



THE BUSINESS BUILDER

The Excitement Is Building!®

Summer 2020

Accelerating the Design and Construction Process

Building a commercial construction project is a complex process that involves many disciplines, a lot of time, a significant amount of coordination and a substantial investment. Over the seven-and-a-half decades we have been serving Wisconsin businesses, we have found the three biggest concerns of most owners are: budget, schedule and quality. So, imagine what would happen if you compressed the amount of time between your initial idea or concept for the structure to the time when you could occupy your new building?



Ryan McKichan

We sat down with Ryan McKichan, an Architect with 15 years of experience who recently joined Friede & Associates as a project manager and pre-construction services specialist. In his new role, Ryan is doing just that—helping clients bring their ideas to fruition and enabling them to visualize their projects in three dimensions within weeks of their initial discussions—all without having to endure what can be five-figure design costs before even knowing whether or not the project is financially feasible.

What kind of projects have you designed in the past?

I have been given the opportunity to work on a wide variety of projects, such as designing personal spaces for homeowners, municipal projects, worship facilities and senior living projects. I also teamed up with hospitality clients to design fun and engaging spaces in restaurant, hotel, entertainment venues, and even large indoor waterparks. I have also worked alongside farmers to design safe and productive environments for their livestock and equipment.

How is working with a construction company different from working with an architectural firm?

Friede has a very skilled team of builders, superintendents, and project managers that have gained a great reputation with clients based on their craft, methods, and customer service. By tradition, architecture firms design as a neutral party and then bid that work

to several general contractors. As an architect working directly with the construction company, I can ensure that designs are true to the way our company operates and in line with what loyal customers have come to expect. It will hopefully create an enhanced experience for our customers.

What software are you using to develop the 3D models that help clients visualize their projects?

I am using Autodesk 3D design, engineering, and construction software, along with Revit—a specialized software package that allows me to precisely create 3D models, which update floors plans, elevations and sections in real time. This software also enables me to create quantity takeoffs, helps with estimates and even makes scheduling easier so our clients have numbers for budgeting from the get-go.

How is this different from the traditional ways of designing and building a project?

The greatest difference is the ability to virtually build a building before it is ever built. This virtual building can be an incredible tool to help clients visualize their project. I can now take them on a virtual walk-through of each space in the building, and a fly-around of the exterior of their building, which was not possible with 2D paper plans.

Today's technology has advanced to the point where we can more easily design and re-design structures. With intelligent model-based design and task automation, I can create conceptual designs in much less time, and packed with information that can be used to speed up the take-off and budgeting process for very little cost. The old approach took more time and resources, so the entire process was longer and sometimes resulted in designs that were never built because the client's budget simply wasn't enough to build. Now, we can anticipate what our client's budget is and develop concepts that come as close to that as possible. From there, it is just a matter of fine-tuning and value engineering to move the project forward.

How has the new technology made communication and coordination easier?

We can easily share this information digitally with our partners—architects, engineers, subcontractors, and suppliers. If changes are made, the plans are updated in real time, so everyone

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True or False? A baby bird's mother will reject it if you pick it up.

True or False?

- 1) You've heard the saying, "blind as a bat." Are bats really blind.
- 2) A baby bird's mother will reject it if you pick it up.
- 3) NASA spent more than \$165 million on a space pen.
- 4) A chicken once lived for 18 months without a head.
- 5) The name "Jessica" was invented by William Shakespeare.
- 6) You only use 10% of your brain.
- 7) Humans share 95% of their DNA with bananas.
- 8) Chewing gum takes seven years to digest.
- 9) All red wine gets better with age.
- 10) There are more trees on Earth than stars in the Milky Way galaxy.

—Buzzfeed

Answers: 1) False; 2) False; 3) False; 4) True; 5) True; 6) False; 7) False; 8) False; 9) False; 10) True

Videoconference Etiquette

As more and more people shift to working from home, videoconferencing via Skype, Zoom, and other platforms has become essential to staying in touch with co-workers and managers. But you have to behave appropriately. The Owl Labs website offers these video conferencing etiquette tips:

- **Be on time.** Like any meeting, videoconferencing calls for punctuality. Dialing in late is a distraction to your punctual colleagues. Make sure you know how to connect more than two minutes before the meeting begins.
- **Mute yourself when you're not speaking.** Your microphone can easily pick up stray noises in the background—chewing, phones ringing, dogs barking, kids shouting, etc. Do everyone a favor and stay on mute until you have something to say.
- **Check your technology.** Do a few test runs so you can be sure you know what you're doing. You don't want a sudden glitch to take you out of the meeting unexpectedly or disrupt it.
- **Dress appropriately.** You may spend your current workday in your pajamas, but dress up before logging on. You may not have to wear a suit and a necktie, but you want to project a professional image online.
- **Get in the right position.** Make sure your face is visible, and avoid angles that show people just your ears or nostrils. Face the camera directly, not from above or below. A stable stack of books can elevate your computer as needed. Look directly into the camera when speaking, not at others in the conference.
- **Check your lighting.** Don't place bright lights directly behind you, or you'll blind other participants. Make sure the light is adequate so you don't appear to be speaking from darkness or shadows.
- **Pay attention.** Don't multitask by checking emails or doing other work during the conference. It's disrespectful to others. Plus, you might miss something important or delay in answering a question directed to you.

"Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be."

—Zig Ziglar

The Patient Mother

A woman walked in the grocery store with a three-year-old girl in the seat of her shopping cart. As they passed the cookie section, the little girl asked for cookies, and her mother told her no.

The little girl immediately began to whine and fuss. The mother said quietly, "Now, Monica, we just have half of the aisles left to go through; don't be upset. It won't be long."

Soon they came to the candy aisle, and the little girl began to beg for candy. When her mother said she couldn't have any, the little girl began to cry. The mother said, "There, there, Monica—only two more aisles to go, and then we'll be checking out."

When they got to the checkout, the little girl immediately started clamoring for gum, and she threw a loud tantrum when her mother refused. The mother patiently said, "Monica, we'll be through this checkout lane in five minutes, and then you can go home and have a nice nap."

A man followed them out to the parking lot and stopped the woman. "I couldn't help noticing how patient you were with little Monica," he said.

The mother laughed. "My little girl's name is Tammy. I'm Monica."

Ghost Ship Mystery Solved

Every 20 years or so, the remains of a 50-foot shipwreck are exposed on a Maine beach in the wake of strong storms, only to be buried again by more harsh weather. It's a mystery that has frustrated locals wanting to know more about the ghost ship.

According to the CNN website, the ship was first spotted in 1958, then reappeared in 1978, 2007, 2013, and 2018. Some pieces of the ship were saved, and now the mystery has been cleared up.

A marine archeologist sent pieces of the wreck to the Cornell University Tree-Ring Laboratory. There, the timber was matched in a tree-ring index to a probable date of 1753. With that data, the archeologist studied historical records and linked it to a sloop called Defiance, built in 1754 and wrecked near the Maine location in 1769.

Defiance sailed out of Salem, Massachusetts, with a cargo of flour, pork, and other goods. Crewed by four men, Defiance hit a fierce storm and was forced onto the beach. Although the sloop was a total loss, all four men survived.

The identification is significant because Defiance is one of the few examples of a pre-Revolutionary War ship built in New England. Scientists also hope to use the information to measure the impact of sea level rise and storm activity.

SPEED BUMP

Dave Coverly



How COVID-19 Will Change Consumer Behavior

The coronavirus crisis is likely to change American culture and behavior long after it's passed. Ad Age points out these trends that are likely to endure:

- **Trust in tried-and-true brands.** The stress of change will coax consumers into sticking with time-tested brands, experts say. Launching anything new will be difficult as Americans shy away from what they're not already familiar with.
- **Do-it-yourself will stay strong.** We're already cooking more at home and trying out new recipes, and that's likely to continue. For example, sales of yeast rose 650% for the week ending March 21, compared with the same period last year, reflecting how many Americans are baking more often.
- **We'll rely more on digital outlets.** Just as digital streaming is replacing going out to the movies, digital shopping is on the upswing. For example, almost 40% of online grocery shoppers in April made their first online grocery purchase in March.
- **Flexible work is here to stay.** A poll of 500 adults age 40–50 said they expect to go back to their previous routines, including work, school, recreation, and entertainment. However, as working from home has boomed during the pandemic, it's likely that more employers will offer this option and employees will scoop it up, experts predict.

Unlock Innovation With These Tactics

Want to boost your creativity? It can enhance your career and your life. The Forbes website offers these techniques for jumpstarting your brain:

- **Say yes.** Don't shut down ideas too quickly. Even if they seem unrealistic or impractical, take a positive approach by saying, "Yes, and _____." Ask follow-up questions to spur a deeper exploration of the issues. You may discover a way to bring a seemingly impossible idea to life.
- **Brainstorm on a large scale.** It's easy to limit your thinking, especially when resources are scarce. Don't fall into that trap. Expand on your idea without worrying about how much it will cost or how much work it will take. It's always possible to scale it down later, but in the long run you'll generate more impressive plans and strategies.
- **Look for the pain points.** Find out what's bothering your partners or customers. Chances are you can come up with interesting ideas for solving their most pressing problems. To cite one well-known example, an entrepreneur created Netflix, which initially shipped DVDs to homes for as long as customers wanted to keep them, because he realized people didn't like late fees. Removing that one pain point led to a mammoth business.

A Few One-Liners

- What's the best thing about Switzerland? I don't know, but the flag is a huge plus.
- I submitted 10 puns to a joke-writing competition to see if any of them made the finals. Sadly, no pun in ten did.
- What's the difference between a hippo and a Zippo? One is really heavy, and the other is a little lighter.
- If you ever get cold, stand in the corner of a room. They're usually 90 degrees.
- I took part in the suntanning Olympics, but I only got bronze.
- What do Alexander the Great and Winnie-the-Pooh have in common? Same middle name.
- Murphy's Law says that anything that can go wrong will go wrong. Cole's Law is thinly sliced cabbage.

Madison's Carole Schaeffer Joins Friede & Associates

Carole Schaeffer, a 15-year industry veteran in the Greater Madison area has joined the Friede Team as Vice President of Business Development.

Carole began her career as an Executive Budget and Policy Analyst and a Legislative Aide. In 2005, she was named Executive Director of Smart Growth Greater Madison where she lobbied for the real estate development industry on tax incremental finance, planning, and zoning issues. She then became Vice President of Business Development for the Madison market for one of the largest general contractors in the Midwest. Carole has worked on a variety of projects including office, entertainment, community, student-oriented housing, and mixed use.



She has been a long-time member of the Boards of Directors for Downtown Madison Inc., the Madison Symphony Orchestra League, Salvation Army, and NAIOP, a commercial real estate development association. In 2018, she co-founded the Madison Downtowners, a group focused on supporting downtown Madison through social and educational opportunities.

Carole enjoys writing and is a guest blogger for *InBusiness* magazine, a publication that has recognized her as one of the *40 under 40* and *Top 5 Women in Economic Development*. Carole was also the inaugural recipient of the *25 Most Influential Madison Area People*. Help us

welcome Carole to the Friede Team!



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Accelerating... *continued from page 1*

has the latest and greatest information about the project. Problems can be identified on the spot, and by integrating other components of the building such as mechanical and plumbing trades. The software will even detect conflicts in the design like a duct running into a steel column! In the old days, paper plans had to be printed and redistributed. You had to hope everyone was working off the right set of plans.

How have clients reacted to the speed, quality and detail you have been able to provide them?

Clients seem thrilled they can see 3D concepts within the first couple of meetings. One project, a new development of nearly 50,000 square feet, had a 3D concept and budget within three weeks. A few iterations were even done within that time. What used to take months can now take weeks which, gets shovels in the ground sooner. After just a few meetings clients have enough detailed drawings to take it before municipalities or other investors to keep the process rolling.



Clients are thrilled they can see 3D concepts, such as this, within the first couple of meetings.

