

# Triad Construction, Inc.



Werner Holentunder, Mike Long and Mike Dassow

**LOCATION:** 2077 S. 116th St., West Allis

**WEBSITE:** [www.triadgc.com/](http://www.triadgc.com/)

**YEAR FOUNDED:** 2005

**PRODUCT OR SERVICE OFFERED:** General contracting, construction management, project management, and self-performed work – including selective demolition, rough and finish carpentry and concrete. We are adept at managing our subcontractor relationships and working in occupied spaces. Additionally, we've had several team members achieve LEED Accredited Professional status,

allowing us to offer our clients cutting-edge techniques in green building design.

**PROJECTED 2010 REVENUE:** \$11 million

**PRESIDENT:** Werner Holentunder

**OTHER KEY LEADERSHIP MEMBERS:** Mike Long, executive vice president; Mike Dassow, vice president; Kevin King, senior project manager; Jeff Wagner, chief estimator; Tom Long, controller.

**TARGET CLIENTELE:** "We want to work with clients who value relationships and need a

committed team to solve their construction challenges. Our many, diverse strengths lead to a diverse list of clients."

**BUSINESS ORGANIZATION MEMBERSHIPS:** MMAC, Friends of Institute of Real Estate Management, West Allis/West Milwaukee Chamber of Commerce, AIA Member, United States Green Building Council, BOMA, Waukesha Chamber of Commerce.

**WHAT HAS FUELED YOUR COMPANY'S GROWTH?** "A commitment to sales and managing the business in a more full way. We have been retooling our internal processes and procedures in order to meet greater demands for our clients including shorter schedules, tighter budgets and more unique challenges to solve. Additionally, moving past our fifth year in business, it was time to raise the bar in terms of the look and feel of our organization. We not only went through a planning/rebranding process resulting in an updated vision and logo but we also moved into a new office allowing us to expand in terms of space and efficiency."

**WHAT HAS BEEN THE BIGGEST OBSTACLE TO YOUR COMPANY'S GROWTH?** "Part of

it is certainly managing a business through the current economic condition, but it's really about maintaining a strong commitment to doing the right things and elevating beyond the doom and gloom. We have been challenged to step out of our comfort zone, find new markets, new business partners and really taking our strategic plan to the next level."

**DO YOU HAVE ANY PLANNED CHANGES FOR YOUR COMPANY IN THE COMING MONTHS?** "We will be fully launching our special project studio which will include service, repair and maintenance projects. We have found that so many of our clients have unique building needs both small and large. This new service will ensure that we will continue to meet the ongoing needs of our customers, and will include any and all projects other than our typical major build-outs, building additions and renovation projects."

**WHAT IS THE OUTLOOK FOR THE BUSINESS CONDITIONS OF YOUR INDUSTRY OVER THE NEXT SEVERAL MONTHS?** "It's not good locally and nationally. The construction business has been hit hard and it is one of

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the sectors that will take longer than others to recover. That said, now is the time to look to new markets; now is the time for growth and pushing the envelope. Businesses will define themselves as their creativity and stamina are tested as they work toward their long-term plans. It is no time to collapse into fear of the

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top priority. He also demanded accountability, creativity and entrepreneurship from the partners to fuel the growth of the business.”

**WHAT IS THE OUTLOOK FOR THE BUSINESS CONDITIONS OF YOUR INDUSTRY OVER THE NEXT SEVERAL MONTHS?**

“Generally we are feeling positive about the business climate relating to our industry. Our clients are increasing their investments and expanding operations and production output which translates into more business for us. Hiring continues to be an issue as illustrated by the continued high unemployment rate but activity for our business

current moment.”

**WHAT HAS BEEN YOUR COMPANY'S KEY STRATEGY FOR RISING OUT OF THE RECESSION?**

“We’re reinvesting in the company and ‘tightening the belt,’ as they say. You can’t cut your way out of this recession so you have to find ways to reinvest in the things that drive your business; things like sales and marketing.”

relies less on new hires by our clients than the relocation of existing employees, which is up substantially over last year. Overall, we are cautiously optimistic.”

**WHAT HAS BEEN YOUR COMPANY'S KEY STRATEGY FOR RISING OUT OF THE RECESSION?**

“Do everything well both from an internal and market facing/client perspective. We have made significant investments over the past couple years to provide the tools, training and support for our employees to do just that... perform at the highest level possible. As a result, we are very well positioned to continue our growth and profitability even in these tough times.”