nov. 4-8.

"This week is dedicated to celebrating the nation's 2.5 million veteran-owned businesses who contribute nearly \$1 trillion each year to the U.S. economy," said SBA Acting Administrator Chris Pilkerton. "The SBA is proud to collaborate with our district offices, resource networks, and

agency partners to empower veterans throughout every stage of their entrepreneurial journey."

This year's National Veterans Small Business Week theme is Mission #VetBiz Success. During the week, the SBA will highlight and connect veterans nationwide to the resources available to help them accomplish small business success.

During National Veterans Small Business Week, each day will be devoted to a different topic related to veteran entrepreneurship. Topics will include transition assistance, entrepreneurial training, stakeholders and resources, access to capital, disaster assistance, and government contracting.

SBA district offices, resource partners, and local organizations will host National Veterans Small Business Week activities nationwide. The events will include a Twitter Chat on veteran entrepreneur resources at @SBAGov (follow the chat with the hashtag #VetBiz), a Business Beyond the Battlefield Conference in Arlington, Texas; a panel discussion for women veterans in government contracting in Huntsville, Alabama, and the 2019 Southwest Veterans Business Conference in Albuquerque, New Mexico.

The SBA encourages veterans, service members, National Guard and Reserve members, and mili-

tary spouses to join the online conversation and share their entrepreneurial stories and best practices, including the resources they used to establish successful businesses, using the hashtag #VetBiz.

For more information about National Veterans Small Business Week and to find events near you, visit www.sba.gov/vetbiz. For more information on the resources available for veteran entrepreneurs, visit www.sba.gov/veterans.

SOURCE: www.sba.gov

3 Things to Never Ask a Military Veteran in the Workplace

Veterans Law Attorney cites critical questions to avoid when interviewing a military veteran for hire—and engaging with those already on-staff—to avoid legal landmines and foster military-friendly employer status

By *Merilee A. Kern, MBA*

According to the U.S. Department of Labor, in August 2019 the 3.4 percent veteran unemployment rate represented the 12th consecutive month this metric was lower than the non-veteran unemployment rate (at 3.6 percent)—an indication that the hiring of veterans is going strong. Considering NCSL.org estimates that there are 18.8 million veterans living in America today, representing 7.6 percent of the country's population, this is a robust, trained and skilled employee pool that can make a significant impact on U.S. industry and, in turn, the global economy at large.

However, while the copious benefits of hiring military vets has been well-reported and it appears U.S. employers are taking heed, there are a number of critical considerations business owners and managers must keep top-of-mind—and impart to their staffers—relative to what's considered inappropriate dialogue with a person who has served in the military. There are also legal landmines to avoid when interviewing a veteran for any kind of employment opportunity, whether full or part time, contract, freelance or any other.

According to retired Army Lieutenant Colonel John Berry of Berry Law Firm, you can improve your veteran hiring and retention by making small changes to your interview process. Berry, whose law firm became the first to ever receive the Department of Labor's HIREVets Platinum Medallion, has filled his staff with veterans by following a few simple rules. Among them are a list of questions to NEVER ask, including:

- **Do you have PTSD?** – First, in an interview situation, it's illegal to ask this mental health question before a job offer has been made under the Americans With Disabilities Act, and even after unless certain conditions are met. So, avoid this line of questioning (even after a hiring decision has been made) or risk exposing the company to legal repercussions. Second, it's just disrespectful. The veteran will likely think they're being stigmatized and labeled as "damaged goods" in some way or regarded as a stereotypical "unstable veteran," which will make it difficult to establish trust, a healthy rapport and a sustainable professional relationship ongoing.
- **Have you ever killed anyone?** – Most veterans who served in combat don't want to discuss the details of their military service with a civilian, whether it be a boss or workplace counterpart. This question can be offensive, disconcerting or generally un-

comfortable to the veteran who did, in fact, have to take a life in the defense of his or her country—and can be equally objectionable for veterans who made many sacrifices, but did not have to take the life of another. The notion of taking another human being's life in the line of duty is a highly sensitive and emotion-evoking topic that demands the utmost courtesy of privacy.

- **Have you ever been shot?** – While the veteran may not have a current disability from an injury, you don't want to take the chance of touching on what could be deep-seated emotional wounds and traumatic memories of physical distress that may have been difficult to come to terms with. Furthermore, the veteran who was not in combat is likely proud of his or her accomplishments in the military, and, whether or not they've engaged in gunfire and/or been hit, may perceive the comment as belittling.

In a DiversityInc.com workplace article, Army veteran Ryan Kules stated, "Far too often, people assume a level of familiarity with former military that not only breaches proper office conduct but also invades one's 'personal space'." With that in mind, according to a Military.com article, here are a few other things one should avoid asking military veterans in a job interview or any other form of conversation:

- Is it hard to get back to real life after being in the military?
- How could you leave your family for so long?
- What's the worst thing that happened to you?
- Were you raped?

There are also a few key concerns owners and managers should bear in mind when managing veterans who are already on the payroll as formal hires. According to Berry, here are top-line things to avoid:

- **Don't make combat references or analogies.** It's bad form to tell a veteran that dealing with a competitor or other professional foe is like "hand-to-hand combat" or that you're taking "friendly fire." Relating these kinds of serious phrases in the mind and heart of a veteran to civilian experiences can be distasteful at best and even deemed utterly reprehensible.
- **Don't make fun of any military branch if you didn't serve.** It's generally accepted for veterans to lightheartedly make fun of the other branches of service with and among fellow veterans. You might hear a vet refer to Marines as "crayon eaters," joke about the Air Force "not really being

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FICTITIOUS BUSINESS NAME STATEMENT

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0388350-00

Fictitious Business Name(s):
UMAI SAVORY HOT DOGS #105
 Address:
845 Market Street, Unit FC8, San Francisco, CA 94103
 Full Name of Registrant #1
Dinnovations SF LLC (CA)
 Address of Registrant #1
3228 Gateland Court, San Jose, CA 95148

This business is conducted by **A Limited Liability Company**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **Not Applicable**.

Signed: **Dat Thieu, Manager**

This statement was filed with the County Clerk of San Francisco County on **10-23-2019**

Notice: This fictitious name statement expires five years from the date it was filed. A new fictitious business name statement must be filed prior to this date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under Federal, State or Common Law.

Filed: **Melvin Galvez**
Deputy County Clerk
10/23/2019
10/24/19 + 10/31/19 + 11/07/19 + 11/14/19

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0388076-00

Fictitious Business Name(s):
STIIIZY
 Address:
3326 Mission Street, San Francisco, CA 94110
 Full Name of Registrant #1
BCOK Inc., a California Corporation
 Address of Registrant #1
1565 Third Avenue, Walnut Creek, CA 94598

This business is conducted by **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **09-12-2019**.

Signed: **Brian Mitchell, CEO**

This statement was filed with the County Clerk of San Francisco County on **09-25-2019**

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Filed: **Giselle Romo**
Deputy County Clerk
09/25/2019
10/03/19 + 10/10/19 + 10/17/19 + 10/24/19

FICTITIOUS BUSINESS NAME STATEMENT File No. A-0388098-00

Fictitious Business Name(s):
1.) YIMBY Law
2.) YIMBY
 Address:
1260 Mission Street, San Francisco, CA 94103
 Full Name of Registrant #1
Yes In My Back Yard (CA)
 Address of Registrant #1
1260 Mission Street, San Francisco, CA 94103

This business is conducted by **A Corporation**. The registrant(s) commenced to transact business under the fictitious business name(s) listed above on **09-10-2019**.

Signed: **Sonja Trauss**

This statement was filed with the County Clerk of San Francisco County on **09-27-2019**

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Filed: **Fallon Lim**
Deputy County Clerk
09-27-2019
10/10/19 + 10/17/19 + 10/24/19 + 10/31/19

In the transition away from gas, California must not leave low-income people behind.

By *Carmelita Miller and Matthew Tisdale*

California has passed dozens of laws designed to create a 21st Century clean energy economy, earning a reputation as a global climate leader in the process.

But this work does not end with the governor's stroke of a pen. In fact, implementation of our clean energy future has just begun.

Nowhere is this challenge of policy implementation more evident than in the future of California's gas system. This vast network of wells, storage fields and pipelines delivering gas to homes and businesses faces enormous challenges in coming decades.

Increasing infrastructure costs paired with a decline in demand will push the ever-increasing costs of maintaining the gas delivery system onto a shrinking pool of customers, setting up urgent equity concerns.

Our commitment to moving away from fossil fuel means that in the future, gas will play a smaller role in providing our power and heating our homes. Research shows gas demand may decline by up to 50% by 2050.

Yet the cost of safely maintaining the aging system has risen in recent years, and will continue to increase as utilities request funds for necessary safety upgrades.

While wealthier Californians will have the opportunity to avoid rising gas costs by switching to all-electric appliances, many other people won't be able to make that choice easily or quickly. Poverty is a reality for many in California.

And close to half our state's residents, and 70% of low-income Californians, are renters who do not choose what fuel powers their appliances. These customers, with the least ability to move off of gas or pay higher bills, will be hit the hardest.

In response to this challenge, the thinktank Gridworks convened meetings with consumer, labor, equity, utility and environmental representatives. The resulting report, California's Gas System in Transition: Equitable, Affordable, Decarbonized and Smaller, makes one thing clear: we cannot leave a transition of this magnitude up to chance.

California policymakers must urgently plan for a smaller, more equitable gas system or put workers, low-income communities, and the economy as a whole at risk.

The first step to getting yourself out of a hole is to stop digging.

New residential and commercial construction in the state needs to be all-electric, to avoid expanding the gas system. We also must research and develop a plan to prune the gas system where it can be done most affordably and quickly.

And, importantly, we must develop a comprehensive strategy to empower low-income communities to access electrification options while supporting a just transition for workers.

We know we will need a well-trained gas workforce for decades to come, and an equitable transition depends on working in collaboration with unions to protect workers and ensure that utilities have access to the skilled labor they need to maintain a safe and reliable gas system, even as it contracts.

Targeted policy-making will ensure protections for the environment and for residents who are living

on low incomes by helping them gain access to fossil fuel-free homes.

To help guide decision makers and advocates in this process, The Greenlining Institute and California's Energy Efficiency for All coalition developed Equitable Building Electrification: A Framework for Powering Resilient Communities: Its important steps to community-led, people-centered policy-making include:

- Assess community needs.
- Establish community-led decision-making.
- Develop metrics and a plan for tracking.
- Ensure funding and program leveraging, and improve outcomes.

The California Public Utility Commission's San Joaquin Valley Disadvantaged Communities Pilot Project is an example of how to get this right.

The project allowed communities without access to gas infrastructure to work with an on-the-ground team to identify the solutions that would best serve their needs. At least nine communities are moving to electric appliances powered by clean energy, and are doing it in a manner that was developed by the people who live in those communities.

With such high stakes, California can't afford to leave the future of our gas system to chance, and we don't dare do nothing at all. With conscious, thoughtful policies, we can show the world we deserve our title as leaders in the climate fight.

SOURCE:

<http://greenlining.org/press/news/2019/in-the-transition-away-from-gas-california-must-not-leave-low-income-people-behind/>

3 Things to Never Ask a Military Veteran in the Workplace

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military," and other such tongue-in-cheek remarks. However, veterans greatly frown upon a person who has never served making fun of their branch of service or any other.

- Don't bad-mouth military conflicts. You may think you are showing empathy by talking about "unnecessary" wars and deployments and that our veterans should not have had to make sacrifices. Political views aside, you may be speaking to a veteran who is proud to have served in that conflict and, irrespective of all, respects the governmental decisions made to go that route. Don't risk degrading the veteran's actual service—and choice to throw themselves into the fray—because you disagree with the nature of the conflict.

Also as reported on Military.com, as part of American coffee company Starbucks' growing commitment to empower military veterans, it advises civilians to, "Get to know somebody and take it slowly, just like you would with anyone else. Ask questions about who they are, where they're from and what they like to do." Conversation starters included on Starbucks' list include:

- How long did you serve?
- What did you do (in the Army, Navy, Marines, Coast Guard, Air Force, Guard, or Reserves)?
- Why did you choose that branch?
- Do you come from a military family?
- Did you visit any other countries?
- Where was your favorite place you lived?

"Veterans are some of the hardest working, dedicated and loyal employees you could ever hope to hire ... I know, because I have hired dozens of them on my team," Berry notes. "In fact, they are the most important asset in my company. If you get the chance to hire a veteran, don't mess up what can be a hugely fruitful and rewarding engagement by saying something distasteful—or downright stupid. As a hiring manager or a colleague, you can establish camaraderie with veteran coworkers by being mindful and respectful person, and the vet will undoubtedly 'cover your six' no matter what challenges come your way."

As the Executive Editor and Producer of "The Luxe List," Merilee Kern, MBA is an internationally-regarded brand analyst, strategist and

futurist. As a prolific branding and marketplace trends pundit, Merilee spotlights noteworthy industry innovators, change makers, movers and shakers. This includes field experts and thought leaders, brands, products, services, destinations and events across all categories. Connect with her at www.TheLuxeList.com / Instagram www.Instagram.com/LuxeListReviews / Twitter www.Twitter.com/LuxeListEditor / Facebook www.Facebook.com/TheLuxeList / LinkedIn www.Linkedin.com/in/MerileeKern

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