



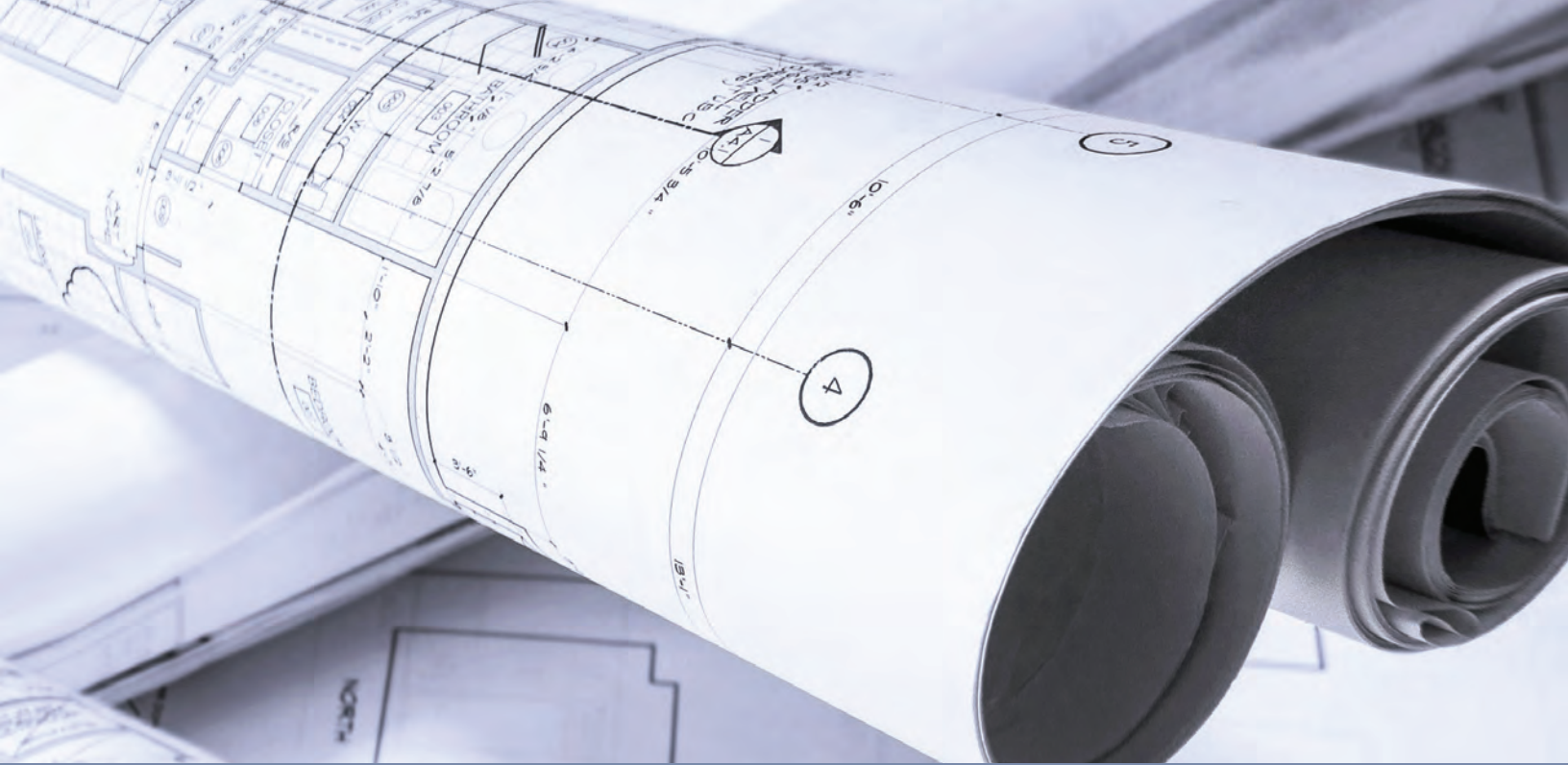
The Friede Way

A guide to our construction services



The Excitement Is Building!®





The Excitement is Building!®

Congratulations on the completion of your new project...well, almost!

Now that you have plans and a permit, you must be anxious to get moving. We understand anxiety does not begin to describe the emotions you currently feel. In fact, you have likely envisioned moving in already. You can visualize your site from the corner, from the street, and from the entrance. You picture the landscaping, the parking, the building, and of course, your office. You have every detail clearly in your mind, as if it was actually built. No wonder, you have spent hours, day (nights), working out all the aspects of your project.

Well, we have too. That's right! We share your enthusiasm for your future facility. We too have spent days and nights envisioning

your needs: your building's size, appearance, and function. We have meticulously planned how we could make it more efficient, more affordable, more attractive, and most importantly, how this building will make you more successful. The creator in all of us yearns to design and build something beautiful to the best of our abilities. Let us make something that, when finished, we can stand back and admire while you use it and prosper in it. It has been our pleasure to work with you and to get your ideas to this point.

Your hours of thoughtful effort have paid off. Your building lies before you sheet after sheet, drawing after drawing, detail after detail. You may ask yourself, "How do we get these lines, dimensions and pictures made into something real? How do we organize this whole process of construction, the

manpower and materials to make a building? How do we know the project will be done on time and if we can make changes?"

We have carefully crafted this owner's guide to answer these and additional questions you may have about the actual construction process of your building, and also to let you know how we are going to make certain you consider your construction project with Friede & Associates a total success.

We look forward to the next phase, the actual construction of your building, and the many years of use and enjoyment that your new facility will provide!

As we say, "The Excitement is Building!®"...so let's get started!

Friede: A Name Trusted for Generations

Friede & Associates, a fourth generation construction company, traces its beginnings to the late 1890s when William Friede first founded a lumber and construction company. At that time, the firm was known as William Friede and Sons.



WM. Friede Construction Crew, circa 1898

William's sons changed the name to Friede Brothers Construction at the end of World War II. Shortly after, the focus of the company changed from material suppliers and residential construction to exclusively commercial construction.

Our Mission:

Friede & Associates is a professional service firm providing quality construction projects. Our mission is to be the preferred provider of construction services in our area by encouraging a quality-oriented attitude among our co-workers, subcontractors, material suppliers, and design professionals. We are committed to the satisfaction of every client.

In 1998, to better serve our customers and meet the changing business climate, the firm changed its name to Friede & Associates.

Operating for four generations under the family name has been a source of pride for our firm and also a driving force in our achievement of quality and customer satisfaction. Our drive for excellence starts with the project planning in our office, both clerical and engineering, and continues through the skilled craftsmen who construct the buildings and install the final touches.



Kessler's Diamond Center, Madison, Wisconsin

The key to our operation is our organizational leadership. Monthly meetings with project managers and contract administrators enable our partners and senior management to maintain knowledge and control of the financial aspect of each project. Weekly project meetings between the general superintendent and project managers allow for the sharing of progress and the identification of problems on jobs that are in the construction phase.

The systems we have in place, coupled with our exceptional people, equipment and technology, combine to provide the cornerstones of an integrative, unified construction approach unmatched by our competitors.

At Friede & Associates, "The Excitement is Building!®"

Quality

Friede & Associates has been nationally recognized by the Associated Builders and Contractors (ABC) as an Accredited Quality contractor for our commitment to safety, training, employee benefits and community relations. Only a handful of firms have received this prestigious designation, firmly cementing us as one of the elite contractors in Wisconsin. We believe that our actions demonstrate our caring nature toward our employees and the communities we build in. We are proud to be an accredited quality contractor and an integral part of this industry. We dedicate ourselves to the principles of free enterprise and providing our employees with the skills and tools they need to work safely and productively on every job site.



Quality Promise

When you select Friede, you receive more than our quality-assured construction methods. You also get the performance and reliability of some of the top suppliers, metal building manufacturers and subcontractors in the area.

While other contractors cut quality to remain competitive on price, Friede has forged relationships with the members of our project “team” to bring you the best value and highest quality for your investment. As a result of our team approach with architects, subcontractors and suppliers, **Friede & Associates proudly offers a full two-year building warranty on every design-build project we undertake—double the standard one-year warranty offered by other contractors!**

Our Quality Goals

- Provide a safe, clean job site on all projects.
- Promote teamwork between our employees.
- Provide strong, no-excuses leadership on all projects.
- Offer and encourage continued education and training to all employees.
- Provide a work environment that fosters growth and security.
- Develop and maintain a management process to control all aspects of our projects.
- Involve the entire workforce in the process of continuous improvement.
- Identify our customer’s expectations and provide outstanding satisfaction by commitments we have made.



*Leer, Inc.
New Lisbon*



Pre-Engineered Metal Building Solutions

Metallic Certified Authorized Builder

Friede also has a franchise agreement with Metallic Building Company, one of the leading resources for custom-engineered metal building systems in the country. This unique dual franchise arrangement makes Friede a true exception in the market and provides us with a competitive advantage in that we can price and order from either of the two largest suppliers of pre-engineered metal buildings and components in the country.



Five of our Metallic projects have received design awards: Glacier Valley Ford, Jay's Power Center, Nelson True Value, Oakstone Recreational Center and R.G. Heating.

Glacier Valley Ford, Baraboo



Oakstone Recreational Center, Cottage Grove



Nelson True Value, Prairie du Chien

Safety

Safety takes precedence at Friede & Associates. We are committed to providing a safe work environment for everyone on our work sites including our employees, subcontractors, clients and their representatives.

We have a long history of providing a safe workplace for our employees. Since our founding, we have been blessed with relatively few accidents and have been awarded and recognized for our safety program, including being featured in the National Safety Council's magazine, *Safety & Health*. We are proud of this, and we are committed to improving the safety of all activities we perform.



Workload

Friede employs skilled tradesmen who routinely self-perform demolition work; concrete footings, foundation and flatwork; carpentry (both rough and finished); steel erection and exterior siding.

Currently, we average more than \$20,000,000 in construction services annually, and generally serve the southern two-thirds of the State of Wisconsin. While we occasionally compete in the bid market, more than 90% of our construction projects result from owners pre-selecting Friede & Associates as their general contractor.

Self-Performed Work

By self-performing vital elements of our construction project, our clients benefit by:

- Allowing projects to begin sooner, with site work and concrete work taking place during the finalization of other elements of the project.
- Our skilled staff maintaining project quality, safety and an agreeable schedule based on continued input from the client.
- Eliminating subcontractor markup, saving the client money.
- Insulating ourselves from subcontractor labor shortages.



HuHot Mongolian Grill
Lake Delton

Proudly Serving These Markets:

- Amusements & Attractions
- Automotive
- Banking
- Historical
- Industrial
- Manufacturing
- Medical
- Municipal
- Non-Profit
- Office
- Recreational
- Religious
- Resorts
- Retail
- Residential
- Restaurants
- Senior Housing
- Tilt-Up Construction
- Veterinary Services
- Warehousing & Distribution
- Waterparks



The Excitement Is Building!

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Friede & Associates is a proud member of
the following industry associations:





The Friede Way

Our Design, Preconstruction and Construction Process





For more than a century, the Friede name has been recognized as an industry leader in construction across southern Wisconsin. This hard-earned reputation has been built on our ability to thoughtfully and efficiently plan, schedule and build unique projects in our area. We believe that the more input we can garner from you and our construction partners on the front end, the smoother the project will go during the actual construction, leading to our ultimate goal of creating highly-satisfied clients.

We emphasize meticulous planning and thoughtful feedback, because we know that every decision made, and every action taken during design greatly impacts

the entire project. Our attention to detail and strict project control begins with our pre-construction services and carries through to completion.

To better help you understand what to expect when you work with Friede & Associates, we've prepared this guide to our construction process. We hope you find it useful and hope it provides you with the level of service you can expect when you choose Friede for your important construction project.

Friede & Associates incorporates and offers the following construction services to ensure the fulfillment of all your specific requirements:

Financing Your Project

Friede will work closely with you and your financial institution to provide the information necessary for their approval of your project. This may involve our staff accompanying you to meetings with your lender and the creation of imagery to better represent the scope of your project. By working in concert with you and your lender, we can better coordinate lending approval.

Community Assistance and Public Financing

The Friede project teams excel at assisting our clients with securing public assistance for their projects. The Friede team includes: a former bank lender, a regional economic development consultant, the former head of a public/private county economic development corporation, plan commission members, redevelopment authority

members, and city council members. This wealth of public experience ensures that we will look for opportunities to secure both Tax Incremental Financing (TIF) assistance and low interest community loans wherever possible.

Friede & Associates offers these pre-construction services, to ensure the fulfillment of all your specific requirements:

Concept and Design

We begin immediately to seek out information on your business, including your goals, challenges, budget and overall vision for the project. Once the project parameters have been clearly defined, including the timeline, budget and location, the architectural design phase can begin. At this point, some of the initial design strategy work may have already begun through the project investigation phase. From here, all project team members will work together to develop the best possible design to help the project succeed.

The project team will assess areas for cost savings and optimized productivity, while also meeting functional requirements and style preferences. The overall project vision is established during this phase, and preliminary drawings are presented to the owner.

Project Construction Budget

Friede will prepare a preliminary budget shortly after the major project requirements are identified. We will update the budget as plans progress, so as to keep costs up-to-date. If the possibility of Friede not being able to hit a budget occurs, we will immediately advise the client and make recommendations to correct the issue.

Construction Planning

Friede identifies the long-lead time items and expedites their delivery to ensure we keep to our schedule. We

also carefully review site constraints and plan our use of the site in advance of mobilizing to minimize disruption and allow minimally impeded day-to-day operations.

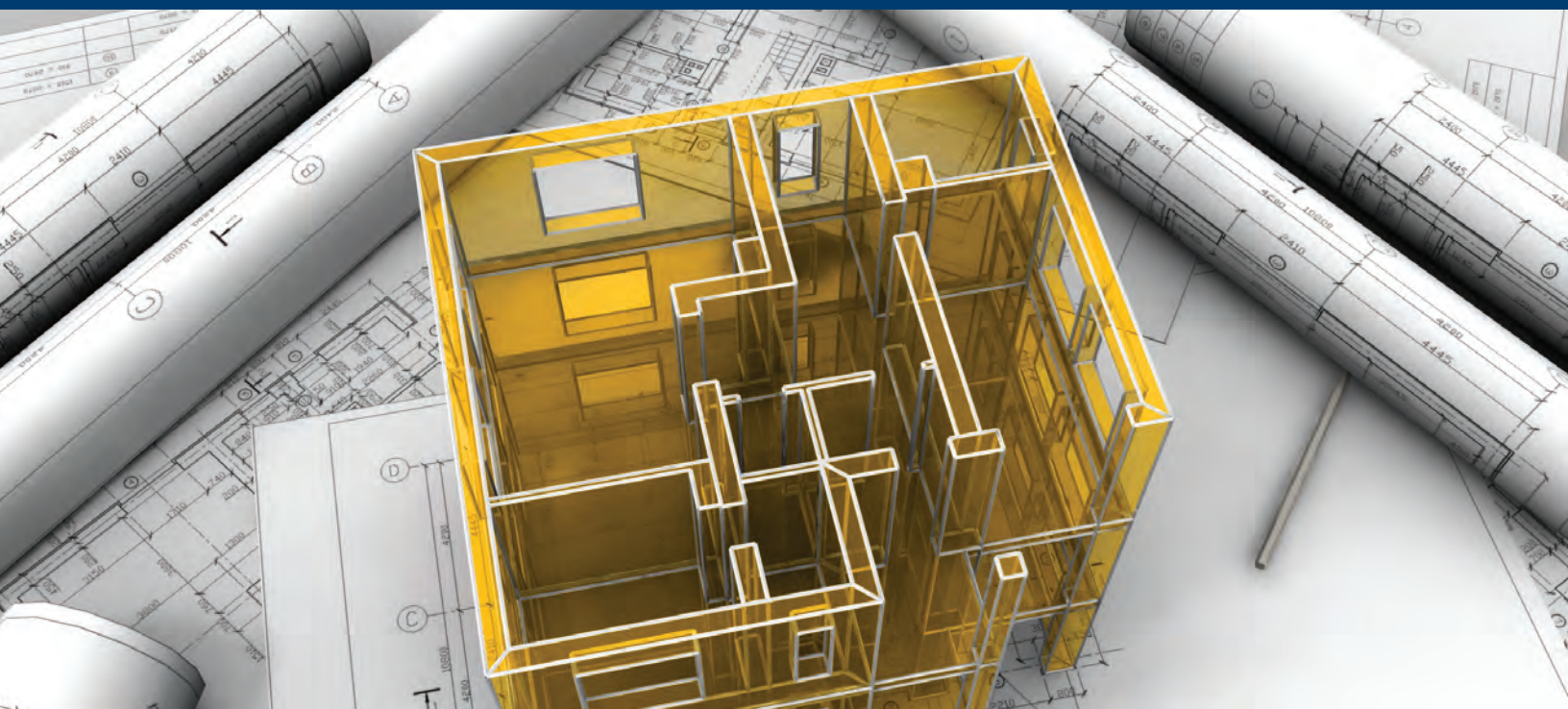
Value Engineering

Friede weighs the construction cost and impact on timeliness of additional or alternative materials and equipment. We implement ideas and systems that might reduce costs without sacrificing our high-quality finished product. We recommend alternative solutions to the design to improve constructability, feasibility, cost, or performance, if at all possible.

Permitting and State Approvals

The Friede project team can assist with special state permitting of the project, if necessary due to end use. Often times, restaurants, senior housing projects and projects that are being built in flood plains or in close proximity to navigable streams and rivers require this type of approval. In these special cases, the project team will work with the owners and our designers to prepare the information necessary for public health agencies and/or the Department of Natural Resources for their review and approval.

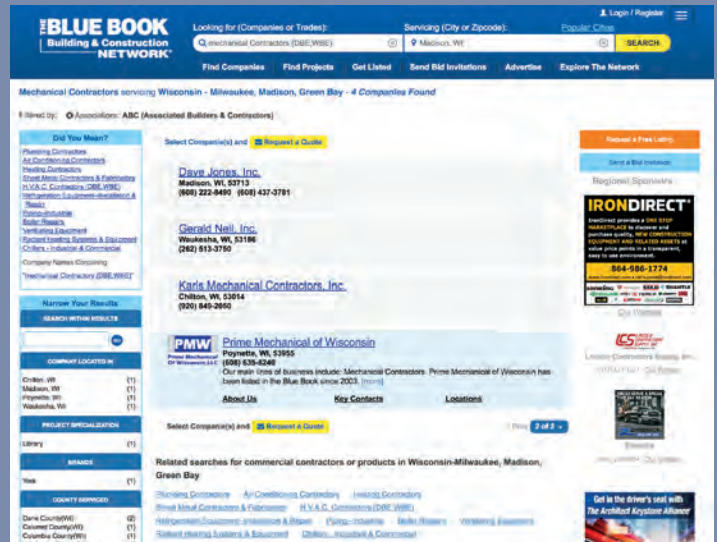
Projects that involve either demolition of existing structures or that require clean-up of previous users also require special handling that we can assist with.



Bidding the Project

When we get to the bidding portion of the pre-construction services, we work with the client to identify any preferred subcontractors and suppliers for the project. These may include firms who have unique experience, or may include firms that currently work with the client in some form. For the services that will be competitively bid on, we will distribute bidding documents through our “Pipeline Suite” online plan room. To facilitate participation by local contractors who might not be familiar with electronic document distribution, we will also make traditional paper plans and specific document sets available.

To find additional subcontractors, Friede utilizes The Blue Book Building and Construction Network. This employee-owned enterprise represents the largest and most active construction network in America. For years, Friede has looked to The Blue Book Network for accurate, complete and updated information on regional and national subcontractors. This network provides a platform of cloud-based information for project-centric and customized marketing solutions. In addition, we use Pipeline Suite, as well as our own network of ABC of Wisconsin member subcontractors.



For the services negotiated based on preferred suppliers, we review unit pricing and compare it to previous work the contractor has performed in the area and against current market prices and historic data that we receive on our other projects.

Additionally, we review the drawings and specifications with the architect and/or engineer to avoid areas of conflict or overlapping work. We also take into account time of performance, availability of labor, and provisions for temporary facilities.

The screenshot shows the Pipeline Suite software interface. It displays a list of subcontractors for the project '05100: Metals: Structural Metal Framing'. The table includes columns for Company, Rating, Response %, Yes %, Rcv%, Contact, Phone, City, State, and Email.

Invite #	Company	Rating	Response %	Yes %	Rcv%	Contact	Phone	City	State	Email
	A & S Steel Erectors	★★★★★	87% (4/7)	42% (3/7)	0% (0/3)	Estimating Dept.	321-123-1231	Titusville	FL	est@asteelec.net
	AAA Steel	★	0% (0/1)	0% (0/1)	0% (0/0)	Pat Jones	854-954-8545	Tombola	FL	pat@aaa-est.biz
	Advanced Steel	★★★★	71% (5/7)	28% (2/7)	0% (0/2)	Casey	386-767-8767	Lake City	FL	casey@asteelec.net
	Aliner Steel	★	0% (0/3)	0% (0/3)	0% (0/0)	Mark Weberson	941-112-3457	Palmetto	FL	ma@ali-steelinc.net
	Cooper Steel Co.	★	0% (0/0)	0% (0/0)	0% (0/0)	Charles Smith	804-123-4324	Anytown	NC	char@coopersteel.com
	E & E Steel Corporation	★★★★★	71% (5/7)	97% (4/7)	100% (4/4)	Carter Smith	334-555-1212	Midland City	AL	em@eeesteelcorp.net
	Garvey Steel Erectors, Inc.	★★★★★	57% (4/7)	57% (4/7)	100% (4/4)	Matt Garvy	205-555-1212	Pell City	AL	mgarv@garvsteel.net
	Industry Steel Fabricators	★★★★★	0% (0/7)	0% (0/7)	0% (0/0)	Bob Johnson	904-111-2345	Jacksonville	FL	bob@induststeel.com

Bidder Qualifications

Friede works collectively with the client and engineer to prepare qualification criteria for the bidders. We review submittals for completeness, estimated cost, and proper use of labor. We can prepare a list of qualified bidders for the client, if they would like. Through many years of quality work, we have built a network of extremely capable subcontractors, and have taken a proactive approach to continue the expansion of our bidders to ensure the best quality and price for our client.

Open Book Results

Friede knows that our clients want to ensure they get a proper return on their investment. It has become widely known that we share a great deal of information with our clients, including our bidding results. We want you to be involved in the selection of suppliers and to understand where you will be investing your hard-earned dollars.

We receive and tabulate all bids for the owner’s review and final decision on award. Additionally, we make recommendations on those awards based on our past experiences with the various subcontractors, since we have worked with many of them before. Prior to executing subcontract agreements, we conduct meetings with each of the major subcontractors and the owner to go over the scope of services that the contractor will be providing on the project.

Most importantly, we establish fixed dollar guaranteed contracts so that financing can be arranged and the owner can rest easy knowing that everything has been covered and set.

Proposed Project Staffing

Properly staffing the project will be at the forefront of the coordination effort to successfully complete the project. To meet this challenge, Friede will provide a project manager who will be responsible for the project and who will answer directly to the owner's representatives. His or her primary responsibility will be: coordinating pre-construction estimating, scheduling, recommending bid packages, making recommendations on who to award the contracts to, reviewing submittals, scheduling project

meetings, working with our in-office contract administrator to address requests for information (RFIs), handle payment requests, and prepare any necessary change orders.

Working with the project manager will be a full-time project superintendent, who will be responsible for coordinating the work of all contractors on site. Our superintendents are craftsmen by trade, so they may also be part of the construction crew and will be responsible for attending progress meetings and coordinating

their daily work elements. The superintendent will work directly with the project manager on all contract issues.

Construction Contracts

Once the project has been completely estimated, Friede will prepare and present you with a proposed contract for your review and acceptance. Friede utilizes standard American Institute of Architects (AIA) contracts to minimize the need for expensive legal review of specialized contracts or complex contract clauses.



Pre-Construction Meeting

After receiving your plans and permits from the local entities, and utility plans and power company requirements have been made available, all subcontractors and major suppliers review them for any changes in scope, procedure, etc. This allows subcontractors and purchase orders to be finalized.

Following your review of the plans, schedule, and other construction details, we will hold a pre-construction meeting at our office or on the construction site with all subcontractors and major suppliers present. This meeting allows us the opportunity to go over any

special requirements of schedule or coordination and to distribute subcontract packages, which include:

- **Subcontracts:** A subcontract is a legal agreement between Friede & Associates and its subcontractors ensuring proper performance on your project.
- **Project Schedule:** Subcontractors receive a project schedule prior to any construction starting so any potential conflicts that are seen can be resolved before construction begins. The schedule also makes subcontractors aware of when they are required to perform their work.

Construction Begins

Our award-winning construction process begins with assembling a high-quality project team who will masterfully coordinate personnel and equipment. We then create a job-specific site safety plan to ensure quality of work and the protection of all members involved in construction activities.

After safety plan approval, we will meticulously craft a work schedule and select subcontractors that we trust to do superior work in a timely and efficient manner. We pride ourselves on continuously adapting our construction services to utilize improving technology and provide our clients with an extraordinary product.

Site Mobilization

Construction services begin with site mobilization and assisting the architect and owner in obtaining any local building permits necessary for construction work to commence.

Contract Coordination

The project manager and superintendent will review the bid package scope to ensure that work being done meets all obligations.

Submittals

Based on project requirements and the responsibility of each trade contractor and supplier, a predetermined list of submittals and approval activities will be established and monitored until they reach completion.

Field Layouts

The superintendent will coordinate the field layout of all work associated with a project. On more complex projects, a professional surveyor may be employed to assist in designing the building and parking lot layout.

Subcontractor Monitoring

The superintendent will monitor all subcontractors' and suppliers' work for quality and contractual obligations. They will coordinate all subcontractors in compliance with the set schedule. These coordination meetings may be held as part of regular project meetings if they involve multiple trades; otherwise, we will set up "one-on-one" meetings with the project manager and/or superintendent.



Project Progress Meeting

The project manager and superintendent will conduct weekly meetings to discuss work schedules, coordination, activities and safety. These meetings include a discussion on the status of plants, material submittals, construction issues, work currently being performed, project staging and safety, project schedule, budget and change orders and any other items of interest.

Quality Review and Safety

The superintendent will be the primary enforcer of quality workmanship and project safety through daily inspection. Their daily activities will include inspections of all aspects of the project for potential safety problems.

It will be the subcontractor's responsibility to provide a weekly safety meeting and work within OSHA guidelines.

Schedule of Values

The schedule of values accompanying your contract will show the project broken down into its construction components with the value of each and the total contract amount in the "scheduled value" column. The amount (%) of each component that has been completed by the billing period and the "total completed" will also be shown.

Progress Billings

Progress billings, our request for payment for work completed in the previous month, will be mailed to you during the first week of the month and are payable by the 20th.

Change Order Summary

A summary of any changes by number and amount that result in a new contract amount will accompany the schedule of values.

Proposal for Change

As an owner, you may occasionally wish to add or reduce the scope of work to upgrade a portion of the building for durability and longevity, or to add additional items that you feel will be helpful to have under your roof. If a change of work becomes necessary, the project manager will be responsible for getting the required documents to the affected contractors or suppliers for price quotes. All change orders will be reviewed for accuracy, cost and scope of work.

Occasionally conditions arise, unforeseen by you or us, which may add to or reduce the cost of the project. In this instance, a proposal for change will be sent to you for review and approval. Once approved, they will be incorporated into the contract amount and billed as the work is completed. Written, formal changes eliminate misunderstandings as to the scope of added work, details of changes, and/or the additional costs or savings for you.



Proudly Serving These Markets:

- Amusements & Attractions
- Automotive
- Banking
- Historical
- Industrial
- Manufacturing
- Medical
- Municipal
- Non-Profit
- Office
- Recreational
- Religious
- Resorts
- Retail
- Residential
- Restaurants
- Senior Housing
- Tilt-Up Construction
- Veterinary Services
- Warehousing & Distribution
- Waterparks



Post-Construction Services

Friede & Associates does not consider a job complete until we provide you with everything necessary to operate your new building. At Friede, we strive to close out the project swiftly to allow you to resume doing your business instead of continuing to deal with ours.

Once we have substantially completed the project, you will receive a progress billing showing “100% complete”, less any retainage currently being held on the project. Also, at this time, a “Certificate of Substantial Completion” or a “Certificate of Occupancy” will be issued by the local municipality indicating that the building can be used for its intended purpose.

To ensure that the completed project meets your expectations, we will walk through your building with you and/or your architect to note any areas needing attention and fix them promptly. We typically refer to this as a punch list.

Shortly after substantial completion, a series of meetings will be scheduled with you, our superintendent and applicable subcontractors, to go over the operation and maintenance of the various components of your new building and to answer any questions you may have. This allows you to understand any special requirements and to meet the people who will be performing any required warranty work. We videotape these meetings to provide a resource for any future questions or problems that may arise.

During these meetings, we will give you documents containing pertinent information on your building that show operation and maintenance instructions, diagrams, warranties, brands and model numbers as applicable for various equipment, fixtures and appliances. This will help in identifying replacement parts and servicing information in the future.

Additionally, we provide an “as built” or record set of marked-up drawings and CADD drawings for you to keep for reference. These drawings will reflect all changes made in the specifications and working drawings during the construction process and will show the exact dimensions and location of all elements of the work completed.

Finally, we will request that you fill out a survey on our performance and the performance of our subcontractors so that we can continue to make improvements to our services for you and our future clients.



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