

## 2nd year winner

Published September 18, 2009

**LOCATION:** 1828 S. 76th St., West Allis, WI

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

**Year founded:** 2005

**Product or service offered:** We are a mid-sized commercial construction firm organized around a team of skilled craftsmen. Our services

include general contracting, construction management, design/build, and self-performed work – including selective demolition, rough and finish carpentry, concrete and building maintenance services. We are adept at managing our subcontractor relationships and working in occupied spaces. Additionally, we've recently had several team members achieve LEED Accredited Professional status, allowing us to offer our clients cutting-edge techniques in green building design. We want to work with clients who value relationships and need a committed team to solve their construction challenges.

**Projected 2009 revenue:** \$15 million

**CEO, President/Owner(s):** Werner Holentunder, president; Mike Long, executive vice president; Mike Dassow, vice president

**Target clientele:** We work with clients who value relationships and need a committed team to solve their construction challenges. An example of the markets we work with include: office and tenant buildouts, retail, restaurants, health care, banks, and industrial properties. Our many, diverse strengths lead to a diverse list of clients.

**Business organization memberships:** MMAC, Institute of Real Estate Management, West Allis/West Milwaukee Chamber of Commerce, AIA Member, United States Green Building Council.

**What has fueled your company's growth?** A key element that has fueled our company's growth is our commitment to quality. Because we feel that each project is a measure of the company that completes it, we are determined to deliver the best end product possible. Our deeply rooted construction backgrounds help us maintain this attention to detail.



Additionally, we continually work with our customers to establish open lines of communication and relationships built on honesty and integrity.

**What is the biggest obstacle to your company's growth?**

Our biggest obstacle is staying true to our core values as we grow and expand. In addition to our quality craftsmanship, our customers tell us they appreciate our superior customer service, accessibility, and personal approach to business. We want to maintain these values while expanding our staff and our portfolio of projects.

**Do you plan any changes in your company in the upcoming months?**

We're continuing to streamline our business development efforts. Over the next few months, we'll be further defining our target markets and how to best reach them. We have a growing array of impressive recently completed projects that we are excited to showcase. With the recent addition of key staff members, we're also planning to expand our marketing and sales department and make improvements to our brand. And, we'll be moving this fall to a bigger building to accommodate our growing company.

**Who are the business people, locally or nationally, whom you admire? And what traits do those people exhibit that make you admire them?**

N/A

**What is the outlook for the business conditions of your industry over the next several months?**

As everyone is aware, the outlook for the construction industry over the next several months is not particularly rosy. Judging by last quarter's numbers, project delays and cancellations will be up significantly from previous years. Despite that, a large amount of construction is still being put in place. We've grown significantly in the last year, and we are in a good position to adapt to whatever the market will bring in the coming year.

**What is your company's key strategy for rising out of the recession?**

At Triad Construction, we're making the most of every opportunity we've been given. We're using the key elements our company is based on, quality craftsmanship and customer service, to make new relationships ongoing ones. Additionally, we're using the down economy to focus on our strategic goals and long term plans. That way, we're optimally positioned to help the construction industry bounce back when the market improves.