

# THE BUSINESS BUILDER

The Excitement Is Building!®

Winter 2021



Wisconsin English Second Language Institute (WESLI)—Madison, WI  
*Gold Award: Restoration & Renovation*



Young Blood Beer Co./Plain Spoke Cocktail Co.—Madison, WI  
*Gold Award: Restoration & Renovation*



Walnut Street Flats—Reedsburg, WI  
*Silver Award: Residential – Multi-Unit*



S&L Companies Hangar—Baraboo, WI  
*Silver Award: Pre-Engineered Building – Metal Building \$1 Million to \$2.5 Million*



R.G. Heating—Waunakee, WI  
*Silver Award: Pre-Engineered Building – Metal Building \$1 Million to \$2.5 Million*



Bardo Custom Blending—Elroy, WI  
*Silver Award: Pre-Engineered Building – Metal Building \$1 Million to \$2.5 Million*

## 2020 ABC Projects of Distinction Awards Announced

The Friede & Associates Team was recently recognized at the 28th annual ABC of Wisconsin Projects of Distinction Awards ceremony, which was held virtually on January 28, 2021.

Projects from across the state were evaluated by nearly 20 judges who put their architectural, engineering, and construction 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.

“Our awards program offers members

a great opportunity to demonstrate how merit construction firms deliver construction services that are second to none,” says John Mielke, president of Associated Builders and Contractors of Wisconsin. “The level of professional performance and ability to overcome challenges are amazing.”

Of the 51 gold and silver awards highlighted, the Friede Team won eight gold and silver awards, as well as one honorable mention.

“We are honored to have been

recognized once again for our work,” says Scott Truehl, Executive Vice President and Partner of Friede & Associates. “This solidifies our standing as the most awarded

contractor in Wisconsin and illustrates how our team takes pride in the work we do.”

Friede & Associates was also awarded the Built On Merit Award for using the most ABC members on a project. Friede employed 38 contractor and supplier

members and utilized the services of a dozen associate members providing

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*“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.”*

—Roger Friede



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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.

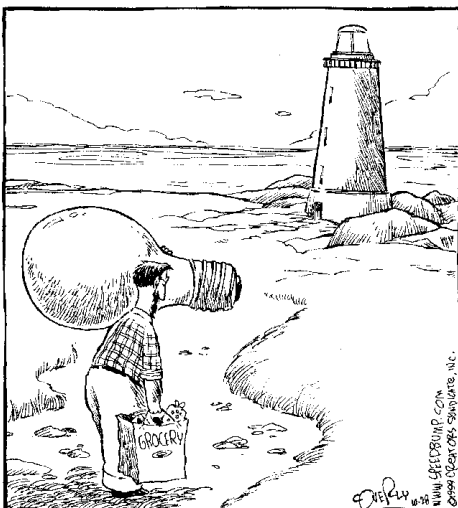
# When Did We Start Doing That?!

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."

# Projects of Distinction... *continued from page 1*

professional services on the Walnut Street Flats multi-unit residential project in Reedsburg. This is the ninth 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 jobsite, customer satisfaction and providing top-notch services because repeat business is important in this industry.”



Chula Vista Zipline & Ultimate Rush Accelerator Ride—Wisconsin Dells, WI  
*Silver Award: Miscellaneous/Special Projects*



Chula Vista North & South Tower Renovation—Wisconsin Dells, WI  
*Silver Award: Restoration & Renovation*



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## New Downtown Madison Office Serves Capitol Businesses

Last year wasn't all bad. Despite the pandemic, owners delaying projects due to an uncertain future and higher construction material costs, the Friede Team kept busy and even managed to grow our footprint across Southern Wisconsin.

A few months ago, we opened our Downtown Madison office in Suite 105 of the Hovde Building, less than a block from Capitol Square. Carole Schaeffer, Friede's Vice President of Business Development, works out of the Madison office and loves the building's historical charm and modern amenities. Carole's deep knowledge of the Madison market, budget and policy analysis, municipal process, economic development, and communications experience is unparalleled. She looks forward to working with many more Madison businesses to help them successfully deliver their products and services to the Southern Wisconsin region.

