

# TRIAD CONSTRUCTION INC.

2077 S. 116TH ST., WEST ALLIS

GROWTH RATE:  
Since 2007

95  
%

**TYPE OF BUSINESS:** General contractor

**EMPLOYEES:** 12 office; 18 in the field

**YEAR ESTABLISHED:** 2005

Keeping clients satisfied entails more than submitting the lowest bid, say the owners of Triad Construction Inc.

It's also about delivering the right product on time, within budget and with minimal disruption, they say. That's part of the philosophy they've used to build business at the West Allis firm since its founding in 2005.

Triad reached \$14.8 million in revenue in 2009, doubling 2008's total.

Company founders Werner Holentunder, Mike Long and Mike Dassow are all former journeymen carpenters who rose through the ranks at other contractors before starting their own firm.

Triad is a commercial contractor serving a variety of projects in higher education, government, office, retail and other markets.

"We're definitely very aggressive being a new company. Our process since day one has been to grow with fine work," Holentunder, the firm's president, said.

Last year's roster included a \$4.2 million remodeling project at Hart Park in Wauwatosa. Triad also renovated the food court at General Mitchell International Airport and built the Chili's Too restaurant, also at the airport.

This year, some of the firm's larger projects include a school addition and church remodeling project for Divine Mercy Parish in South Milwaukee, and remodeling and an addition at the Racine Youthful Offender Correctional Facility.

Owners say the company's ability to complete projects that are alongside a client's continuing operations is one of Triad's strongest skills.

Other contractors have tunnel vision and might not consider how their work will affect the client's operations, said Long, Triad's executive vice president. Other contractors might submit lower bids but not deliver exactly what the customer wants, interrupt operations or come back with surprises, he said.

"We really try to understand our clients' needs and then give them a

price that's going to give them what they're really looking for," he said.

Repeat clientele is a big part of growth, and the company also has focused on hiring the right employees.

Construction likely will be one of the last industries to recover from the recession, and Triad has been affected by the economy, Holentunder said. The company expects revenue to drop to about \$11 million in 2010 but rebound to \$13.5 million in 2011.

— Kathy Bergstrom



From left, Werner Holentunder, Mike Long and Mike Dassow

SCOTT PAULUS