

Trending Now Promotions

The Friede team first met Kari and Keith Beam in March of 2019 when Keith reached out to Friede Executive Vice President Scott Truehl at the recommendation of Brent Greiber, owner of RG Heating. Scott and Brent had been working together to develop the new RG Heating office and warehouse when Keith discussed his need to develop a new facility and was encouraged to contact Scott.

Keith shared that his and his wife's company, Trending Now Promotions, had been renting space in a multi-tenant building for years and needed more space. He said he wanted to start paying themselves rent and accumulating equity in a building instead of seeing those dollars go into someone else's pocket. The Beams felt the time was right as they had become aware of a piece of property in the Waunakee Business Park that was for sale. Over the summer, preliminary plans and budgets were started, but in October, the Beams decided to shelve the project.

While the construction project went away, a new business relationship was forged between the two companies as Friede began taking advantage of the screen printing and embroidery services that Trending Now Promotions offered. Their customer service, competitive pricing and wide variety of product offerings quickly made Trending Now a valued supplier for Friede and for a growing customer base.

That growth confirmed the Beam's desire for a larger facility, and in early spring of 2020 they began discussions with a local developer to move into a new building he was planning to build on a piece of property located across the street from the new RG Heating building in the Waunakee Business Park. As they worked to help him design a building to meet their needs, the desire to own was once again renewed and, in the middle of May, they asked the developer if they could purchase the land and develop their own facility. With an agreement in place, they once again reached out to Friede for help in getting a building built. A new challenge quickly emerged as they had already given their notice of non-

renewal of their lease. As a result, they absolutely needed to be into a new space by the end of January...then just eight months away. The project team quickly reviewed the previous plans and decided to continue to work with Trending Now's architect. The project team suggested significant modifications to the plans to allow for



future expansion, and to develop a site plan that could allow for the development of a second building in the future. The team was also looking to reduce the overall project cost by more than \$100,000 to meet the funding commitment they had received.

Another challenge emerged: To meet the schedule, the team needed to limit the number of changes in the building elevations and site to avoid a complete resubmittal to the local planning commission, which would have likely required a two-month break in development to allow for submittal and planning commission action. Undaunted, the team creatively identified alternative materials that were readily available and finalized an exterior look that the architect could quickly incorporate into their final drawings for state review and approval.

With a new plan in place and a group of trade partners ready to start, a construction contract was finalized in July to allow the Beams to complete their bank loan and close on the property in mid-August. A ground-breaking was scheduled for August 18.

The excitement of the Beam family and all of the Trending Now staff was on display on that beautiful afternoon as we gathered to celebrate the start of the next phase of growth for the company. During the event, Friede provided personalized hard hats for the entire Beam family, and everyone laughed when Keith said he wasn't ever going to take it off. This was especially funny since Keith had written and published a book a few years earlier called "That's Going to Leave a Mark," which chronicled more than a dozen adventures and misadventures he had as a professional bow hunting guide. Ironically, truer words have seldom been spoken as he added another chapter just 10 days later when he was working

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Test Your Knowledge

1. How fast was the first person to be pulled over for speeding traveling?
2. Which are the only animals to blush?
3. What do the “M’s” stand for in M&Ms?
4. Which American band has the most No. 2 *Billboard* hits, without ever reaching No. 1?
5. What is the dot over a lowercase “i” or “j” called?
6. What is the national animal of Scotland?
7. Humans are just one of how many estimated species on Earth?
8. Playing the accordion was once required of all teachers in which country?
9. Which animal kills more Americans than sharks each year?
10. How many three-point baskets did Shaquille O’Neal make in his career?
11. Which is the only U.S. state to border only one other state?
12. What is the Twitter bird’s official name?

1. Eight miles per hour. 2. Humans. 3. “Mars” and “Murrice.” 4. Creedence Clearwater Revival. 5. A little. 6. The unicorn. 7. 8.7 million. 8. North Korea. 9. Cows. 10. One. 11. Maine. 12. Larry.

—Mental Floss

Want To Get Ahead At Work? Try This

Success on the job doesn’t happen by itself. Getting ahead at work takes, well, work. Follow these back-to-basics tips from the *BioSpace* website:

- **Always keep learning.** You’ll never get to the point where you know everything you need to know. The more you learn, the more you grow, and the easier you can adapt to new technologies, trends, and developments in your industry.
- **Set goals for yourself.** Have a road map of where you want to go in your organization and career. Volunteer for assignments that align with your objectives. Fulfill your managers’ and co-workers’ expectations so you can earn the chance to move in the direction you want.
- **Get organized.** Learn to manage your time effectively. Use a personal organizer to plan your day and guide your efforts. You’ll be more productive, and people will notice, giving you access to more opportunities to shine.
- **Be a team player.** People want to work with someone they can depend on. Whatever you’re doing, support your team’s goals first. This marks you as reliable and professional, and you’ll earn respect from your peers and your managers.
- **Speak up.** Don’t keep your ideas to yourself. Challenge yourself to share them with others, and also support good ideas around you. If you show confidence, people will listen to you. It shows that you care about your organization and community.
- **Listen to feedback.** Solicit feedback on your performance—your strengths and your gaps—from everyone around you. Use this to decide where to put your energy. You’ll find out where you excel and what more you need to learn.
- **Be reliable.** Reliability goes hand-in-hand with honesty. A reliable person gets the job done with minimal supervision and does it accurately. Displaying reliability will help you become a trustworthy team member.

“Fight for the things that you care about, but do it in a way that will lead others to join you.”

—Ruth Bader Ginsburg

A Steady Flight

An Airbus 380 was on its way across the Atlantic. It was flying at 30,000 feet, when suddenly a fighter jet appeared.

The pilot of the fighter jet slowed down, flew alongside the Airbus, and greeted the pilot of the passenger plane by radio: “Hello, Airbus! Boring flight, isn’t it? Have a look here!”

He rolled his jet on its back, accelerated, broke through the sound barrier, rose rapidly to a dizzying height, then swooped down almost to sea level in a breathtaking dive. He looped back next to the Airbus and asked, “Well, what do you think of that?”

The Airbus pilot answered, “Very impressive! Now you look!” The jet pilot watched the Airbus, but nothing happened. It continued to fly in a stubbornly straight line at the same speed.

After 15 minutes, the Airbus pilot radioed, “Well, how was that?”

Confused, the fighter pilot asked, “What did you do?”

The Airbus pilot laughed and said, “I got up, stretched my legs, walked to the back of the aircraft to use the washroom, then got a cup of coffee and a chocolate fudge pastry.”

The moral of the story: Speed and adrenaline may seem great, but sometimes stability and peace are more important.

This Tiny Space Mountain Is Still Tough To Climb

You might think a mountain just a millimeter tall would be easy to climb, but you'd be wrong if you encountered one on the surface of a neutron star. Scientists, however, have discovered that neutron stars may actually have "mountains" like that, according to the *EurekAlert* website.

Neutron stars are the dead cores of once-huge stars that collapsed in on themselves. They are the densest objects in the Universe aside from black holes. They're called neutron stars because their gravity is so intense that the electrons in their atoms collapse into the protons, forming neutrons.

Neutron stars have about as much mass as our sun, but they're only about six miles in diameter. That means their gravitational pull is enormous—a billion times stronger than gravity on Earth.

Computer modeling shows that, instead of being a perfect sphere, neutron stars can have surface deformations or "mountains," some of them millimeters or even centimeters high. Because of their intense gravitation, spinning neutron stars with even slight deformations can produce gravitational waves—ripples in the fabric of space time. These waves haven't been observed yet, but scientists hope that future advances in detection may let us probe them further.

SPEED BUMP

Dave Coverly



Plan Your Interview Process To Support Diversity

The route to a more diverse and equitable workplace starts with recruiting the right people. The *Harvard Business School* website shares this advice for structuring your interview process to attract a wide range of candidates to hire:

- **Use inclusive language in job descriptions.** Remove any kind of gendered language when preparing job descriptions, as well as jargon or idiomatic expressions that make people feel excluded. Explicitly state your organization's commitment to diversity in your post.
- **Counter recruiters' bias.** Many hiring managers have an unconscious bias toward hiring people who look and act just the way they do. They may screen out qualified candidates who don't fit their preconceptions. Remind everyone how diversity makes your organization stronger. Tell recruiters to be proactive in seeking out and attracting a more diverse pool of candidates.
- **Don't judge on Zoom backgrounds.** If you're conducting interviews via video, remember that many candidates are interviewing from their homes. Their surroundings may seem informal, but don't assume they're not capable of being professional. Be tolerant of background noises, pictures and posters on walls, and other personal items, and don't hold minor problems against candidates.
- **Conduct standardized interviews.** Make sure every candidate has the same interview experience. Design questions that target experience, qualifications, and motivation. Ask the same questions in the same order to everyone. This reduces the possibility of bias in evaluating candidates. Have different people conduct interviews, or sit in on interviews, for a wider perspective on candidates.
- **Ask the right questions.** When selecting questions for standardized interviews, make sure they address actual skills and performance—what the candidate has achieved and is capable of doing on the job. Focusing too much on past jobs and formal education can filter out people who have taken a different path to the same point.

Top Tips For Career Advancement

You're ambitious and want to advance in your job. It won't happen overnight—you have to take active steps to move up in your career. Follow this advice from the *BioSpace* website to get ahead:

- **Always keep learning.** Knowledge is crucial to career success. You'll never get to the point where you know everything necessary for the future. Keep your mind open to new facts and opportunities to master new skills.
- **Set goals that matter.** To achieve what you want, you have to map it out in detail. Decide what's important to you and focus on that. Set goals daily and for the long term to keep yourself motivated.
- **Get organized.** Learn to manage your time effectively. Keep your workspace clear of distractions. Eliminate redundant or pointless tasks. This will help you concentrate on accomplishing what's most important.
- **Support your team.** Don't be selfish. Helping your team achieve its goals positions you as a reliable worker—someone others will support in turn. You'll earn respect and help build a strong network that will help you advance.
- **Take care of your health.** Get enough sleep, exercise regularly, cut back on junk food, and relax as needed. You need the energy that only a healthy lifestyle can provide to stay productive for the long haul.

Trending Now... *continued from page 1*

at his hunting club (see related story below).

Suddenly, a project that already needed to be completed in less than five months and all the planning necessary for Trending Now to move in, took a back seat for the Beam family. But the Friede team stayed on point, and, despite massive rains, Covid 19, and losing the manufactured wall system provider because their production schedule had filled up, we were able to reallocate carpentry crews to allow the building to be stick framed on site and set the roof trusses in October.

The 8,075-square-foot facility was completely water tight by Halloween, allowing the exterior masonry to be completed and the asphalt installed the first week of November.

Interior finishes and mechanical system installation then continued through the end of the year, and substantial completion

was achieved on January 15, enabling Trending Now Promotions to move into their new facility with little or no interruption in their production of promotional products. Final landscaping and the top coat of asphalt for the parking lot were completed in May.



The project proved again the advantage of engaging the contractor early in the process, having their own crews self-perform certain tasks and providing the value-added services that Friede & Associates provides their clients.

From assistance with project redesign and budgeting, to providing skilled craftsmen and project management to be able to take over every aspect of the project while the client focused on major medical issues, the Friede team rose to the occasion to complete the new Trending Now Promotions facility on time and on budget.



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That's Going to Leave a Mark

Here's Keith's Facebook post from August 29th... *"Thank you to all the first responders, medical doctors and friends that helped me get to the hospital. Thank you to my wonderful wife for keeping it together. Thank you to Friede for giving me a hard hat last week that I just happened to wear. So, here's how it goes: Working on our hunting club I got introduced to gravity. A pre-cut oak decided it was time to complete the fall and guess what. I was under the behemoth. I was literally smashed into the terrafirma. Ryan Zimmerman was right there with me and as soon as it happened, he took his chain saw and started cutting me free. Our buddy Thor was aiding in the "keep Beamer alive" project. Long story short. I added another chapter to my "That's Going to Leave a Mark" book I wrote ten years ago. Yep, I can wiggle my toes, but my back is broke in 3 places and my left foot has at least two broken bones. CT results are not in. Funny thing. I wore a hard hat. My daughter tells me all the time to wear one. I promise it saved my bald head from being scalped. So here I lay with my ass handed to me by a 2-ton heavy thing. So, before they measure me for casts and back braces, I say thank you again to everyone that came to my rescue. This fall is shaping up to be something special. Thank you, God, for letting me survive this. It's really neat to hear people talk. Really is."*

