



**Our History**

Friede & Associates is a fourth generation construction company that traces its beginning to the early 1900s. Operating for four generations under the family name has been a source of pride for our firm, and has also been the driving force in our achievement of quality and customer satisfaction. We are constantly reminded of this each time a client comes back to us to assist them with a new project. They have placed their trust in us, and we have never let them down.

The key to our operation is the organization that is used to lead and control our firm. This starts with clearly written and detailed job descriptions—from project managers to superintendents, from estimators to contract administrators. Everyone who comes in contact with a project has a thorough knowledge not only of the project details, but their role in the success of the project. Friede & Associates stays on the cutting edge of the construction industry and is proud to be members of leading industry associations.

With both carpentry and concrete crews still a part of our business, our 45-person firm has completed projects in nearly every industry, and with virtually every type of construction, including tilt-up, structural steel, pre-engineered steel, panelization and wood construction. But today our firm is best known for its work from The Wisconsin Dells/Lake Delton area south to Madison and beyond.

Over the last 20 years “The Dells” as it is known, has developed into the state of Wisconsin’s top tourist region. The growth of the “Waterpark Capital of the World” has provided Friede with the opportunity to become one of the contractors of choice for the major hospitality developments in the area, including Chula Vista Resort, Great Wolf Lodge, Kalahari Resort & Waterpark, and The Wilderness Hotel & Golf Resort.

Along the way, the wide variety of our projects in both The Dells and across the southern two-thirds of the State of Wisconsin has also brought with us a new, well-earned and trademarked corporate tagline of “We Do Weird Well!”

**Our Safety Program**

**Associated Builders and Contractors (ABC)**

As a member of the Associated Builders and Contractors of Wisconsin, Friede & Associates regularly participates in ABC’s Safety Training and Evaluation Process (STEP) program. Established in 1989 by ABC National, STEP was created to provide an organized approach for analyzing and developing safety and loss prevention programs for the commercial construction industry. Since 2004, Friede & Associates has maintained a silver or higher level of the STEP Safety Award, achieving gold level

in seven of those years. Successful completion of STEP is a precursor to ABC’s Accredited Quality Contractor (AQC) accreditation.

Safety is our primary concern at Friede & Associates. Our goal is to achieve zero safety incidents on our job sites, and we have been very successful at reaching that goal. We have not had an OSHA citation since 1979. We have only had one lost time accident and went more than a dozen years between injuries since 2002. With the increase of OSHA citations nationwide, this is no small statement. We’ve managed this by having a sound safety plan for each project and by putting that plan into action, both for our own employees, as well as for all of our subcontractors. Friede & Associates and our leadership has been nationally recognized for our commitment to safety.



Sundara Woodland Retreats



Chula Vista Zip Line & Vertical Accelerator

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