

# THE BUSINESS BUILDER

The Excitement Is Building!®

Spring 2022

## Recognition Is The Greatest Motivator



**F**riede & Associates was recently recognized at the 29th Annual ABC of Wisconsin Projects of Distinction Awards Banquet at the Ingleside Hotel in Pewaukee. Nearly 70 projects from across the state were evaluated by judges who put their industry knowledge to work with a tough set of criteria. The judges awarded projects based upon safety, craftsmanship, execution and coordination; budgeting; scheduling; difficult and unusual challenges; owner satisfaction; and overall distinctiveness.

Of the 55 projects recognized by ABC of Wisconsin, the Friede Team earned a total of six awards (two gold and four silver) across six different categories.

“We are honored to have been recognized for our work,” says Scott Truehl, Executive Vice President and Partner of Friede & Associates. “This once

again solidifies our standing as the most awarded contractor in Wisconsin and illustrates how our team takes pride in every single project we perform.”

Friede & Associates was also awarded the Built On Merit Award for using the most ABC members on a project. Friede employed nearly 50 contractors, associates and supplier members on the Genisa Wine Bar & Event Space project in Janesville, Wisconsin. Friede & Associates has received the award every year since its inception 10 years ago.

“Working with other ABC members is essential to our ability to complete projects on time and within budget,” notes Roger Friede, President. “They recognize the importance of jobsite safety, customer satisfaction and providing top-notch services, because repeat business is important in this industry.”

The following projects were recognized at the 29th Annual ABC of Wisconsin Projects of Distinction Awards Banquet:

- **Richland Airport Terminal**, Richland Center, Wisconsin - Gold Award: Institutional Under \$5 Million
- **Genisa Wine Bar & Event Space**, Janesville, Wisconsin - Gold Award: Restoration/Renovation
- **The Smith Residence**, Mount Horeb, Wisconsin - Silver Award: Residential, Single Unit
- **Kalahari Resort Meeting Room Conversion**, Lake Delton, Wisconsin - Silver Award: Residential, Multi-Unit
- **Trending Now Promotions**, Waunakee, Wisconsin - Silver Award: Commercial Under \$2 Million
- **Reedsburg Public Works Facility**, Reedsburg, Wisconsin - Silver Award: Institutional Over \$5 Million

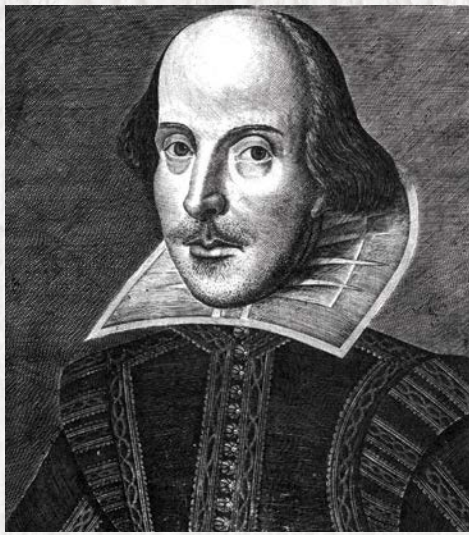


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## Test Your Knowledge

1. Which city hosted the first Olympic Games of the modern era in 1896?
2. In which British city would find the Serpentine Gallery?
3. How many sides does a heptadecagon have?
4. What does the last name “Singh” mean when translated into English?
5. In which century was William Shakespeare born?
6. What is the square root of 1,521?
7. The Mariana Trench, the deepest location on Earth, lies within which ocean?
8. What is the Roman numeral DLXVII?
9. Brelau Tumbler, Saxon Monk, and Jacobin are all types of what?
10. Genophobia is the fear of what part of the body?
11. Ichthyology is the study of what?
12. After how many years would you celebrate an emerald wedding anniversary?

*1. Athens; 2. London; 3. 17; 4. Lion; 5. 16th Century; 6. 39; 7. The Pacific Ocean; 8. 567; 9. Pigeons; 10. The knees; 11. Fish; 12. 55 Years*

—BuzzFeed

# Minimize Workplace Stress With These Four Techniques

Work can be stressful, and too much stress can have a negative impact on your physical and mental health as well as your career. The BioSpace website recommends these tactics for keeping stress under control before it cripples you:

- **Practice meditation.** You don’t need an elaborate ritual. Just spend a few minutes every day clearing your mind, focusing on your breathing, and letting your thoughts flow without focusing on any one thing. Meditation can ease depression, high blood pressure, and other side effects of stress.
- **Adjust your work/life balance.** Don’t let your job become your whole life. Be sure to take the time off you’re entitled to so you can relax and refresh. Leave work behind at the end of the day and focus on your family and friends. No matter how busy you are, devote some time to enjoying life without worrying about what’s happening at the office.
- **Get organized.** Stress can result from not managing your time effectively. Set priorities so you know where to focus your energy for the best results. Create a filing/storage system so you don’t have to waste time and increase your stress looking for important items. Establish some personal rituals for the day—meditation and a cup of tea in the morning, for example, deep breathing in the afternoon and don’t forget to get up and stretch your legs throughout the day.
- **Ask for help.** Don’t try to do everything yourself. Be honest about your strengths and gaps, and don’t be afraid to ask for assistance when you need it—it’s better than making a mistake because you weren’t willing to reach out. On a personal level, don’t try to handle your stress on your own. A therapist or life coach can offer tips and techniques for managing problems effectively, freeing you up to focus on what you want.

*“People don’t buy what you do. They buy why you do it.”*

—Simon Sinek

## Not So Dumb After All

A young boy enters a barber shop, and the barber whispers to his customer, “This is the dumbest kid in the world. Watch while I show you.”

The barber puts a dollar bill in one hand and two quarters in the other, then calls the boy over and asks, “Which do you want, son?”

The boy takes the quarters and leaves.

“What did I tell you?” said the barber. “That kid never learns!”

Later, the customer sees the same young boy coming out of an ice cream parlor. “Hey, son! May I ask you a question? Why did you take the quarters instead of the dollar bill?”

The boy licks his cone and replies: “Because the day I take the dollar, the game is over!”



# Finding Your Sweet Spot

Some people know exactly what they want to do with their lives at an early age. Not author, journalist and motivational speaker, Rebecca Stephens.

The first British woman to summit Mount Everest came to mountaineering in her late 20s, after graduate school and years of working as a journalist.

A magazine assigned her to cover an expedition to the Himalayas. There she realized that her true goal in life was to climb to the peak of the highest mountain in the world. So she quit her job and spent years working to fund a climbing expedition. The fear of dedicating herself to such a goal without a job, during a recession, and with a mortgage to pay was daunting, but she didn't let it stop her from pursuing her dream.

Since reaching the peak in 1993, Stephens has gone on to summit the "Seven Sisters," the highest peaks on every continent. Her advice to people still looking for their calling?

"Don't panic. It's okay to explore. It's okay to try different things," she tells the *Insider* website. "It's a question of finding the sweet spot. But quite often if you follow what it is that really fulfills and interests you, the rest falls into place."

**SPEED BUMP**

**Dave Coverly**



# Manage Your Younger Workforce With Care

Today's youngest workers are smart and energetic, but often they have some rough edges that need to be softened. If you're in charge of one or more twentysomethings, follow this advice from the Society for Human Resource Management:

- **Let them fail.** They'll mess up because they don't have experience, but don't lose your temper. Let them know that failure happens and it's not necessarily fatal, as long as they're making a good-faith effort—and as long as they learn from it.
- **Be patient.** Remind yourself that your young workers are just starting out. They don't have the knowledge or experience that you've gained over the years. Keep your expectations realistic, and avoid discouraging them as they're learning.
- **Tailor your training.** Don't try to cram every worker into the same training program, especially younger ones. Assess their experience level. Get a good idea of what they know, and design training that fills in their gaps and reinforces their skills.
- **Take advantage of their strengths.** Find out what they're good at, and start off with assignments that use their talents effectively. They'll gain confidence, you'll look good, and together you can work on expanding their skills so they can advance.
- **Give lots of feedback.** Veteran employees usually know when they're doing a good job and where they need help. Younger employees may not. Keep an eye on them and give them lots of feedback, both positive when they perform well and constructive where they need improvement. When they know you'll hold them accountable, they'll try harder to succeed.
- **Ask for their opinions.** From time to time, ask young employees if your approach to training and management is working for them. They may spot areas you could pay more attention to, or things they want to learn that you've neglected. They'll improve and will realize that you trust their point of view.

*"What I do for my work is exactly what I would do if nobody paid me."*

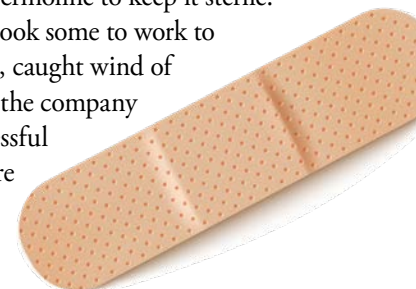
—Gretchen Rubin

# Putting A Band-Aid On It

The adhesive bandage is commonplace in medicine cabinets and first-aid kits around the world.

It was invented in 1921 by Earle Dickson, an employee of Johnson & Johnson. Dickson was concerned for his wife Josephine, who suffered frequent cuts and burns in the kitchen. They originally tried to wrap Josephine's wounds in gauze and adhesive tape, but the dressing usually fell off in a short time. Dickson tried placing some gauze in the center of a piece of tape, and covering the whole thing with crinoline to keep it sterile.

The invention worked so well for his wife that Dickson took some to work to show to his colleagues. The company owner, James Johnson, caught wind of the idea, asked for a demonstration, and ultimately decided the company should manufacture them. Dickson went on to have a successful career at Johnson & Johnson, becoming vice president before his retirement in 1957.



# Further Recognition

Friede & Associates has also been recognized locally, regionally and nationally with several other awards, and featured in many local and national publications:

- Best Construction Contractor of the Year - Wisconsin — *Corporate America Today*
- 30 Innovators to Watch — *The Silicon Review*
- Construction Contractor of the Year - Wisconsin — *Legal 100*
- Best Executive Home Builder - Wisconsin — *BUILD Home Builder Awards*
- Best Family-Owned Construction & Design Firm — *North America Business Elite*
- Best Construction Contractor of the Year - Wisconsin — *M&A Today Global Awards*
- Most Trusted Design-Build Contractor - Wisconsin — *LUXlife Magazine*
- Best Construction Contractor of the Year - Wisconsin — *Global 100*
- Most Outstanding Construction Contractor - Wisconsin — *Corporate Vision*
- Best Executive Home Builder - Wisconsin — *Corporate Live Wire*
- Best Family-Owned Contractor - Wisconsin — *BUILD Architecture Awards*
- Best Commercial Construction Company - Wisconsin — *BUILD Magazine*
- Best Pre-Construction & CM Firm - Wisconsin — *BUILD Real Estate & Property*



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## Best Pre-Engineered Metal Building Specialist in the Midwest

In 2021, we were recognized by *BUILD Magazine* as The Best Pre-Engineered Metal Building Specialist in the Midwest. For the past 40 years, the Friede Team has provided highly-customized solutions as well as simple, low-complexity pre-engineered metal structures. We are part of Metallic Building System's Authorized Builder Network, and recently, we were named as one of Metallic's Top 25 Metal Building Dealers in the United States.



Our pre-engineered steel buildings are custom-designed to meet your unique requirements. The design flexibility allows you to customize the exterior and interior for your specific application—plus the modular nature of metal building design facilitates future expansion needs. We know that facility managers are always looking for an opportunity to increase efficiency in their buildings and ways to prevent energy loss. Metallic pre-engineered building systems satisfy the need to be environmentally-friendly. If you are seeking the long-term cost savings associated with Metallic's energy-efficient solutions, just give us a call.

