



Mike Dassow, Mike Long and Werner Holentunder

LOCATION: 1828 S. 76th St., West Allis, WI
WEBSITE: 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, con-

crete 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 con-

tinually 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

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The Waterstone HR staff.

LOCATION: 12075 N. Corporate Parkway, Suite 100, Mequon, WI 53092

WEBSITE: www.waterstonehr.com

YEAR FOUNDED: 1998

PRODUCT OR SERVICE OFFERED: Professional employer organization - human resource services for small professional business firms.

PROJECTED 2009 REVENUE: \$65 million
CEO, PRESIDENT/OWNER(S): Scott Rasmussen, president; Karl Williams, Jim Gettel, Paul Saib, Jack Knapp, Lee Mueller, Mike Merkatoris, owners.

LEADERSHIP TEAM: Michael Silverman,

CFO, Paul Saib, sales leader; Tim Stadler, HR team leader

TARGET CLIENTELE: Smart professional firm owners who want to do what they do best and not focus their time and energy on what Waterstone HR does best: providing excellent human resources, payroll and benefit administration services.

BUSINESS ORGANIZATION MEMBERSHIPS: Metropolitan Milwaukee Association of Commerce; National Association of Professional Employer Organizations;

WHAT HAS FUELED YOUR COMPANY'S GROWTH?

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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

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for his passion and enthusiasm for the city and residents of Milwaukee.

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

The outlook for the roofing/construction industry as a whole is very soft. However, because of the unique services our organization provides in the roofing industry, we feel Velcheck & Finger is positioned for stable and continued growth.

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 key 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.

WHAT IS YOUR COMPANY'S KEY STRATEGY FOR RISING OUT OF THE RECESSION?

As we continue to produce in this time of hardship, it is the company goal to maintain high levels of service, professionalism, and reliability. This will be done through continued participation in external sources by networking and marketing, but also internally through the implementation of effective processes and procedures. Velcheck & Finger will strive to bring each aspect of our strategy together for the continued, successful growth of the company now and into the future.

Waterstone HR
1ST YEAR WINNER

A great group of smart customers, a unique strategic business model approach, a great staff of Waterstones and a clear focused business strategy.

WHAT IS THE BIGGEST OBSTACLE TO YOUR COMPANY'S GROWTH?

Prospects who try to value our services by what it costs vs. the incredible revenue and profit opportunity it provides them by freeing them to focus their time and energy on what they do best.

DO YOU PLAN ANY CHANGES IN YOUR COMPANY IN THE UPCOMING MONTHS?

We have added a new sales representative, installed a new CRM system and will be updating our benefits offerings.

WHO ARE THE BUSINESS PEOPLE, LOCALLY OR NATIONALLY, WHOM YOU ADMIRE? AND WHAT TRAITS DO THOSE PEOPLE EXHIBIT THAT MAKE YOU ADMIRE THEM?

Rich Teerlink, former CEO of Harley and George Dalton, former CEO of Fiserv. Both had a passion for understanding and building their companies around how to please their customers and both built great internal cultures to allow their employees to continue

this goal even after they departed.

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

Despite the overall economic outlook we are bullish on the business conditions. Our privately held, small professional firm customers are retaining their most valuable assets - their employees, even during this soft economy. Smart firms recognize this as a great time to keep their great employees and attract new ones so they will be able to continue their strong growth trends when the general economy improves.

WHAT IS YOUR COMPANY'S KEY STRATEGY FOR RISING OUT OF THE RECESSION?

To aggressively spread the word that Waterstone HR represents one of the best strategic decisions a business owner can employ. Our customers continue to be our best referral sources because they believe so strongly that the great quality service provided to them by Waterstone HR allows them to be the best at what they do. This in turn allows them to be more successful, hiring more great employees in the process.