

NORTH AMERICA

USA

BEST CONSTRUCTION CONTRACTOR OF THE YEAR - WISCONSIN



The Excitement is Building at Friede & Associates in Wisconsin

Spend just a little time at the Friede & Associates headquarters in the southcentral community of Reedsburg, Wisconsin, and you quickly realize this is not just another general contractor waiting for their next project to bid. Instead of hearing staff members complaining about non-performing subcontractors and material price increases, the conversations around this office center on getting initial concept drawings developed and approved by owners, the need to find public funding and municipal approval for planned projects, and cash flow analysis of potential future projects with various developers looking for new development opportunities.

This is not your father's general contracting firm-and yet in many ways it is. President Roger Friede runs this fourth-generation family business that was started by his great grandfather in the early 1900's and passed on through the years to his father in the 1950's and that he took over in the 1990's. Friede is a company that prides itself on its family values and providing a place where employees can start and finish their construction careers decades later. Friede & Associates is also a company



that looks to develop long term relationships with its customers and its trade partners. A firm that has delivered nearly 90% of its projects on a preselected and open book method of project delivery over the last five years. Which brings us back to all the discussions about how to help their clients' projects move forward. It is this focus on "pre-construction" services and customer satisfaction that truly separates the Friede team from other contractors in their marketplace and has earned them our **Corporate America Today Contractor of the Year for Wisconsin award for 2021.**

With most corporations, let alone contractors, pulling back in the face of the global pandemic of 2020, Friede once again went against the grain and chose to instead add new resources for its clients in the form of preliminary architectural design assistance, and added Carole Shaffer, a new Vice President of Business Development who had led a trade association of developers

in the Madison, WI marketplace for nearly a dozen years before moving into the construction field. When teamed up with company co-owner Scott Truehl, who had spent nearly 20 years working in economic development and elected governmental positions prior to joining the firm in 1998, and Matt Krogman, a former employment recruiter and commercial banker who joined the firm in 2017, the Friede "preconstruction team" can absolutely take projects from concept to completion.

"Roger and I decided years ago that we wanted our firm to be different. One that both clients and our team members enjoyed being a part of," Truehl noted. "We realized early on that most of our clients really were not excited about building and expanding their physical structures, and very few of them had ever gone through the process. So, we decided to assemble a team that can help them with finding the proper site; developing preliminary plans and budgets; obtain municipal approvals and



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identify and negotiate public incentives if appropriate; and to assist our clients in obtaining conventional financing. And to do it all for them at little or no cost, just so we could build them their new facility.”

Recent Friede projects include a major expansion of a successful veterinary service, a new brewery/restaurant/meeting facility and a volleyball facility - all that were aided by Friede negotiating significant six figure public incentives on the behalf of their clients. Dozens of current projects are also benefiting from our profound architectural services on offer, including virtual 3-D renderings of what the building or renovation can look like, helping Friede clients visualize what their project will look like when completed.

The Friede estimating department works throughout the process to provide real time cost estimates to establish and maintain project budgets, rather than having a prospect pay for complete architectural drawings and then hope the end product matches their budget. Friede & Associates recently followed this exact process on their largest project ever, when they team up with Kalahari Resorts & Waterpark in the development of their \$30 million, 125,000-square-foot convention center addition in the Wisconsin Dells. The Friede team worked closely with Architectural Design Consultants, Inc (ADCI), the project architect, for nearly nine months of project design to price virtually every element of the project prior to the 18-month project beginning in the fall of 2017. By working together, the project team (Kalahari, ADCI & Friede) was able to deliver the project under budget and open fully a month ahead of schedule.

The growth of the firm over the last few years has also allowed them to attain a healthy balance of experienced and younger employees. The future also looks bright as they not only have been able to add staff to help with their preconstruction services over the last year, but also open a new office in Madison to better serve their current and future customers across southern Wisconsin.



“WE DO WEIRD WELL!”

Friede & Associates has also developed a reputation for doing the challenging and unusual projects. Much of this comes from serving the largest tourism area in the State of Wisconsin, the Wisconsin Dells. The self-proclaimed “Waterpark Capital of the World” annually draws over 4 million visitors each year from around the Midwest to enjoy the large indoor waterpark resorts and the hundreds of stores and attractions located along the historic Wisconsin River. To stay competitive, those resorts and attractions constantly are looking to improve and add to their products and services. As a result, the Friede team annually finds itself both adding new restaurants and attractions, performing complete makeovers of aging facilities and adding new hospitality and hotel spaces. Nearly each of these projects are uniquely themed and adorned with a full variety of materials to create eye catching and inviting new attractions and services for guests of the area.

“Over the last twenty years we’ve been fortunate to become one of the contractors of choice for the area, and have done some amazing projects”, noted Roger Friede. “Our entire team is routinely challenged to find creative and cost-effective ways to help our clients develop and maintain attractions and services to meet the growing tourism marketplace that is the Dells.”

This “can do” attitude is summed up by Truehl’s explanation of the Friede team’s capabilities; “There are lots of companies out there that can build a

box, but we do weird well.” In fact, the company has trademarked the “We Do Weird Well!” mantra and it has become a source of pride for team members who excel at meeting new challenges. Friede & Associates’ knack for building unique and distinctive projects has also helped the firm become the one of the most awarded contractors in the state, with nearly 50 of its projects receiving recognition since 2015 by either the Associated Builders & Contractors of Wisconsin through their annual “Projects of Distinction” program or by material suppliers, such as Metallic Metal Buildings annual design awards. We are proud to add our **Corporate America Today Contractor of the Year for Wisconsin award** to the growing list of organizations recognizing the unique talents of the entire Friede & Associates team.



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