



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

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Call for more information: 800-800-8534

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IS SOLICITING BIDS FROM DBE SUBCONTRACTORS AND SUPPLIERS CERTIFIED WITH THE USDOT CERTIFICATION PROGRAM
Construction Services for Mechanical/Electrical Rehabilitation of the Spuyten Duyvil Bridge, and All Associated Work as Described in the Specifications, Drawings, and Solicitation Documents
Amtrak Contract No: X138-17220
Bid Date: September 8, 2017

Subcontracting opportunities include but are not limited to painting, electrical wires and controls, barges, safety boats, miscellaneous steel fabrication, strain gage and load testing, core drilling, and fiberglass grating. Please see contract documents for further opportunities.

Interested firms please contact John Papagiannakis at Skanska Koch Inc., john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

SKANSKA
 SKANSKA CIVIL NORTHEAST
IS SOLICITING COST PROPOSALS FROM M/WBE SUBCONTRACTORS AND VENDORS CERTIFIED WITH THE NEW YORK STATE DIRECTORY
Enhanced Stations Initiative (ESI) 31 Stations, Package 4 + 7
MTA NYCT Contract No. A-36622D
Bid Date: September 26, 2017

Description of project:
 Contract A-36622D, Package 4 + 7, for enhancements at the following stations:

Package 4

- 57th Street Station, Manhattan (6th Avenue Line, IND)
- 23rd Street Station, Manhattan (6th Avenue Line, IND)
- 28th Street Station, Manhattan (Lexington Line, IRT)
- 34th Street—Penn Station—8th Avenue, Manhattan (8th Avenue Line, IND)
- 34th Street—Penn Station—7th Avenue, Manhattan (7th Avenue Line, IRT)

Package 7

- Northern Boulevard, Queens (Queens Boulevard Line, BMT/IND)
- 67th Street Station, Queens (Queens Boulevard Line, BMT/IND)
- Parsons Boulevard Station, Queens (Hillside Avenue Line, IND)

Goals and strategies:
 The contractor shall undertake the work so as to achieve all of the following overall goals:

- Enhance the customer experience at each station
- Make the stations cleaner, brighter, and easier to navigate
- Improve the aesthetics of the stations
- Facilitate increased ridership on the New York City Transit System
- Bring the stations to a state of good repair
- Expedite the delivery of the work on the Enhanced Stations Initiative and Contract A-36622D as exemplars for future station enhancements in New York City

Many bidding opportunities available.
 If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Matthew.DeGudicibus@skanska.com

SKANSKA
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IS SOLICITING COST PROPOSALS FROM M/WBE SUBCONTRACTORS AND VENDORS CERTIFIED WITH THE NEW YORK STATE DIRECTORY
Coney Island Wastewater Treatment Plant Level 1 BNR Upgrade
NYC DEP Contract No. SF-BNR-CI
Bid Date: September 26, 2017

Description of project:
 This project, to construct a Level 1 BNR upgrade, is being implemented in order to meet specific total nitrogen (TN) limitations for discharges to Jamaica Bay. The work required includes, without limitation, the following:

1. Aeration system improvements, including the addition of baffle walls and mixers to the aeration tanks,
2. Construction of a new froth control system that provides a combined surface wasting of activated sludge (SWAS) and froth collection and transfer system in the aeration tanks, including tote based polymer systems, the rehabilitation of existing aeration tank plant effluent spray water system, and extension of spray water system to serve new SWAS wet wells,
3. New aeration grids including drop legs, grid distribution piping, and fine bubble membrane diffusers in the aeration tanks,
4. Ancillary structural, civil, electrical, instrumentation, and control work required to implement the above referenced Level 1 BNR upgrade improvements.

Many bidding opportunities available.
 If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Matthew.DeGudicibus@skanska.com

SKANSKA **Posillico**
 SKANSKA POSILICO JOINT VENTURE
IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE SUBCONTRACTORS/VENDORS FOR THE
Mid-Suffolk Electric Yard
MTA LIRR Contract No. 6259
Bid Date: September 12, 2017

Description of project:
 Expansion of the LIRR Ronkonkoma Yard by construction of eleven additional tracks, substations, storage buildings, and employee facility.

Many bidding opportunities available.
 If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Matthew.DeGudicibus@skanska.com

SKANSKA
 SKANSKA CIVIL NORTHEAST
IS SOLICITING COST PROPOSALS FROM DBE SUBCONTRACTORS AND VENDORS CERTIFIED WITH THE NEW YORK STATE UNIFIED CERTIFICATION PROGRAM
Flood Mitigation and Resiliency 148th Street Yard
MTA NYCT Contract No. C-34839
Bid Date: September 27, 2017

Description of project:
 The work consists of construction of perimeter flood protection wall, portal flood protection, and replacement of power cables and switches at the 148th Street Yard in the Borough of Manhattan. The work includes: extension of existing sheet pile wall along Harlem River, land side perimeter wall, replacement of track, providing stop log flood gate, new drainage and track work at portal, signal work, removal and disposal of power cables, third rail hand switches, duct banks, and installation of new power cables in new duct banks and new third rail hand switches.

Many bidding opportunities available.
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- Lamney & Giorgio, PA Haddon Township, New Jersey www.lgarch.com
- GCCOM Construction Company College Point, New York www.gccom.us
- Railroad Construction Company Paterson, New Jersey www.railroadconstruction.com

NORTHEAST EVENTS FOR YOUR BUSINESS

2017

Doing Business with the Federal Government
 Thursday, September 14, 2017, 9:30 am–12:00 pm
 Cherry Hill Library, 1104 Kings Highway North, Cherry Hill, NJ
Main Sponsor(s): Small Business Administration, New Jersey Small Business Development Center at Rutgers University Camden
Contact: Bob Palumbo, 856-225-6221, rpf21@camden.rutgers.edu
Fee: Free; registration required
 Do you want a piece of the \$500 billion federal marketplace? The US federal government is the largest buyer of goods and services in the world. Learn how your business can benefit from selling to the federal government. Learn the types of products and services it procures and how to tell if the government is buying what your business is selling. There are several databases and systems in which to register before you can do business with the federal government. Learn the acronyms and databases you'll need so you can start selling. Find out how to identify upcoming opportunities and get ahead of the competition.

Government Contracting Can Grow Your Business!
 Thursday, September 14, 2017, 10:00 am–12:00 pm
 Executive Plaza Hotel, 1 West Street, Second Floor, Executive Conference Room, Pittsfield, MA
Main Sponsor(s): Small Business Administration
Contact: Oreste Varela, 413-785-0484, oreste.varela@sba.gov

Fee: Free; registration required
 This free workshop will help you gain a better understanding of government contracting processes and resources available to assist you. General information will be provided in the following areas: What Is Government Contracting; Who, What, When, and Where; Steps to Success; Certifications—Woman Owned, Small Disadvantaged (8a), HUB Zone, Service Disabled Veteran Businesses; Registration; Webinars, Workshops, One-on-One Assistance; SBA Resources and Partners; Procurement Technical Assistance Center (PTAC) Co-Presenter; Small Business Development Center Network; SCORE Counselors to America's Small Businesses. There will be one-on-one mentoring available after the presentations.

Boots to Business ReBoot Workshop
 Thursday, September 21, 2017, 8:00 am–5:00 pm
 US Custom House, 312 Fore Street, Portland, ME
Main Sponsor(s): Small Business Administration, US Custom House
Contact: Bradley Currie, 207-622-8551, bradley.currie@sba.gov
Fee: Free; registration required
 Boots to Business Reboot is a one-day training program that provides a participant an overview of business ownership as a career vocation. There are eight modules instructed by your SBA resource partners and future business counselors. The modules consist of: Introduction to Business; Opportunity Recognition; Market Research; Economics of Small Business Startup; Picking the Correct Legal Entity for Your Business; Financing the Venture; Next Steps: Introduction to Business Planning; Moving Forward: Resources to Support You.