

## Krista Grillo

Global Installation Resources LLC

18 Robert Street  
Clifton, NJ 07014  
T: 973.494.9680  
F: 973.447.0937

kgrillo@gi-resources.com  
www.gi-resources.com



# ICREW NJ Member Spotlight

Q: How did you get involved in your business?

A: I was working with my family's business for a number of years running their union flooring division. In early 2009, an opportunity presented itself to run a similar business but as a principal. I was excited at the prospect of running my own business because I was entering a market where there was a lack of diversity owned (MWBE) subcontractors. Running a woman owned & operated union installation company, something I am very proud of, makes going to work each day exciting.

Q: What are the positives & negatives about your business?

A: A positive about our business is being able to fulfill the small business and diversity requirement, being that we are a Women Business Enterprise and Small Business Enterprise, really opens doors. A negative is getting our name out there, starting/growing a business takes time.

Q: What do you do in your spare time?

A: Currently, in my spare time I have a second job... My fiancé and I are planning our September 2011 wedding!

Q: How have you & your business benefited from ICREW NJ Membership?

A: I am so grateful to the women I have met through ICREW. So many of them encouraged and mentored me when I took the leap to start my woman owned business. Their support was inspiring.

## 3 Business Tips:

1. **STAY POSITIVE**  
In this economic climate staying positive is a necessity when networking, no one wants to be surrounded by negativity.
2. **BE YOURSELF**  
People can sense insincerity, building your business network is all about trust and relationships.
3. **BE PERSISTENT**  
It's important to not give up whether the goal is large or small.