

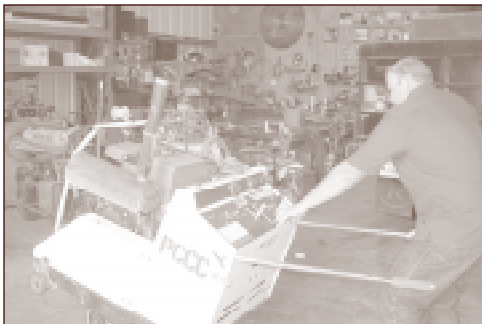
PACIFIC CONCRETE CUTTING & CORING ELI BRAINERD

I had a horrific run in with a centipede this morning. Okay, maybe it was not too horrific for the centipede, considering I stood paralyzed in fear as it squirmed it's way into my baseboard. After a few completely fear driven moments, the first rational thought entered my head. I needed to call Pacific Concrete Cutting and Coring to either demolish or renovate my apartment building; this seemed to be the most logical solution for getting into the walls and finding that centipede.

Eli Brainerd has always wanted to own his own business; he just was unable to pinpoint what he wanted to do. That was, until a few years ago. Eli worked with his father when his dad owned his own construction company. It was then that Eli realized his true enthusiasm lay in construction. He worked closely with his father and became a specialty contractor in concrete, coring and demolition. Eli then took over his father's business. Although Eli recognizes the ups and downs in a family run business, he identifies the "huge role" that his father has played in getting him to where he is now. It is because of his father that the business is now able to expand beyond Kaua'i to the Kailua-Kona side of the Big Island of Hawai'i. Having his father take care of the Kona location, gives him complete peace of mind. Why Kona? "Kona is growing and has a lot of potential." says Eli.



Eli Brainerd & Haviland Wright



Eli hard at work

found a niche that previously has not been catered to. In doing that, he has quietly yet aggressively expanded." Haviland and Eli worked closely in outlining and defining his finances as well as creating financial projections. With this, Eli was able to get a loan for the expansion. "Eli was one of the first people to come into the office when I was hired. It is very unusual to meet someone who has expansion ideas. And it is especially unique given the [economic] times here." Haviland said.

Presently, Eli is busy with his company in full swing on Kaua'i and his first truck just arriving in Kona. He seems to be playing and winning an ever-challenging balancing act. So, can we work on my centipede now?

Eli came to the Hawai'i SBDC Network when he first had the idea to expand. At first glance, characterizing Eli as business savvy may not come to mind. However, that is exactly what he is. According to Haviland Wright, Kaua'i SBDC Center Director "Eli has worked really hard and



Eli, a huge blade & Haviland