

TRIAD CONSTRUCTION INC.

2077 S. 116TH ST., WEST ALLIS

GROWTH RATE:
Since 2006

118
%

TYPE OF BUSINESS: Commercial construction firm

EMPLOYEES: 16 in office; 20 in field

YEAR ESTABLISHED: 2005

The sign attached to the glass door to enter the offices of Triad Construction Inc. tips off any astute customer to the success happening inside.

It reads: "We're moving in October 2009."

Five years into the making of their three-person company, president Werner Holentunder, executive vice president Michael Long and vice president Mike Dassow are not only making a move to accommodate expected growth but are updating the firm's Web site, working with a marketing consultant on a more polished brand, and watching their revenue grow to an expected \$15 million this year.

"WE STARTED GETTING SOME WORK, THEY STARTED TO FOLLOW."

MICHAEL LONG
EXECUTIVE VICE PRESIDENT

behind years of field experience that all three gained after entering the construction trade through apprenticeships out of high school.

"We're using our talents we all grew up with. It's in our blood," Long

said. "We decided to give it a shot. We knew a lot of good craftsmen in the industry; we started getting some work, they started to follow."

Knowing what they didn't know about running a construction business never stopped the owners, who completed their first year with revenue of \$2.5 million. That grew to \$4.5 million in 2006, when they were awarded a \$3 million project at The House of Peace in Milwaukee. They said that added to the credibility of their young company, which followed with \$7.6 million in revenue in 2007 and \$7.4 million in 2008, according to Holentunder.

The company has completed 500 projects since 2005, taking a diversified approach by working with clients in the health care, retail, nonprofit, office, restaurant, public and education sectors, many of whom became

repeat customers, the owners said. Project sizes have ranged from a few hundred dollars to \$4 million.

Triad Construction will continue its work from new offices on South 116th Street in West Allis with plans of reaching \$18 million in revenue in 2010. The firm hopes to reach \$50 million in annual revenue in future years, a goal the owners set for themselves at week one.

— Linda Spice



SCOTT PAULUS

From left, Michael Long, Werner Holentunder and Mike Dassow