

# THE BUSINESS BUILDER

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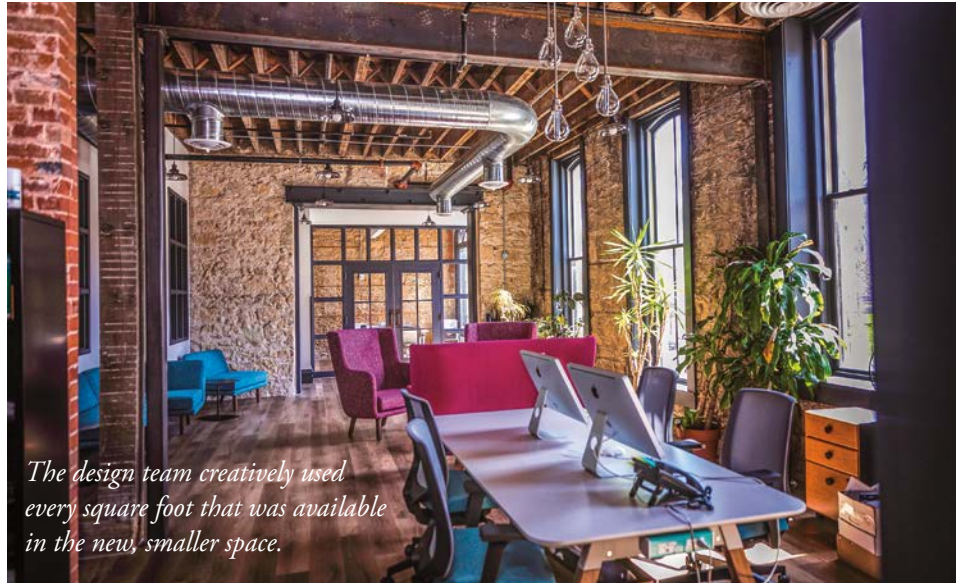
Spring 2021

## Building Bridges in Downtown Madison

Consolidating a private language school from multiple floors in three adjacent buildings on the Ellsworth Block on Madison's Capitol Square into two floors in two of the buildings—while also creating a new event space—required not only patience and hard work, but creativity and a healthy respect for history.

Fortunately, Friede & Associates had a long-term relationship with the buildings' owner Carlos Osorio. We met with Osorio, who owns not only three buildings on North Pinckney, but also many of the businesses within them. These include The Old Fashioned and Harvest Restaurants that Friede had constructed 15 years earlier, and the **Wisconsin English Second Language Institute (WESLI)**, which occupied three floors at 19 North Pinckney, and most of the second and third floors of both 23 and 25 North Pinckney. Osorio planned to sell the 19 North Pinckney building, but before he could finalize the sale, he would need Friede to renovate the second and third floors of the two remaining buildings to allow for WESLI to move into the space.

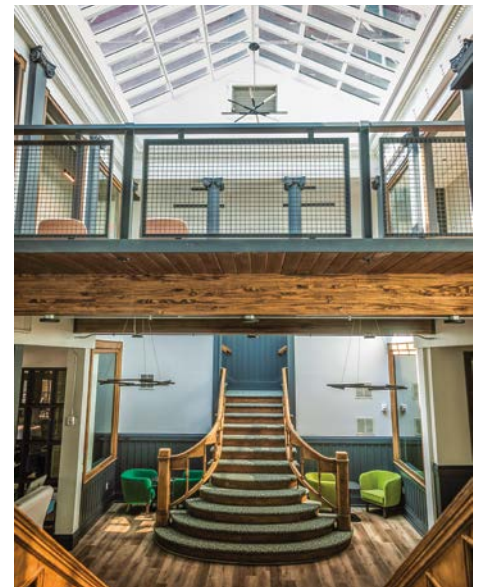
To accomplish this, we would need to rebuild a stairway from the street to the new space that would allow students and guests a new access point, replacing the current street access it occupied in 19 North Pinckney. This meant the design team needed to creatively use every square foot that was available in the new, smaller space so the school would be able to offer all its programs while providing students with areas to relax and study onsite. It



*The design team creatively used every square foot that was available in the new, smaller space.*

also meant being creative with unforeseen building conditions that would be exposed during the demolition process. Working with aging buildings—without original, or even good, modified plans, and literally decades of unrecorded changes and modifications—required an amazing amount of creativity and craftsmanship that the entire project team demonstrated throughout the design, engineering and construction of the 13-month project.

The hard work has not gone unnoticed. *Greater Madison InBusiness* 2021 Commercial Design Awards named this project the **Best New Development or Renovation-Mixed Use** and Associated Builders and Contractors of Wisconsin awarded the WESLI project the **2020 Projects of Distinction Gold Award for Restoration & Renovation**. Visit our website for more information and photos about this project.



*The Friede team suggested constructing a bridge through the middle of the atrium to tie the third-floor classrooms together and offer areas for students to relax.*

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## Brain Teasers

Q: According to Greek mythology, who was the first woman on Earth?

A: *Pandora*

Q: Which singer's real name is Stefani Joanne Angelina Germanotta?

A: *Lady Gaga*

Q: Where were the Declaration of Independence, the Constitution, and the Bill of Rights stored during World War II?

A: *Fort Knox*

Q: Which two U.S. states don't observe Daylight Savings Time?

A: *Arizona and Hawaii*

Q: Which mammal has no vocal cords?

A: *The giraffe*

Q: What was the first toy to be advertised on television?

A: *Mr. Potato Head*

Q: Which of William Shakespeare's plays is the longest?

A: *Hamlet*

Q: Before the Beatles were formed, John Lennon, Paul McCartney, and George Harrison were originally members of which group?

A: *The Quarrymen*

Q: What country won the very first FIFA World Cup in 1930?

A: *Uruguay*

Q: Which two countries share the longest international border?

A: *The United States and Canada*

Q: How many hearts does an octopus have?

A: *Three*

—*Thought Catalog*

## Manage Performance Reviews Positively

Managers and employees alike tend to dread performance reviews. They don't have to be an ordeal, though. Follow this advice from *Gallup* on how to get positive results from your reviews:

- **Separate pay and performance.** Don't discuss salary and job performance in the same session. Otherwise the employee will likely focus only on what kind of raise he or she is—or isn't—getting, and ignore what you have to say about performance.
- **Open with purpose.** Don't start by telling the employee what he or she is doing wrong or right. Instead, throw the ball into their court. Ask, "What inspires you to do your best every day?" You'll get a better sense of what motivates them. Urge employees to think about the big picture—what they can contribute, as opposed to just what they can get out of their job for themselves.
- **Focus on what the employee can control.** Many factors are beyond an employee's influence—schedules, deadlines, supplies, requirements, and so on. Stick to what the employee can control to improve his or her performance—time management, proper training, etc.
- **Look to the future.** Coach employees on how they can get better at their jobs, not just for the benefit of your organization but for their own career growth. Find out what skills they'd like to learn and work on a plan to provide them with the training and experience they're looking for.
- **Show empathy.** The pandemic has created a lot of stress for employees. You still have to enforce rules and hold people accountable, but remember they're human. Talk about the problems they're dealing with that affect their performance, and look for ways to help them cope with the chaos in everyone's lives.

*"It's the job that's never started that takes longest to finish."*

—J.R.R. Tolkien

## Keep Your Career Growth On Track

Whether working from the office or remotely from home, your career growth can stay on track. Try these tips from the *Ladders* website to stay on the path to success:

- **Find a group or a mentor.** You can still network, even if it's through Zoom or email. Find a group of like-minded professionals to exchange ideas with and share support. A mentor can also offer valuable advice as you navigate your career when times are challenging.
- **Read success stories.** Don't get mired in gloom and doom. Even in the midst of the pandemic, you can still find stories of people who've survived and thrived. Use these stories to keep your spirits up and remind yourself that success is possible no matter how dark the times appear to be.
- **Talk to your boss.** Your boss may know you're doing a great job, but he or she is probably too stressed and busy to think much about your career development. Be proactive. Talk to your boss about your ambitions, goals, and vision. Ask about projects you can contribute to or promotions you may be eligible for.
- **Take up a new hobby.** Don't let work define your existence, especially if you're stuck at home. An active hobby can help your mind and body relax and recharge. Yoga or meditation may offer an escape from the stresses you're feeling now. Even getting out for a socially distanced walk every day can help you maintain a healthy equilibrium.
- **Find virtual conferences.** In-person professional events aren't likely to come back anytime soon, but that doesn't mean you have to miss out on opportunities to learn from your peers and network with them. Set aside some time to attend an online seminar or conference once or twice a month. It's a good way to unwind and meet new people while keeping your skills sharp.



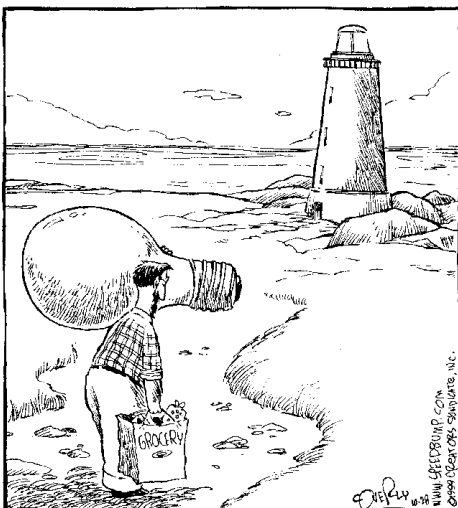
# When Did We Start Doing That?!

You cross your fingers for good luck or to excuse yourself from lying, but do you ever wonder how customs like that originated? The *Cracked* website explains the beginnings of everyday behavior we take for granted:

- **Painting your fingernails.** Babylonian warriors in 3,200 B.C. would paint their nails before heading off to battle to signify their social class.
- **Giving the thumbs up.** English archers in the Middle Ages would use the gesture, which was the correct brace height of a longbow, as a signal that they were ready to shoot.
- **Yawning.** Covering your mouth while yawning developed from an ancient belief that evil spirits could enter your mouth during a yawn.
- **Blowing out candles.** Making a wish while blowing out birthday candles derives from cultures which thought that smoke delivered prayers to the heavens.
- **High-fiving.** The first recorded high-five occurred on October 2, 1977, when Glenn Burke of the LA Dodgers reached up to slap the hand of teammate Dusty Baker, who had just hit a home run, and Baker slapped his hand in return.
- **Crossing your fingers.** Crossing fingers to catch good luck originated in ancient pagan cultures. The practice for lying came from early Christians who wanted to absolve themselves from lies they told their persecutors.

SPEED BUMP

Dave Coverly



# Give Yourself Permission To Succeed

Many of us don't succeed in our goals because we don't allow ourselves to. You need to consciously give yourself permission to succeed. That way, you can overcome subconscious self-sabotage. Here's how to open your life up to greater success:

- **Spend time with people who support you unconditionally.** We often have a distorted view of ourselves and are blind to many of our assets. Being with people who believe in you helps give you a clearer view of your strengths and weaknesses.
- **Don't cling to the past.** Most of us have long-established patterns of behavior and thinking that have helped us in life—at one time. But people and circumstances change. Bringing an apple to the teacher may have worked in first grade, but your manager isn't Mrs. Smith. Adapt your behavior and thought processes to the present situation. Otherwise, old habits may just impede your success.
- **Devote some time each day to nothing.** Ironically, you can get in the way of your own success by being addicted to ceaseless activity. It's important to give yourself space to do nothing without feeling guilty. This allows you to step back and assess where you're heading and how you're doing it.

## One Form Of Exercise

A man visited his doctor for a checkup. At the end of the exam, the doctor commented, "You certainly seem to get a lot of exercise."

"Oh, yeah," the man said. "Just the other day I walked five miles in rugged terrain and climbed over rocks and trees. I waded along the edge of a lake, pushed through tall thistles, and even got sand in my clothes sliding down slopes."

The doctor was impressed. "You seem to be quite the avid outdoor enthusiast."

"Not really," the man replied. "I'm just a lousy golfer."

## The Value Of Giving

Katharine Hepburn is said to have told this story about her childhood:

"Once when I was a teenager, my father and I were standing in line to buy tickets for the circus. Finally, there was only one other family between us and the ticket counter. There were eight children, all probably under the age of 12. The way they were dressed, you could tell they didn't have a lot of money, but their clothes were neat and clean."

When the family reached the front of the line, the ticket seller asked how many tickets they wanted. He proudly responded, "I'd like to buy eight children's tickets and two adult tickets, so I can take my family to the circus."

The ticket lady stated the price.

The man's lip began to quiver. "How much did you say?" The ticket lady again stated the price. The man didn't have enough money. How was he supposed to turn and tell his eight kids that he didn't have enough money to take them to the circus?

"Seeing what was going on," Hepburn continues, "my dad reached into his pocket, pulled out a \$20 bill, and then dropped it on the ground. We were not wealthy in any sense of the word! My father bent down, picked up the \$20 bill, tapped the man on the shoulder, and said, 'Excuse me, sir, this fell out of your pocket.'"

The man took Hepburn's father's hand in both of his, squeezed the \$20 bill tightly, and with his lip quivering and a tear streaming down his cheek, he replied; "Thank you, thank you, sir. This really means a lot to me and my family."

"Although we didn't get to see the circus that night," Hepburn concludes, "we both felt a joy inside us that was far greater than seeing the circus could ever provide. That day I learnt the value of giving."

# Topel's Service Center, Inc.

Lake Mills, Wisconsin

We began working with Topel's Service Center's second generation owners and Angus-Young Architects/Engineers to design a building that would triple the size of the auto repair business by assembling two parcels, removing the existing buildings, and planning for a new, 15,000-square-foot facility.

There were a significant number of moving parts to this project that required every facet of Friede & Associates's service offerings. In addition to the design and construction, our team worked with financial institutions and coordinated the project's financing by negotiating tax incremental financing incentives from the city to help with the equity and by helping to obtain a grant through the Wisconsin Economic Development Corporation (WEDC) to ensure the viability of the project.



The design of the new facility needed to adhere to the city's new and updated zoning code, which required a higher-level exterior finish. This project will begin in a few weeks and is expected to be completed in January 2022.



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# David's Certified Auto Repair (DCAR)

Waunakee, Wisconsin

By 2020, David Weishoff's auto repair business was bursting at the seams in its existing leased space. So, Weishoff decided to build his own facility and to choose a site that would allow for future expansion.

The Friede Team paired up with Angus-Young Architects/Engineers to design an 8,000-square-foot pre-engineered steel building for DCAR in the Waunakee Industrial Park. Late in the planning stages, we were required to meet with the plan commission, village staff and the village board to seek permission to add auto repair

shops as a permitted use in the Industrial Park. The delay threatened the overall schedule, and could have added tens of thousands of dollars to the budget.

Quick collaboration by the Friede Team with community stakeholders and

decision-makers not only allowed the project to move forward, but reduced the amount of time needed for approvals, saving the client a considerable amount of money. This project is expected to be completed by the end of 2021.

