

Construction is about changing the shape of communities and enhancing peoples lives.

## JANUARY ANNUAL MEETING FOCUSED ON 2010 PROJECTS UNDERWAY



### LEADING A REMARKABLE TEAM

*Gloria Shealey, CEO*

Only a few months into 2010, the year is moving quickly as we close out the first quarter.

However, before we get too far along, I thought it was important to reiterate what a remarkable team we have at The Daniele Company. We appreciate their commitment and hard work. Our growth is largely due to a well-run operation that relies on strong, constant communication between field personnel and office staff coordination in the service of our clients.

At our annual meeting held in January, it gave the entire team a chance to gather from their respective job sites around the state, exchange information with each other, learn about various upcoming projects and interact in a company planning session. While the agenda was packed, we managed to close out the evening with a family-style dinner and special employee recognition awards for outstanding work.

Our efforts to improve our brand continues not only with a revamped website, but reporting in the media on our expanded activities.

You'll notice that *The Project Manager* has a new look that will be much easier reading online, too.

In this and upcoming issues, follow along as our team reports on projects, partners and our continued growth in the marketplace.

### 2010 STAFF RECOGNITION AWARD RECIPIENTS

Willie J.C. Owens  
CSA Superintendent  
**2010 Excellence Award**

Robert E. Marshall, III  
Asst. Project Manager  
**2010 Leadership Award**

Bonita C. Mittman  
Diversity Coordinator  
**2010 Exceptional Performer**

Crystal D. Scott  
Project Manager  
**2010 Exceptional Performer**

### WORK IN PROGRESS

#### **Sports Medicine Facility, Woollen Gym Renovation, UNC - Chapel Hill**

Robert Marshall, Project Manager, [rmashall@thedanieleco.com](mailto:rmashall@thedanieleco.com)

#### **Merck Pharmaceutical Projects, Durham**

Bonita Mittman, Diversity Coordinator, [bmittman@thedanieleco.com](mailto:bmittman@thedanieleco.com)

Willie Owens, CSA Superintendent, [wowens@thedanieleco.com](mailto:wowens@thedanieleco.com)

Amy Aubry, Equipment & Materials Mngr., [aubry@thedanieleco.com](mailto:aubry@thedanieleco.com)

#### **Latham Parking Deck, NCCU, Durham**

Joe Fulbright, Project Manager, [jfulbright@thedanieleco.com](mailto:jfulbright@thedanieleco.com)

Valeshia Brown, Documents Control, [vbrown@thedanieleco.com](mailto:vbrown@thedanieleco.com)

#### **Guilford Co., Dept. of Corrections, Greensboro**

George Collins, Superintendent, [gcollins@thedanieleco.com](mailto:gcollins@thedanieleco.com)

## Talking With Bonita C. Mittman

Business Development Manager /Diversity Coordinator



**“We’re making a huge impact,”** says Bonita Mittman, referring to TDC’s Merck Pharmaceutical project in Durham in which she is managing all of the on-site minority sub-contractors and a \$17.5 million budget.

Merck and the project’s lead construction company, Jacobs Engineering, called for contractors from various different trades in their multi-million dollar plant expansion. As diversity coordinator for The Daniele Company, Mittman has drawn from local and out of state sub-contractors to meet the project’s minority participation goal.

“We’ve been able to exceed our goals with Merck and ensure that local contractors get an opportunity to work and expand their businesses and network base,” says a beaming Mittman who joined TDC in March, 2009.

A former IT management consultant of Keane, Inc., in Research Triangle Park, the idea of working for a smaller, hands-on firm like TDC was a bit of a change, but a change for the better Mittman admits.

“From the outset of my career, I’ve always looked at opportunity and sometimes over better salaried positions,” she explains, after being questioned about turning down a lucrative position with IBM. “It was the first job offer I received after graduating with a masters in Transportation and Supply Chain Management from North Carolina A&T State University five years ago.”

Mittman had just gotten married and wanted to be near her family instead of working in a job that called for extensive travel. She accepted a job with a company for a lower salary and found the experience wonderful.

For Mittman, faith and family keep her going. “I look at where I am five years later, in a highly successful job with opportunities for growth and advancement,” she explains, as her position has expanded to include business development. “I’ve already started working in this role, networking both in and out of state to develop relationships with other companies and organizations, large and small.”

“I tell students and young professionals, although making the big salary seems important at the time, looking at the opportunity is the real key to growing a successful career,” she continues. “And in my case, having faith to make the right decisions is what worked for me.”

Mittman says one thing that she learned in her experience as a transportation engineer and in business development is that a balanced career is more fulfilling when you’re in a position to make an impact.

## STRATEGIES FOR PERSEVERENCE IN A DOWN ECONOMY

1. Refine, reassess or develop a strategic plan.
2. Develop a spreadsheet to review & update your revenues and expenses on a weekly basis. Stick with the plan. In this economy, cash flow is King, not profitability.
3. Bid carefully; know that everything is covered line by line. It is better to be short or long on some line items rather than missing any line items. Know the process, what’s required & be timely. Know when to walk away from bidding a project.
4. Stay abreast of upcoming project opportunities that align with your capabilities & capacity.
5. Pursue relationships not projects; projects are a residual benefit of relationships. Build relationships wide laterally and deep vertically.
6. Approach potential relationships that fit your strategic plan & where you have a value proposition to offer.
7. Be realistic, practical and creative about where you are in your development as a business.
8. Develop business infrastructure to perform in all areas not only in performing the work but the business of managing and administration of the contract.
9. When you get the contract, execute with excellence in delivery, safety & quality. That’s the best reference for the next opportunity.
10. View diverse participation as a strategy not the end game. Seek to become an excellent contractor not a diverse contractor.
11. Understand the difference between certification and pre-qualification. Certification verifies status of a minority firm in a recognized ethnic category that has 51% management and financial control. There are specific designated certifying agencies. Pre-qualification verifies the capacity and capability to perform for a specific project scope; Pre-quals are required by the CM or GC.
12. Maximize the window of opportunity to refocus, retool, streamline, and develop your business, nurture existing relationships and strategically build new relationships that are willing to vest in your vision, manage your resources and deliver on your existing contracts.