

## NORTH AMERICA

## USA

## BEST CONSTRUCTION CONTRACTOR OF THE YEAR - WISCONSIN

**Friede Construction - A Name Trusted for Generations**

If the second half of 2020 turns out to be half as exciting and crazy as the first six-months for Friede & Associates, a commercial general contractor serving the southern half of Wisconsin, then this year will be remembered for much more than just their 75th anniversary.

The Reedsburg, Wisconsin, based firm began the year by collecting seven Associated Builders & Contractors of Wisconsin Projects of Distinction Awards for projects completed in 2019 that ranged from a 1,500 square foot (sf) church addition to a 125,000 sf Convention Center addition at Kalahari Resorts & Waterpark. That was followed by Friede receiving two Metallic Building Company Design Awards--one for Oakstone Recreational, a 14,000 sf volleyball facility and restaurant; and a second for RG Heating, a 15,000 sf service center that features alternating colored insulated metal panels on its exterior. These awards continued to enhance Friede & Associates' reputation as one of the most awarded contractors in Wisconsin; with the firm receiving state and national recognition for over 25 of their completed projects in just the last three years and nearly 40 since 2015.

Friede & Associates, our Corporate America Today Contractor of the Year for Wisconsin, USA, is also celebrating its 75th year in business this year. Much has changed for this fourth-generation family owned firm, which traces its history back to the original William A. Friede and Sons Construction which began building homes about 1900. For more than forty years, the company focused on residential construction before shutting down during World War II. Following the ending of the war in 1945, the "Sons" re-opened the firm with a new focus on commercial construction and with a new name, Friede Brothers Construction. After more than 50 years of operating as a growing local commercial contracting

company, and with all the "Brothers" retired, Roger Friede, Jr., now the fifth Friede to run the company, changed the name to Friede & Associates in 1998.

And just as with the last name change, the new company also changed its focus to become more of a regional construction firm. To accomplish this growth, Roger added a new partner in Scott Truehl, a former economic development specialist for a regional electric utility. Friede and Truehl quickly moved the firm away from the traditional bid and spec projects that had been their mainstay for generations, to delivering their projects using the design/build method where they could bring their years of experience to their projects from concept to completion. Over the last twenty years, Friede & Associates has developed into a firm that can help their clients with every aspect of the construction process; from finding land, to finding financing, to municipal approvals; to building design and construction, and to even negotiating public incentives for their projects and helping their clients purchase office furniture.

With both carpentry and concrete crews still a part of their business, the 45-person firm has completed projects in nearly every type of construction, including tilt-up. But today the firm is best known for its work in the neighboring community of Wisconsin Dells/Lake Delton. Over the last twenty years "the Dells" as it is known, has developed into the state of Wisconsin's top tourist area. The growth of the "Waterpark Capital of the World" has provided Friede with the opportunity to become one of the contractors of choice for the major hospitality developments in the area including Chula Vista Resort, Great Wolf Lodge, Kalahari Resort & Waterpark, and the Wilderness Hotel & Golf Resort. Along the way, the wide variety of their projects in both the Dells and across the southern two-thirds of the State of Wisconsin has also brought with them

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a new, well-earned and trademarked corporate tagline of "We Do Weird Well!"

So no matter what the second half of 2020 brings, you can bet that the Friede & Associates team will be out there creatively solving the construction needs of both the clients they've developed and served over the last 75 years and those of the new ones yet to come. Congratulations on your anniversary and for being named Corporate American Today's Contractor of the Year in Wisconsin!