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What's Working In The Triad?

Posted by: [Julia Bagg](#) ■ Created: 1/22/2009 9:15:01 PM ■ Updated: 1/23/2009 4:15:21 AM

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Greensboro, NC -- Some local companies are finding success even in a down market. Workers at Dynamic Quest are no strangers to shrinking client budgets. But even that can be an advantage in dealing with the technology firm's customers.

"People can't do without computers," says CEO Javier Gomez. "But they can downsize in resources, so as they downsize in resource, they outsource more to groups like ours."

Still, when clients run into [financial](#) trouble, they may have to delay projects. But Gomez knows how to cushion the blow. "Our ticket has been that we've diversified so much that we... handle so many different areas that the economy affecting one group doesn't affect us completely."

"The biggest mistake that we see are the companies that just kind of freeze, stop, and don't really continue to push forward," says Greensboro [Chamber of Commerce](#) President Rob Clapper.

He stresses this is no time for companies to be timid. "You don't want to get caught standing still, or even taking two steps back," says Clapper.

Dynamic Quest currently employs about 40 people and needs to hire two more people this month. "Our type of business actually does well in this economy," notes Gomez.

One employee started as recently as Monday. Another, Paul Fleetwood, left a job he had for eleven years to join the company. He's been at his new post four months. Fleetwood points to growth signs that let him know he made the right decision.

"They were growing, they had been in this building for over a year, so you can see that they had... outgrown where they were originally," says Fleetwood.

Gomez acknowledges his model won't work for every company, but knowing how to fine tune his firm to what clients need now, makes all the difference.

HondaJet is another company still growing in the Triad. The aircraft maker expects to hire an extra one hundred engineers this year - bringing its employee total to 500.

Companies point out airport infrastructure, and strong pools of talent as some of the Triad's most attractive qualities for business.

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Despite widespread downsizing, some local companies are still expanding.

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