

Triad Construction Inc.

Built on a foundation of customer service and long-standing relationships with clients, Triad Construction Inc. grew 85 percent in 2009.

"Both 2008 and 2009 were good years for us, and we were fortunate to pick up projects and grow our business. A lot of this has been with the help of staff and the relationships with our clients," said Werner Holentunder, president of Triad Construction.

Holentunder attributes the company's success to its long-standing relationships with clients and its ability to effectively manage project sites.

Founded in 2005 by Holentunder and Mike Long, West Allis based-Triad Construction provides construction management and general contracting services throughout Wisconsin. The company specializes on working on projects in owner occupied facilities.

"Customer service is most important," said Long, executive vice president. "(You) need to start it right, right out of the gate, understand what your client needs and build your construction process around that."

Coming from backgrounds as tradesmen, both Holentunder and Long said they understand project management on the site. Recognizing the struggle for business and the current

Triad Construction Inc.

ADDRESS: 2077 S. 116th St., West Allis

WEBSITE: www.triadgc.com

INDUSTRY: Commercial construction management and general contracting

REVENUE: \$15 million

EMPLOYEES: 25

bid process in the public sector, both agree to focus on quality over project cost.

"We want to be more of a relationship-based contractor, we don't want to be the low price," Long said.

"We try not to be a commodity. We feel

we can tell them you are buying the process and our level of commitment from the owners down to the people down to the field," Long said.

The company recently completed its largest project to date, a complete remodel of Charles A. Hart Park in Wauwatosa.

"We actually finished three weeks ahead of schedule. The mayor and everyone associated with the project were extremely appreciative," Holentunder said.

The company re-branded its marketing and relocated its office to West Allis in late 2009.

Many construction companies are experiencing a significant slowdown in business this year. After finishing projects that were started before the Great Recession, many construction firms have seen their pipelines dry up.

Holentunder and Long have taken steps to deal with the economic challenges of their industry. Triad recently laid off four office employees, the company currently has 25 employees. However, they remain cautiously optimistic about the long-term outlook for the construction industry.



Werner Holentunder, Mike Long and Mike Dassow

"It is unfortunate that we had to let people go. In order to keep the structure of our company moving forward and without the workload we are used to getting in, and with everyone holding back on building work (we had to)," said Long.

"It is just a new (normal)," Holentunder said. "It will never go back to the way it was three years ago. Everybody's repositioning themselves, getting leaner and having to work smarter to be able to stay competitive and continue any growth."

"We are always optimistic. I'm not going to quit and become a doctor. This is in my blood," Long said. "What else are going to do? We can't control the economy."

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