

UP AND COMING FIRM OF THE YEAR

TRIAD CONSTRUCTION INC.

STORY BY MELISSA RIGNEY BAXTER

# Beyond the building

## Triad Construction puts customers first

The founders of Triad Construction Inc., West Allis, know the ropes because they've climbed them all.

Diane Chamness, president of Milwaukee-based Chamness Group Inc. business consulting, described Triad's founders — Werner Holentunder, Michael Long and Michael Dassow — as “self-made men” who have a reputation for integrity and down-to-earth customer service. That reputation was built on the backs of the three men, all of whom spent years in the construction industry before launching their own firm.

“There's not a lot of fluff or smoke and mirrors,” Chamness said. “They're salt-of-the-earth people with really great talent. They bring something a little different. It's kind of refreshing.”

Triad has been growing since Holentunder, Long and Dassow started the company four years ago in some basement offices. The company makes the most of every opportunity and uses its strengths to meet and exceed customers' expectations, Chamness said.

In the short time it's been in business, Triad has completed a number of projects throughout the Milwaukee area, including an addition and renovation for The House of Peace Inc., multiple projects at General



MICHAEL DASSOW



WERNER HOLENTUNDER



MICHAEL LONG

PHOTOS SUBMITTED BY TRIAD CONSTRUCTION INC.

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DIANE CHAMNESS  
PRESIDENT,  
CHAMNESS GROUP INC.

Mitchell International Airport, a building renovation for Kohl's Corp., the restoration of a building at the Pabst Brewery and multiple projects for Horizon Home Care & Hospice Inc.

The company has grown so much, it is moving to a new and larger West Allis office this fall.

Theresa Johaneck, a private consultant for nonprofit projects that worked with Triad on The House of Peace project, said

the company's level of commitment sets it apart from others in the industry.

“They follow through like nobody else I know,” she said. “They put the client utmost first and believe in what they do as a company. They get to know their clients very well. They care about, not just the project, but the mission of the organizations they work with. They go beyond the building.”

It's that ability to go beyond the nuts and bolts that has made Triad a success and will keep it strong, Chamness said.

“They intensely care about what's going on,” she said. “They have a personal connection to people. If I'm having a dialogue with them, they are really interested in what I have to say and understanding it. They are engaged.” ■

**Triad Construction Inc.** would like to thank the subcontractors, vendors, clients, architects, engineers, municipalities, and employees that helped us achieve Wisconsin Builder's **Newsmaker of the Year** award.



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