

# THE BUSINESS BUILDER

The Excitement Is Building!®

Spring 2023

## 2022 Projects of Distinction Award Winners Announced



Redstone Ridge Residence | La Valle  
*Gold Award: Residential Single-Unit*



Nelson Family Holdings Hangar | Baraboo  
*Silver Award: Pre-Engineered Building \$1 Million to \$2.5 Million*



David's Certified Auto Repair | Waunakee  
*Silver Award: Pre-Engineered Building \$1 Million to \$2.5 Million*



Topel's Service Center | Lake Mills  
*Silver Award: Pre-Engineered Building Over \$2.5 Million | Built on Merit Award*



Redd's Piano Bar & Double Cut Steakhouse | Wisconsin Dells  
*Silver Award: Restoration & Renovation*



River Oaks Apartments | La Crosse  
*Silver Award: Residential Multi-Unit*

It's February, which means it's award season for Friede & Associates. Every year, we submit our most distinctive projects to the Associated Builders and Contractors (ABC) of Wisconsin Projects of Distinction Awards. This year, six projects were recognized for their excellence and craftsmanship.

Projects from across the state of Wisconsin were evaluated by judges who put their architectural, engineering, and construction knowledge to work with a tough set of criteria. The judges awarded projects based on safety, craftsmanship, execution, and coordination; budgeting; scheduling; difficult and unusual challenges; owner satisfaction; and overall distinctiveness.

Of the 48 projects recognized by ABC, the Friede Team won six gold and silver awards.

Friede & Associates was also awarded the Built On Merit Award for using the most ABC members on a project. Friede employed 59 ABC member firms and 34 contractor and supplier members on the Topel's Service Center project in Lake Mills. This is the 11th straight year Friede & Associates has received the award.

"Working with other ABC member companies is essential to our ability to complete projects on time and within budget," notes Roger Friede, President of Friede & Associates. "ABC members are in it for the long haul. They recognize the importance of safety on the job site, customer satisfaction and providing top-notch services because repeat business is important in this industry."



**Design/Build • Construction Management**

P.O. Box 248 • 500 Utility Court • Reedsburg, WI 53959 • T 608-524-4383 • F 608-524-8393  
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## Test Your Knowledge

1. Which President installed a putting green at the White House?
  - a. Ronald Reagan
  - b. Dwight D. Eisenhower
  - c. Richard Nixon
  - d. Bill Clinton
2. What do you have if you suffer from podobromhidrosis?
  - a. Smelly feet
  - b. Bad breath
  - c. Fear of water
  - d. Enlarged ears
3. From what material were the first baseball hats made of?
  - a. Cotton
  - b. Polyester
  - c. Straw
  - d. Leather
4. How many tentacles does a squid have?
  - a. 12
  - b. 10
  - c. 8
  - d. 6
5. What is a group of hyenas called?
  - a. A pack
  - b. A murder
  - c. A convention
  - d. A cackle

Answers: 1. b; 2. a; 3. c; 4. b; 5. d

—Random Trivia Generator

# Tell The Right Stories During Your Next Job Interview

An essential part of a successful career is finding the right job—one that uses your strengths and allows you to advance and grow professionally. But first you have to land that job, and to do that you have to be good in your job interview.

Remember that facts and figures, useful as they may be, aren't as compelling as good stories. Be ready to tell these types of stories the next time you're searching for a job:

- **Solving a problem.** Have one or two examples ready that show how you've solved problems for your employers over the years. This highlights your ability to identify issues, prioritize them, think creatively, and follow through.
- **Making a mistake.** Nobody's perfect, so don't pretend to be. In fact, you'll gain credibility by openly discussing mistakes you've made and how you corrected them. You'll show you're able to learn from errors and aren't afraid of saying, "I was wrong."
- **Working with a team.** Most employers want people who can collaborate and support a team's goals instead of their own individual agenda. Talk about times you and a team achieved something significant together. Remember to include the contributions of other team members, not just what you did on your own.
- **Taking a leadership role.** Organizations are always on the lookout for new hires with the potential to become leaders. Share a story of how you managed a special project or work group: Who else was on the team and how you chose them, what the assignment was, how you set priorities and overcame challenges, and what the end result looked like. Show that you're ready to take responsibility for the work of others, not just yourself.

*"Success is more permanent when you achieve it without destroying your principles."*

— Walter Cronkite

## Success Tip: Position Yourself As An Expert In Your Field

One way to rise in your career is to become an expert in a specific area. People will turn to you when they don't have the time or resources to find the information or master the skills they need. Becoming an expert isn't a quick process, but you can get started by following these steps:

- **Define your niche.** Select an area of expertise where you can excel, something related to your industry that you can get excited about. Ask your colleagues what they think you do best. Your natural skills may not be obvious to you.
- **Educate yourself.** Look for seminars to attend. Read everything on the subject you can get your hands on—at least one article or book chapter a day. In 12 months or less, you'll know more than most people around you.
- **Find a mentor.** Identify someone with the knowledge and skills you'd like to master. Learn as much from that person as you can.
- **Help your peers.** Try to do something every day to help the people around you to succeed. Don't show off; just lend your expertise to people who can use it.





## Outsmarting The Competition

A barber was confident in the knowledge that his was the only barber shop in his small town.

One day, though, a new barber shop opened right across the street. A sign out front proclaimed, “EVERYTHING FOR \$10! \$10 haircuts and \$10 perms.”

Soon all his customers began patronizing the cut-rate shop across the street, and the man’s once profitable business took a nosedive.

In desperation, he hired a business consultant, saying to him, “I’m finished. How am I going to compete with all that advertising and with those kind of prices?”

The consultant stood looking at the shop across the street for several minutes. Then he picked up the phone and dialed the town’s only billboard company.

“Yes,” he said, “right on top of our building. In the biggest letters you can find, and do it right away. And make the message read: WE FIX \$10 HAIRCUTS.”

**SPEED BUMP**

**Dave Coverly**



# Create A Workplace Culture That Embraces Safety

How can you inspire workers to make safety a priority? Try these tactics to build safety into your organization’s culture:

- **Involve employees in safety decisions.** Safety regulations should protect workers, not frustrate them. Help them view safety in a positive light by involving them in the decision-making process and asking for their input on how best to incorporate safety procedures into their work routines.
- **Communicate the big picture.** Don’t just dictate rules and expect employees to follow them. Explain why new rules are being implemented, what impact the changes will have on their daily routines, and what benefits workers and the organization will derive from the changes.
- **Examine accidents as connected events.** When an accident occurs, many organizations treat it as an isolated incident, leaving unaffected workers to continue their usual routines. Instead, include a team of workers in the investigative process. Encourage them to identify system failures rather than blaming individuals, and to use the opportunity to create better systems for the future.
- **Recognize worker commitment to safety.** Be on the lookout for safety improvements, then recognize and reward the individuals involved. Use every opportunity to reinforce positive behavior.

## Try “Creative Procrastination” To Help Solve Problems

Time management experts warn about the dangers of procrastination, but some creativity specialists actually encourage it—as long as you do it right.

When you’re trying to solve a problem or develop something new, don’t dive right in. Work on something else while letting your mind work, consciously and unconsciously. Let your ideas mature on their own.

Don’t be afraid to wait for the last minute. Sometimes the pressure of an imminent deadline can force your mind to generate something exciting and creative that you wouldn’t have come up with earlier.

## What’s In A Name?

Authors can spend years working on their novels, but sometimes they struggle trying to find just the right title.

Try to match these working titles of well-known stories to the final selection:

- |                              |   |
|------------------------------|---|
| 1. First Impressions         | a. Little Dorrit, by Charles Dickens        |
| 2. Nobody’s Fault            | b. Lolita, by Vladimir Nabokov              |
| 3. Trimalchio in West Egg    | c. Nineteen Eighty-Four, by George Orwell   |
| 4. Strangers From Within     | d. Pride and Prejudice, by Jane Austen      |
| 5. The Kingdom by the Sea    | e. Of Mice and Men, by John Steinbeck       |
| 6. The Last Man in Europe    | f. Brideshead Revisited, by Evelyn Waugh    |
| 7. Something That Happened   | g. The Great Gatsby, by F. Scott Fitzgerald |
| 8. All’s Well That Ends Well | h. War and Peace, by Leo Tolstoy            |
| 9. A House of the Faith      | i. Lord of the Flies, by William Golding    |

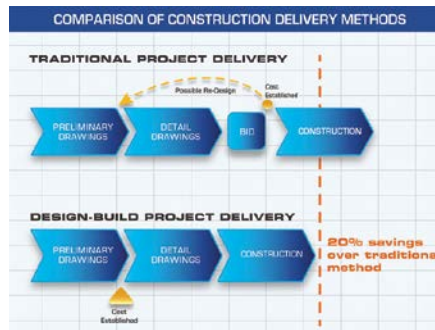
Answers: 1 (d); 2 (a); 3 (g); 4 (h); 5 (b); 6 (c); 7 (e); 8 (h); 9 (f)

# Which Factor Influences Construction The Most?

There are many factors that influence the cost of construction. Some are obvious: land acquisition, permits, and construction costs. Then there are the future costs or life-cycle costs to consider: maintenance, repair, replacement—the cost of keeping the facility and its systems up and running.

One of the most effective ways to control construction costs is to establish early involvement on behalf of the owner AND the contractor. This may seem obvious, but under the traditional method of construction delivery, the owner commissions an architect or engineer to prepare drawings and specifications, then separately

selects a contractor by negotiation or competitive bidding at a later stage in the project's development.



Can the design be built for the budget and within the desired timeframe? If the project needs to go back to the drawing board, how much time will be lost? What if the architect and contractor disagree? How many contracts need to be managed?

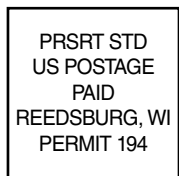
In contrast, the most effective way of achieving early contractor involvement is by employing the design-build project delivery method, pictured left. Design-build streamlines project delivery through a single contract between the owner and

*continued below*



P.O. Box 248  
Reedsburg, WI 53959  
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## Which Factor... *continued from above*

the design-build team, creating an environment of collaboration and teamwork between the designers and the construction team.

In addition, pre-construction services provided by the contractor, such as feasibility studies, financing options, site selection, and logistics, conceptual planning, value engineering, and scheduling provide an opportunity for collaboration and help determine the viability, and ultimate success, of a project—well before the shovels hit the ground.

Decisions made early in the conceptual planning and design phases have a dominant influence on the cost and completion time of the project. It quickly becomes evident that the owner holds the key to controlling project construction costs because all

decisions made at the onset of a project have far greater influence on costs than those made at later stages. In addition, design and construction decisions made early-on will influence on-going life-cycle costs.

When the owner works with a single team under one contract, it is far easier to balance his or her facility's needs and budget with the design, materials, systems, and construction processes required to maximize the owner's revenues.

When you work with Friede & Associates from the beginning, our integrated approach works to successfully complete a project faster, safer, more cost-effectively, and with fewer change orders.