



# The Daniele Company

General Contractor Construction Manager Real Estate Consultant

MEDIA RELEASE

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## Construction CEO Provides a 12-Point Guide to Firms in a Down Economy

Gloria Shealey, CEO of construction firm, The Daniele Company headquartered in Durham, NC originally had one thought in mind when she was asked to facilitate a regional industry conference in Winston-Salem last September. And that was to provide realistic and functional information on managing in a tough economy.

Included in her address was a 12-point guide, “**Strategies for Perseverance in a Down Economy**” that she presented at the First Annual Piedmont Regional Contractors Symposium in Winston-Salem, sponsored by Goler Community Development Corporation.

Recently, a few small companies that did not attend the seminar, became aware of the guide, but until now had no way of accessing the document. Her company included it in its 4<sup>th</sup> quarter newsletter and posted on the web. Shealey says the guide, while originally directed at construction industry contractors, also could easily be adapted for any company doing (or wanting to do) business with public state, regional and local projects. It’s based on her two decades of business experience in construction and finance.

“For starters, representatives of government projects are looking for companies that can execute what’s being asked for in a bid. And that means, particularly among small companies, proper certifications, clarity of professional skills and a willingness to create partner relationships to increase capacity,” Shealey continued.

A few highlights from the guide include: developing a strategic plan; maximizing the window of opportunity to refocus, retool, streamline, and develop your business; and developing a business infrastructure.

The guide incorporates some candor not normally found in a textbook. Statements such as “In this economy, cash flow is king, not profitability.”

“Not only is it important to develop a strategic plan, but to refine and reassess the plan,” the first point in her guide. “I’m also a strong believer in partnering. So I added that one should pursue relationships, not projects.”

Obviously, there are jobs that don’t fit all, so know when to walk away from bidding a project, Shealey considers very sound advice.

The entire 12-point guide is published in her company newsletter, *The Project Manager* which is available on The Daniele Company website at [www.thedanieleco.com](http://www.thedanieleco.com)

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The Daniele Company, LLC has been in business over 20 years as a general contractor, construction manager and real estate consultant for various commercial projects. The firm, currently engaged in over \$100 million in construction projects in the Triangle, Triad and Charlotte Regions of North Carolina - is strategically targeted in five primary segments of construction: Higher Education, Government, Healthcare, Pharmaceutical, and Electrical Distribution.