

THE BUSINESS BUILDER

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Spring 2024

2023 Projects Honored for Excellence in Construction



Cottage Grove Retail - Cottage Grove
Gold Award: Commercial \$2 Million to \$10 Million Category



Carr Valley Cheese - Mauston
Gold Award: Industrial Over \$3 Million



Horn Plastics, Inc. - Wisconsin Dells
Silver Award: Pre-Engineered Building \$1 Million to \$2.5 Million Category

Three Friede & Associates projects were recently recognized at the annual Associated Builders and Contractors (ABC) of Wisconsin Projects of Distinction Awards ceremony. Projects from across the state 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 51 projects recognized by ABC, the Friede team won two gold awards and one silver award.

Friede & Associates was also awarded the Built On Merit Award for using the most ABC members on a project. Friede employed 40 ABC member firms, including 27 contractor and supplier members on the Horn Plastics, Inc. project in Wisconsin Dells. This is the 12th straight year Friede & Associates has received the award.

Foundations Dance Opening New Location in Cottage Grove



Nicole Patten started dancing at age six and always knew she wanted to open a dance studio of her own. Nicole, the owner and director of Foundations Dance, realized that dream when she opened her studio 12 years ago—and is now expanding to a new location in Cottage Grove, Wisconsin.

A groundbreaking ceremony was held in early April at 501 Limerick Drive in Cottage Grove, marking the start of construction on Foundations'

new 5,600-square-foot dance studio. In partnership with JD Design, Friede & Associates is constructing the new space. Once open in Fall 2024, the studio will accommodate more dance classes for all ages, as well as a number of additional employees on the Foundations team.

"I believe dance is about so much more than just the performance and steps," says Nicole. "Dance helps students find a place of belonging, build confidence, and learn to express themselves through

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Test Your Knowledge

1. Who was the first televised President?
 - a. John F. Kennedy
 - b. Harry S. Truman
 - c. Franklin D. Roosevelt
 - d. Herbert Hoover
2. Originally, Amazon only sold what kind of product?
 - a. Books
 - b. Car parts
 - c. Fax machines
 - d. Sports equipment
3. In which year was the internet opened to the public?
 - a. 1990
 - b. 1991
 - c. 1992
 - d. 1993
4. What is a group of eagles called?
 - a. A murder
 - b. A convocation
 - c. A brood
 - d. A colony
5. Mickey Mouse almost went by a different name. What was it?
 - a. Mortimer Mouse
 - b. Michael Mouse
 - c. Matthew Mouse
 - d. Mordecai Mouse

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

—Parade.com

The Origins of April Fools' Day

April Fools' Day has been around since at least the 15th century (with a possible reference to it appearing in Geoffrey Chaucer's *The Canterbury Tales*), and the question of its origins has been asked almost as long: A letter to the British magazine *Apollo* in 1807 wondered, "Whence proceeds the custom of making April Fools?"

The usual explanation involves the calendar. The Julian calendar began the New Year on March 25, and festivals celebrating it were typically held on April 1. When the world began changing over to the Gregorian calendar, which places New Year's Day on Jan. 1, pranksters sometimes tried to fool their friends and neighbors into thinking that April 1 was still the first day of the year.

In the 18th century, some believed that April Fools' Day dated back to the days of Noah and the flood. A newspaper article published in 1789 suggested that Noah sent the first birds off to look for land too soon, and that he launched them on the first day of the Hebrew month corresponding with April.

Coincidentally, in 1933 a newspaper in Cologne ran a story about the discovery of Noah's Ark by an expedition sponsored by the "Royal Yalevard University" in Massachusetts, led by "Professor Mud" and "Professor Stone." The story appeared on April 1; on April 8, the paper admitted the joke, but other publications printed the story as if it was genuine.

"There are no secrets to success. Don't waste time looking for them. Success is the result of perfection, hard work, learning from failure, loyalty to those for whom you work, and persistence."

— Colin Powell

Do What You Love

Steve Jobs started Apple Computers when he was 20. He started the company in his parents' garage and in 10 years Apple grew to be a \$2 billion company with 4,000 employees. At age 30, one year after creating the Macintosh, Jobs got fired. How did he get fired from his own company? As Apple grew, Jobs hired someone he thought to be very talented to run the company with him. And at first things were great. But then their visions of the future of the company started to diverge and Apple's Board of Directors sided with the other guy. At the age of 30, Jobs found himself fired.

Jobs' failure was very public. And he thought about getting out of Silicon Valley altogether. But then something happened. It began to dawn on him that he still loved what he did. And so he decided to start all over again.

"I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life." Jobs went on to found two more successful companies, met his wife and started a family.

"I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine. But I guess I needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love."



The Power of Words

We all have the chance to influence other people's lives. Sometimes it just takes a few well-chosen words to plot the path a life will take. And there's no better example of this than the story of the great boxer Muhammad Ali.

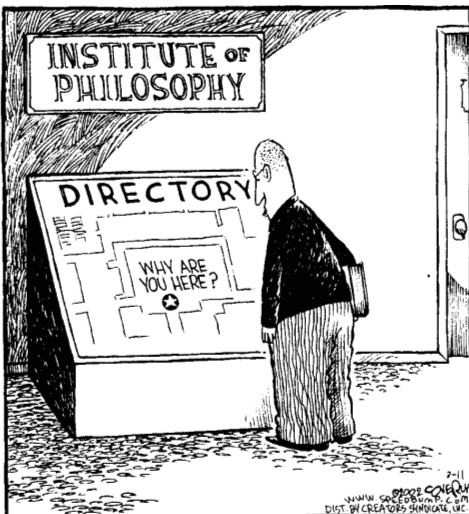
In 1954 in Louisville, Kentucky, Ali—then 12 years old and known as Cassius Marcellus Clay—was the victim of a petty crime: His bike was stolen while he was at a gym.

The young Cassius located a policeman in the gym. That policeman's name was Joe Martin. Cassius was ranting and saying that he was going to “whup” whoever had stolen his beloved bike. Martin, not knowing he was about to set the trajectory of a young boy's life said: “You better learn to box first.” In just a few weeks, Cassius, at 89 pounds had won his first bout.

Muhammad continued in that ring for 27 years, winning an Olympic gold medal, becoming the heavyweight champion of the world and inspiring millions.

SPEED BUMP

Dave Coverly



Should You Give Up Your Dream Job?

Maybe you've always wanted to be a firefighter, or an astronaut, or a rock star—but instead you're stuck in a job selling shoes or answering phones all day. Should you give up on your dream job? Don't be too quick to write off your goals—but pursue your dreams with these important considerations in mind:

- **Be realistic.** If the bulk of your musical experience is playing Guitar Hero in the basement, chances are you're not going to sell out a major concert venue anytime soon. That doesn't mean you can't take lessons, meet other musicians, start a band, and achieve some success. But keep your expectations reasonable.

- **Keep your day job.** Having a job pays the bills, but it also gives structure to your time. You'll find it easier to set priorities and recognize what's really important when you have to balance your dreams with the necessities of living. Remember that you are not your job. You can follow your dreams even while you're stocking shelves.

- **Create your own job.** You don't have to wait for some big company to give you a job title. Think of a way to build your ideal job on your own—by freelancing part-time, for example, or volunteering your underutilized skills to a good cause.

- **Be prepared for sacrifice.** If you're committed to your dream job, you may have to give up on some other goals. You probably won't start with a big salary or lots of vacation, for instance. Ditch your sense of entitlement, and be ready to pay your dues.

- **Re-evaluate your goals.** Many people reach the corner office only to realize they don't really enjoy being the CEO. Spend some time thinking about how you've changed and deciding whether your childhood dream of being a veterinarian is what you want to devote your life to.

“Most people search high and wide for the keys to success. If they only knew, the key to their dreams lies within.”

— George Washington Carver

Lead Like Lincoln

Abraham Lincoln was one of the most accessible presidents of all time. He always had an open-door policy when he ran his law practice, and as much as was possible, he maintained that policy in the White House. As a matter of fact, according to Donald T. Phillips in his book *Lincoln on Leadership*, Lincoln's personal secretaries estimated that he spent close to 75 percent of his time meeting with people. Apparently Lincoln liked meeting with his subordinates in casual environments—he often walked to other people's offices and dropped in on them. Lincoln also made himself widely available to the public and rarely turned down anyone who wanted to see him. He was known to be friendly and hospitable to all—no matter what someone's politics were, and was likely viewed in a more positive and trustworthy way because of it.

Here's what one newspaper printed about Lincoln during his tenure as president: “All [who] claim the personal acquaintance of Mr. Lincoln will agree that he is the very embodiment of good temper and affability. They will all concede that he has a kind word, an encouraging smile, a humorous remark for nearly all [who seek] his presence, and that but few, if any, emerge from his reception room without being strongly and favorably impressed with his general disposition.”

Lincoln left the legacy of this lesson to all leaders: Be amiable and open to all and you will build firm relationships that will provide the motivation to get what needs to be accomplished done.

Foundations...

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movement. I started Foundations Dance to fill a gap in the marketplace. I wanted to provide an affordable option for dance education that also focuses on strong technique, a positive learning environment, and inclusion for all dancers. Our mission is to inspire young dancers to build self-confidence, have fun, and create a love for the art of dance."

And Foundations has done just that—in the three years that the studio has been part of the Cottage Grove community, they have more than tripled their number of students. This new space will allow Foundations to continue to offer a variety of dance classes for all. We wish Nicole and the Foundations Dance team good luck as they enter this new chapter in their business. The Friede team is honored to be part of your journey.



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Construction has begun on a new 5,600-square-foot studio for Foundations Dance in Cottage Grove, Wisconsin.

