

# SMALL BUSINESS EXCHANGE

Voice of Small, Emerging Diversity Owned Businesses Since 1984 • SBE is a certified DBE publication

Vol 28, Edition 50  
 March 21, 2013  
 Weekly Publication  
 \$2.00  
[www.sbeinc.com](http://www.sbeinc.com)



## The Small Business Exchange introduces new programs in 2013

### SBE PLANROOM

The Plan Room is designed to help project owners reach out to prospective contractors by having a program that allows contractors easier access to plans and specifications of each project for bidding purposes.

For more information: 1-800-800-8534



A B2B DATABASE  
 MEET AND GREET REGISTRATION  
 INTERACTIVE VOICE RESPONSE

UNIVERSAL DIVERSITY COMMUNICATION



### SMALL BUSINESS EXCHANGE

KCAA 1050 AM  
[www.kcaaradio.com](http://www.kcaaradio.com)  
 Inland Empire / Los Angeles  
 Monday 5 pm PST / 7 pm CST

Hosts:  
 Terrie Guerin • Marcia Henry

## Women's History Month: A Bright Future For Women-Owned Small Businesses



Today, women-owned businesses are the fastest-growing segment of new businesses in our economy.

In fact, an analysis by American Express suggests that the number of women-owned businesses has risen by 200,000 over the past year alone, which is equivalent to just under 550 new women-owned firms created each day.

Regardless of how you slice the data, we know that this trend is growing and that women are over-indexing in entrepreneurship.

As Administrator of the U.S. Small Business Administration (SBA), I travel all around the country meeting with small business owners and entrepreneurs. I see how their businesses are transforming their industries

and rebuilding their communities following the economic downturn.

These are businesses like UEC Electronics in South Carolina. Rebecca Ufkes, an engineer and the company's president, is laser focused on growing her successful electronics manufacturing business. She is supplying products to major manufacturers, such as Boeing, Cummins Engine Co, as well as the U.S. Marines and Air Force. And she is creating good American manufacturing jobs in the process.

UEC employs 194 workers, an increase of 49 percent since August 2011. And Rebecca is part of a growing American supply chain of innovative small businesses that is driving large multinational manufacturers to bring more production back to the U.S.

However, today, many women-owned entrepreneurs face what we call the "missing middle."

For example, take my home state of Maine. According to the most recent census data, men owned 54 percent of businesses in Maine and women owned 26 percent of businesses in the state (the remaining were co-owned). However, when you look at the receipts of these businesses, women-owned businesses lagged behind, capturing only 7 percent of receipts, compared to 78 percent of receipts earned by men-owned firms. There is a similar trend occurring in states across the country.

Clearly, women-owned firms are growing greater in numbers, but challenges persist in scaling their operations and garnering market share.

Continued on page 11



**SUB-BID REQUEST: MBE, WBE, SBE, LBE, and DVBE Participation encouraged**  
**OWNER:** Contra Costa County  
**PROJECT:** Contra Costa Centre Infrastructure Improvements  
**BID DATE:** April 2, 2013 at 2:00 PM  
**Sposeto Engineering, Inc.**  
 925-443-4200

See page 3 for the Full Ad ▶

**McCarthy Building Companies, Inc.**  
 949-851-8383



**McCarthy Building Companies, Inc.**  
**is seeking bids from qualified Subcontractors and Suppliers:**  
**Los Angeles Valley College-Monarch Center and Parking Structure Site Work Preparation Package**  
**Bid Deadline: 2:00pm on the 16th day of**

See page 4 for the Full Ad ▶

This is a Complimentary Copy. Paid subscribers receive first class mail.

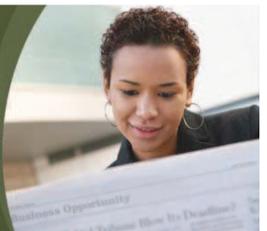
PUBLISHED BY SMALL BUSINESS EXCHANGE, INC.  
 703 Market St., Ste 1000, San Francisco, CA 94103

PRSR STD  
 U.S. Postage  
 PAID  
 San Fran CA 941  
 Permit No. 820

### RESOLUTION 242-12

On June 28, 2012 San Francisco Board of Supervisors designated the Small Business Exchange newspaper as a minority outreach newspaper for the following communities for FY 12-13:

• AFRICAN AMERICAN • CHINESE • HISPANIC



# 8 Essential Elements for Success

## Wealth strategies for the 99%

By Paul LeJoy

America continues to be the world's largest economy and boasts the lion share of global billionaires. In fact, there were reportedly 442 billionaires in America in 2012—the nationality majority of the record 1,426 people who have earned this laudable distinction around the world. When considering the staggering success only an elite few attain in business, it begs the question "what do these billionaires know that the rest of us don't?" And, as importantly, "how can we avoid failure as we aspire to achieve career success of any measure?"

To achieve a notable amount of success at anything and certainly a notable measure of wealth, you must become a specialist at what you do. And, you must 'do what you do' better than anyone else. You must become indispensable—the go-to person because your results are superior. In working towards this objective it is important to employ a specific combination of essential elements that, combined, will make you a force to be reckoned with.

With this in mind, the achievement-minded would be wise to heed these 8 wealth strategies intended assist the proverbial 99% in their quest for success in any industry:

**1) Vision:** Every successful person at some point in their lives had a vision for what "could be," and set out in relentless pursuit of their dream. From Thomas Edison to Steve Jobs and countless success stories in between, visionaries are filled with a passion and purpose that drives them every day. Those who are short-sighted and unmindful of future consequences of their efforts, both the good and the bad, are more likely to fail than those who are thoughtful and perceptive in their approach.

**2) Action:** Have a vision or a goal? The first step is to write it down along with objectives and action steps related thereto. Now you've taken the initiative, which is the critical first step to achieving success. Post your vision statement in your bedroom, bathroom, office. Share it with others. And, be sure to follow your action steps. By taking these minor steps, you make yourself accountable and become the master of your destiny. Take quantum action and you will surely have a breakthrough. Or, find contentment with the status quo and, well, remain there.

**3) Passion:** You may have the vision. You may write it down. You may have shared it with others, but without passion, that vision will likely wither. Passion for what you seek to accomplish should be almost palpable to the extent that others can see and feel your drive. The key is to match your vision with something you can be truly passionate about. Something that will keep you engaged every moment of every work day to bring you one step closer to the measure of success that you personally desire. Or, approach your job with a lackluster attitude and suffer the inevitable ominous consequences.

**4) Discipline:** Many have vision and passion, but lack the self-discipline required to stay the course. The pain of living a life of discipline is less than the pain of regret for what "could have been if." Those who are self-disciplined motivate themselves to continue with their action steps and persevere amid adversity, asserting sheer willpower over their more base desires and instincts to give up or turn attentions to something more enjoyable in the moment. This requisite self-control will channel emotions,



Pacific Realty Partners Founder and Principal Paul LeJoy

behavior, and desires toward obtaining the reward of success and, as importantly, to avoid the punishment of failure.

**5) Determination:** You have the vision and you take action to write it down. You may even embellish that vision with passion and be quite disciplined in your approach. However, without the will to endure you may not get too far. Life and work can be hard and even cruel. Remember, the race is not for the swift but rather those who persevere. Rather than allowing doubt to seep in and poison the process, you owe it to yourself to remain confident in your vision and your methodologies to get you there. Sure, you can adapt as needed along the way, but always know that success will ultimately be yours.

**6) Support:** No one is an island and there's strength in numbers. A mastermind group, coach or mentor is an excellent way to get motivated. Meeting regularly can be a great boost to your morale and provide new perspectives on your approach. The Internet makes it extraordinarily easy to find a coach or mentor and join a mastermind group that can help propel your vision to new heights and facilitate invaluable networking opportunities.

**7) Integrity:** While it sounds cliché, honesty is indeed the best policy in business. Integrity is of paramount importance for those seeking to find and sustain long-term success. True success comes when you are a person of your word, when you have a pure conscience, and when you have not cheated others on your way to the top. Dishonesty has a tendency to sneak back up on you causing far more problems than the risk was worth taking in the first place.

**8) Humility:** Humility, like patience, hard work and integrity, is a virtue. So, when you finally reach your destination of success, when your vision becomes a reality, do not forget your humble beginnings and all those who helped you to get to the top of the hill. Extend an attitude of gratitude and thankfulness. There is no such a thing as a self-made millionaire. People get there because others helped them get there.

If you have a vision, passion, take action, are determined and disciplined; if you get a coach or mentor; get in the right environment; and are honest and humble you be well positioned to achieve your dream... whatever that may be.

\*\*\*\*\*

*Pacific Realty Partners Founder and Principal Paul LeJoy is a revered real estate investor and top business building expert lauded for helping others realize success and create wealth. Paul may be reached online at [www.LeJoySolutions.com](http://www.LeJoySolutions.com).*

### Index:

#### Sub-Bids Request Ads

»P. 3, 4, 5, 12

.....

#### Public Legal Notices

»P. 8, 9, 10, 11

### Editorial Staff

#### Editor in Chief:

Gerald W. Johnson [gwj@sbeinc.com]

#### Managing Editors:

Valerie Voorhies [vvh@sbeinc.com]  
Fungai Muzunze [fmuzunze@sbeinc.com]

#### General Manager

Kevin Grant [kgrant@sbeinc.com]

#### Marketing & Sales Staff

#### Sales Director:

Willie Lewis-Sims [wsims@sbeinc.com]

#### Production Staff

#### Production Manager:

Nabil Vo [nvo@sbeinc.com]

#### Graphics Design:

Tyler Chen [tchen1129@gmail.com]

#### Webmaster:

Dana Hann [dhann@telarts.com]

#### Writer:

Cheryl Hentz [cheryl.hentz@gmail.com]

#### Staff:

Shirley Cherry [scherry@sbeinc.com]  
Amy Diorio [adiorio@sbeinc.com]

703 Market Street, Suite 1000  
San Francisco, CA 94103

Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com)

Website: [www.sbeinc.com](http://www.sbeinc.com)

Telephone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

Office Hours: 8:00 a.m. - 5:00 p.m.

EDITORIAL POLICY—The Small Business Exchange is published weekly. Publication is extended by one day for weeks in which holiday occurs on a Monday.

Copyright © 2013 Small Business Exchange, Inc.

The Small Business Exchange is adjudicated as a newspaper of general circulation by the Superior Court of the City and County of San Francisco, State of California, under the date January 29, 1988. Organized 1984.

NOTICE: SBE is not liable to any subscriber or any other user for any damages or any other costs incurred in connection with the utilization of, or any other reliance upon, any information contained in its newspapers. The information contained herein may be subject to typographical error in the transcribing and/or printing of its contents. Information contained in this publication is intended only as notification to its subscribers of available bidding and contracting opportunities. The SBE reserves all rights in connection with this publication and prohibits the duplication of the contents herein without the expressed written consent of the SBE. Subscription fees are nonrefundable.

Visit [www.sbeinc.com](http://www.sbeinc.com)

### AWARDS

• CITY OF LOS ANGELES  
Black Business Association,  
Outstanding Entrepreneur  
Mayor's Advisory Board,  
Outstanding Achievement as a Vendor/Supplier

• SAN FRANCISCO BAY AREA  
• NAMSCS  
• MINORITY  
ADVOCATE

• COUNTY OF LOS ANGELES  
Black Business Association,  
Outstanding Entrepreneur

• BACCOA  
Champion of Diversity

### MEMBERSHIPS



ISSN 0892-5992

SBE is a certified DBE - CA UCP Firm #5988