



Keynote Speaker at First Goler CDC Symposium In Winston-Salem

The First Annual Piedmont Regional Contractors Symposium in September sponsored by Goler CDC (Community Development Corporation) of Winston-Salem saw more than 200 in attendance at the one-day event.

"It was a great opportunity to present The Daniele Company to several others in the region for them to get to know us," says Gloria Shealey, who was invited to lead the featured afternoon session.

Local/regional and state project owners, contractors and labor representatives attended along with lenders, government funding reps and other resources to

identify current and upcoming projects that are bringing new jobs to the Piedmont Region.

"The session I facilitated included presentations from about 10 different owners or General Contractors/CM," Shealey continued. "I also included in my presentation 'Strategies for Perseverance' as a guide I created for contractors to address the current economic conditions."

Gloria Shealey is past Chair of the statewide (UMCNC) United Minority Contractors of North Carolina trade association. (For more information about Goler CDC: <http://www.golercdc.org/>)



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 services of the company are comprehensive in scope to include: Pre-Construction Planning, New Construction and Major Renovation, Project Management and Contract Administration, Electrical Distribution as well as Program Development for Diverse Contractor participation.

The Daniele Company is currently engaged in over \$100 million in construction projects in the Triangle, Triad and Charlotte Regions of North Carolina. The market focus is strategically targeted in five primary segments of construction: Higher Education, Government, Healthcare, Pharmaceutical, and Electrical Distribution.

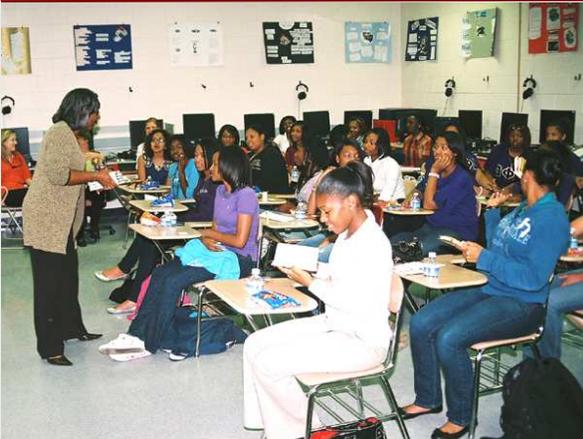
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Career-Minded Female Students at Southern High School in Durham

In October, I had the honor of addressing 30 enthusiastic female students at Southern High School in Durham to talk about the construction industry and potential careers for women.

The industry tends to be illusive to women because of typical male-dominated images associated with the trade. However, once exposed to the variety of jobs, skills and demand for performance, opportunities for women are there.

Students began asking several questions. For example, I explained The Daniele Company is named after our daughter who actually works for us but is away in school. Thanks to technology – cell phone, texting and emails, she stays involved in the business.



Read more of Gloria's personal comments on this story at twitter.com/thedanieleco

Students learned the differences between residential and commercial construction. They also learned that companies frequently partner with other firms on projects requiring a variety of skills and management. I told them that two of our recent clients, North Carolina State University and North Carolina Central University were partnered projects.

When asked about education, I emphasized completing high school and enrolling in college or a trade school with appropriate courses.

North Carolina universities and community colleges offer construction management, business and other relevant courses. The industry is looking for people who have good qualifications.

The experience with these young women reminded me that students will always need additional encouragement beyond the classroom to look for opportunity and success.

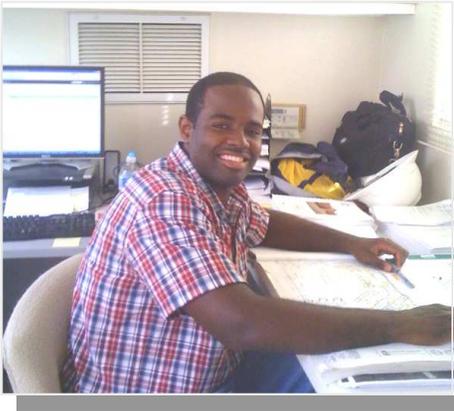
I told them to start now, planning their careers. I encouraged them to keep a journal to write down their goals. To ensure they would follow through, I supplied the journals.

To the young women at Southern High School, I'm looking forward to hearing good things about where your career track takes you. By the way, don't forget the construction industry is a great opportunity!

The Project Manager

Having A Talk With

Robert Marshall, Assistant Project Manager



Robert Marshall, Assistant Project Manager for The Daniele Company is normally found working on commercial construction job sites, but he took time from his regular schedule to spend a day in October to learn, hands-on, about green building practices from those associated with the residential side of construction.

"Gloria (Shealey) who is a member of the US Green Building Council (USGBC), happened to pass along the event flyer and suggested I look into the opportunity to learn about the organization," says Marshall, who along with several other area building professionals, participated in the recent Builders of Hope Volunteer Day Event 2009 held in downtown Raleigh.

Sponsored by the US Green Building Council, Emerging Green Builders Association and Builders of Hope, the event consisted of a series of green learning sessions in the morning and, for the afternoon, participation in an actual residential build project.

Builders of Hope (BOH) is a non-profit housing developer that rebuilds homes in need of rescue and makes them affordable in the city to low and medium income families. Their volunteers include architects and engineers from local companies. Simultaneously, BOH is training workers in the use of energy-efficient or green housing techniques wherever possible. This new skilled labor will increase as demand increases to rehab and recycle houses.

"The learning sessions were about use of green practices such as installation of solar paneling, improved insulation in the walls and how to improve efficiency in the use of electricity," Marshall continued. We were put together in teams, side-by-side, with volunteers who were already working on these homes. I was assigned to the landscaping team for one of the homes."

Subject: US Green Building Session

Although it seems that most of the emphasis is placed on rebuilding the internal and external structure of these homes, Marshall emphasized the importance of applying green practices to the total property. After all, landscaping is what attracts customers as well.

"I also was impressed with the approach Builders of Hope used to accumulate homes to work on," he added. "Sometimes people donate them as a tax write-off. Or families have outgrown a particular home, many of which were built back in the 60s."

Next, the organization working with the City of Raleigh will actually come in, identify homes that qualify for renovation, move these houses to another location and build them into a community. The one Marshall worked on was moved to an area with 10-15 other homes.

The end result is that the process helps clean up a given area and with the renovations, provides a home for low to medium income residents.

Though Marshall admits a lot of the techniques he learned were oriented toward residential construction, it actually helped him to consider applying these green practices to his own home. For example, Progress Energy came in and provided information on better use of energy and electricity practices.

"I did come in contact with the (NC Triangle Chapter of) Emerging Green Builders which is an excellent association for young people under 30 who are just getting into construction to join," he continued. "Helping them to understand where the industry is going with green building practices is what they do."

For more information, contact the following:
US Green Building Council
www.triangleusgbc.org

Emerging Green Builders
www.nctriangleegb.org

Builders of Hope
www.buildersofhope.org

Walnut Creek Education Center
www.parks.raleighnc.gov

Strategies for Perseverance in a Down Economy

By Gloria Shealey

1. Refine, reassess or develop a strategic plan.
2. Develop a spreadsheet to review and 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 and 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.