

# Hello, *I'm Tina Daniels!*



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## Minority business owners often face operational challenges, such as making the right connections and knowing where to begin. How do you navigate this challenge? Or how did you overcome this challenge?

I worked in Health Care for over 20 years prior to starting Concrete Rose Construction. In the last 7 years of that career, I managed 30 people over 6 different departments. So, connecting and fostering relationships was a skill that I brought with me when I started my business. Participating in BizFIT without a doubt put me in front of the decision-makers that a new business owner typically doesn't have access to. Through my previous career, I learned to hold onto the handshakes. BizFIT helped to make those handshakes possible.





## Tell us one invaluable lesson you learned on your entrepreneurial journey.

Revenue does NOT equal profit!

Initially, I got excited when I saw dollars coming into the business – I had successfully attracted clients and they want my services! But, once I started tracking my expenses, I realized that those dollars were quickly going right back out the door to pay for materials, insurance, licenses, etc., leaving me with less profit than I'd anticipated. Since then, I've paid close attention to my books and prices in the market place so I can price my services to make sure I'm earning profit and not just revenue.





Do you have a favorite book, YouTuber, fellow entrepreneur, etc., that inspires, educates, or entertains you on your entrepreneurial journey? Tell us how this educates, inspires, or entertains you.

Learning from one's own mistakes is a waste of time and money. I love from those who have come before me and generously share their experience and knowledge.

I highly recommend:

- "Why Should White Guys Have All the Fun?" book by Reginal Lewis & Blair Walker
- "Earn Your Leisure Network" on YouTube
- Follow Real Estate Developer Don Peebles and construction CEO, Cheryl McKissack on social media.





## What is the position of your business now versus before working with Riverside Center for Innovation?

RCI has helped me through the creation of Concrete Rose Construction in January 2019 to the current day. I had no idea how to turn my passion of construction into an actual business.

I started with the BIZFIT Tier 2 Construction series and have taken advantage of every program I've had time for since! The very first financing that I received to help my business grow was a \$4,000 loan through RCI's Kiva Pittsburgh program.

Through classes, connections, and capital, I have gone from planning a business to managing multiple job sites simultaneously, hiring my first staff, and getting 6-figure loans!





## What is one short-term goal (12 months or less) you have for your business? Why is this goal important to you?

Since establishing Concrete Rose Construction, I started a development company in order to renovate properties for sale or rental.

This will help me to further Concrete Rose's mission to beautify communities one project at a time. I have acquired several properties in disadvantaged areas and plan to complete our first ground-up development within the next 12 months.





## What's been the biggest obstacle for you while starting your business, and what was it that helped you overcome that obstacle?

The biggest struggle that Concrete Rose Construction has faced, as well as my development company, is accessing the capital needed to scale up. This is a constant struggle.

Although I have been able to obtain increasingly larger loans, as soon as we receive them we are able to grow and that puts us in a position to need an even larger loan for the next phase.







## If you could give an aspiring entrepreneur advice on getting started, what would it be?

My advice is 3-pronged.

First, do the work to learn the business aspect of monetizing your skill. You can be the best baker/carpenter/mechanic/fill-in-the-blank specialist in town, but if you don't know how to run a business and make it profitable, you should just perform that service for someone else's business.

Second, don't forget to keep learning your craft. You want to be an expert in it and stay on top of the field.

Third, your vision is yours and not everyone is going to see it right away. As long as you do, that's OK.







# One word that sums up entrepreneurship. Explain.

## Vision.

Successful entrepreneurs have the ability to see beyond the present situation and envision a brighter future for themselves, their business, and their community. We are able to create a clear picture of what we want to achieve and use that vision to guide each step and decision in our entrepreneurial journeys. Without that guiding vision, entrepreneurs can lose their drive and their way, so vision is the secret to our success!

