

Constructively Speaking

Our Mission

The mission of the people of Frye Builders & Associates, Inc. is to understand the needs of our most valuable asset, the customer. We strive to provide affordable, quality construction services, on schedule, performed safely, with timely communication and a positive attitude. Our goal is to achieve total customer satisfaction while providing the greatest personal satisfaction and opportunity for growth for our employees.

COMING SOON!



AFFORDABLE ASSISTED/INDEPENDENT LIVING & MEMORY CARE
COURTYARD ESTATES OF KNOXVILLE
 A PROUD MEMBER OF THE PETERSEN HEALTH CARE FAMILY

Assisted Living At Its Best

Courtyard Estates of Knoxville ~Petersen Health Care

Knoxville, Illinois

Construction began in October 2014 on the Courtyard Estates of Knoxville in Knoxville, Illinois. The 27,000-square-foot, single-story building is located on a beautiful site that formerly served as the headquarters for the PEO (Philanthropic Educational Organization). The new Petersen Health Care facility will feature 14 studio units, 11 one-bedroom units and seven memory care units.

The facility is expected to provide between 20 and 23 jobs to the city, and will generate approximately \$1.2 million in tax revenue—funds that will largely be applied to the school district and fire department.

Construction is expected to be completed in December 2015. The architect for the project is Klinger & Associates of Quincy, Illinois. Frye Builders' Project Estimator is Mike Frye and the Project Manager/Superintendent is Steve Blaser.

Current Projects

Courtyard Estates of Knoxville Petersen Health Care

Knoxville, Illinois
 Estimator – Mike Frye
 Superintendent – Steve Blaser

Courtyard Estates of Farmington Petersen Health Care

Farmington, Illinois
 Estimator – Mike Frye
 Superintendent – Steve Blaser

Bridgestone Bandag Learning Center Phase 2 Renovation

Muscatine, Iowa
 Estimator – Zack Frye
 Superintendent – Mitch Plambeck

Union Tank Car New Waste Water Treatment Building

Muscatine, Iowa
 Estimator – Zack Frye
 Superintendent – Steve Adolphson

Scott County Maintenance Facility

Davenport, Iowa
 Estimator – Zack Frye
 Superintendent – Mitch Plambeck

Dennis Hanser Residence

Tipton, Iowa
 Estimator – Zack Frye
 Superintendent – Steve Adolphson



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 Jeff Frye, Vice President
 Steve Blaser, Vice President
 of Field Operations

Is “Appointment TV” A Thing Of The Past?

Not too long ago, the only way to watch your favorite show was to make sure you were home when the networks decided to broadcast it. Not so much anymore. Modern technology is taking hold of our viewing habits, according to the Digital Democracy Survey from Deloitte.

The study of more than 2,000 U.S. consumers age 14 and up found that 56 percent of viewers are streaming movies on their laptops, tablets or other devices, and 53 percent stream television shows once a month. More than 42 percent of U.S. households use a video streaming service like Netflix to watch their shows and movies. Meanwhile, only 45 percent prefer to watch TV live.



Video streaming also makes binge-watching a thing, according to the survey: Sixty-eight percent of consumers report sometimes watching at least three episodes of a television program in one sitting, and 31 percent of them do it once a week or more.

Get To Sleep Faster With These Three Techniques

A good night’s sleep is essential to good health. Sometimes dropping off to dreamland doesn’t come easily, though. When sleep is elusive, try these tips to get the rest you need:

- **Relax during the day.**

Don’t wait until bedtime to calm yourself down. Get into the habit of relaxation throughout the day with meditation, progressive muscle relaxation, deep breathing, and other techniques. Your body will learn how to relax more quickly and easily when you get into bed.

- **Develop a bedtime routine.**

Most of us can’t automatically switch off at night. Make a deliberate effort to wind down at the end of the day by turning off the computer and TV, relaxing with a good book, taking a warm bath or shower, dimming the lights, and doing anything else that helps you detach from the day.

- **Breathe yourself to sleep.**

In bed, try this breathing exercise: Inhale through your nose, filling your chest for about four seconds, then exhale through your mouth. Or try counting—not sheep, but your breaths: Inhale for four seconds, hold it for seven seconds, then breathe out for a count of eight. Both of these will ease your heart rate and blood pressure.

Five Secrets of Steve Jobs’ Success

Steve Jobs was a controversial figure throughout his life, but few can argue with his impact and success. Whatever your ambitions, his approach to work can help you find your own path to the top. Here’s some of what he believed:

- **Find your passion.** Jobs once offered this advice to would-be entrepreneurs in search of something to focus on: “I’d get a job as a busboy or something until I figured out what I was really passionate about.”
- **Make connections.** Known chiefly for his achievements in technology, Jobs also studied calligraphy and traveled to India and Japan in search of ideas, broadening his thinking and stretching his mind.
- **Learn to say “no”.** Don’t overextend yourself. One of Jobs’ first acts when returning to Apple in 1977 was to streamline its product line, cutting it from 350 products to just 10 so the best people could use their talents on only the most promising projects.
- **Sell the dream.** Jobs didn’t sell computers, he sold what the computers could do—how they could make people’s lives better. Keep this in mind when telling customers why they should do business with you.
- **Communicate.** Apple’s product announcements were legendary for their theatricality and for Jobs’ talents as a showman. He stuck to his core message while educating and entertaining the public.

What Makes A Team Work?

“Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work.”

—Vince Lombardi

SPEED BUMP

Dave Coverly



Build Your Leadership Image With Style

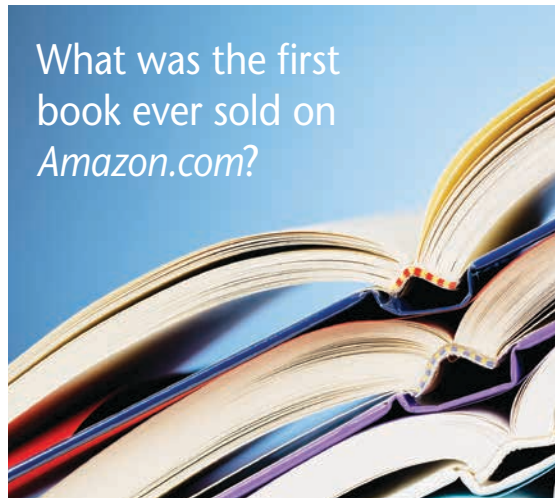
Style can be as important as substance to effective management. You need to project the right image to your employees, and that depends on more than selecting the right power suit. Here's how to manage how people see you:

- **Examine your current image.** Ask a trusted colleague to tell you how you're viewed in your workplace and industry. What strengths do people associate with you? Where do you need to improve?
- **Craft your image selectively.** Don't try to showcase everything at once. Pick your most important skills and traits to emphasize. Identify those you want to downplay. Then ask yourself, "How do I want other people to talk about me when I'm not present?"
- **Analyze the field.** Look at other leaders in your organization and profession to determine what makes them stand out so you can emulate their approach. How do they dress? What skills do they demonstrate? How do they treat people?

Little-Known Facts About Books and Language

The world of books, reading and words is full of surprises. Take a look at some of these stories about writers and other creative people from the website, *Buzzfeed.com*:

- *Green Eggs & Ham.* This Dr. Seuss classic was written on a bet. Publisher Bennett Cerf wagered \$50 that Ted Geisel couldn't write a children's book using fewer than 50 different words. Geisel won.
- Thomas Jefferson, the third U.S. president (and writer of the Declaration of Independence) invented more than 100 "American" words to distinguish U.S. writing from British usage—including the word "anglophobia."
- *Gone with the Wind.* Margaret Mitchell began work on her first (and only) novel after recovering from an auto accident. During her convalescence, she read so many books from the local library that her husband got tired of going back and forth—so he suggested she try writing a book of her own.
- *Amazon.com.* The first book sold on the now-dominant website was *Fluid Concepts and Creative Analogies*, by Douglas Hofstadter. Its subject: whether machines could be taught to think like people.



Go Fly A Kite!

The mayor of a small town was walking through the park one day when she spotted a little boy flying an enormous and beautiful kite high in the sky. Intrigued, she walked up and asked who was responsible for the keeping the kite in the air.

"I am," the boy said. "I made this kite all by myself, and I got it up into the air on my own."

Then they both heard a whisper in the air. "I am the wind," the voice said. "I keep the kite in the air by holding it aloft with my breath."

A third voice, high-pitched and vibrant, joined in. "I am the kite's tail," said this voice. "I keep the kite stable as it flies through the air. Without me it would crash to the Earth!"

Moral: Cooperation and teamwork are essential to every endeavor.

Journalist George Plimpton wrote about his "undercover" experience playing what professional sport as a rank amateur in the 1966 book *Paper Lion*?

See the answer below...

Trivia On Paper

1) The TV series, *The Paper Chase*, followed the lives of students at a prestigious university majoring in what discipline?

- a) Accounting
- b) Marketing
- c) Law
- d) Economics

2) Besides paper strips and water, what other ingredient is typically used to make papier mâché?

- a) Oatmeal
- b) Flour
- c) Sugar
- d) Baking soda

3) Journalist George Plimpton wrote about his "undercover" experience playing what professional sport as a rank amateur in the 1966 book *Paper Lion*?

- a) Football
- b) Hockey
- c) Basketball
- d) Baseball

4) According to TV's *The Big Bang Theory*, Sam Kass expanded upon the traditional "Rock, Paper, Scissors" game by adding the choices of a lizard and what *Star Trek* character?

- a) Kirk
- b) Bones
- c) Sulu
- d) Spock

5) What was the name of the character played by actress Madeline Kahn in the 1973 film *Paper Moon*?

- a) Pussy Galore
- b) Lili Von Shtupp
- c) Trixie Delight
- d) Velvet Allure

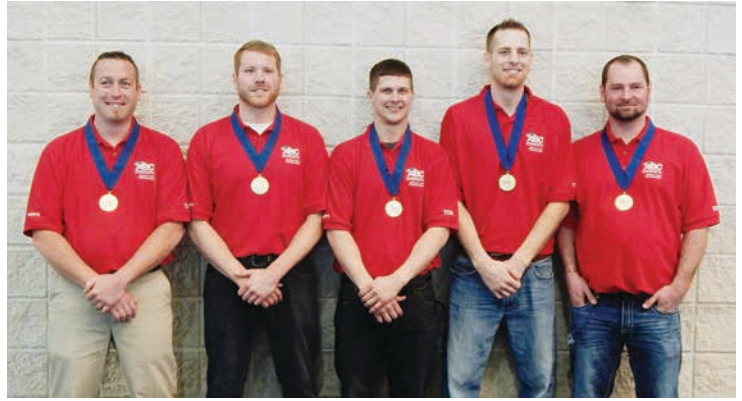
—from *mental_floss*

Answers: 1) c; 2) b; 3) a; 4) d; 5) c

2015 National Craft Championship Winners

The 2015 National Craft Championships were held March 3-6 in Fort Lauderdale, Florida. Craft trainees and apprentices from across the country travel each year to compete for top honors in their chosen craft. For the competitors, the National Craft Championships allows them to demonstrate their superior skills, training and safe work practices. Frye Builders' Mitchell Plambeck was selected to compete on the ABC Iowa Apprenticeship and Training Trust Team.

The team was made up of five different craftsmen working together to complete a single project. Competitors first took an intense, two-hour written exam and then competed in a day-long, hands-on practical performance test. The performance test included carpentry, electrical-industrial, electrical-residential, fire sprinkler, HVAC, instrumentation fitting, insulation, millwright, pipefitting, plumbing, sheet metal, welding-pipe, welding-structural and masonry. The ABC Iowa Team took top honors, earning gold in the Team Competition. Congratulations!



The Gold Medal winners are: Carpentry: Mitch Plambeck, Frye Builders & Associates, Inc.; Pipefitting: Ben Mollhoff, ACI Mechanical, Inc.; Insulation: Mike Bradley, Iowa Insulation, Inc.; Millwright: Ryan Knisley, Keen Project Solutions; Electrical: Bryan Miller, Price Electric.

We're Ready When You Are...

Welcome to the latest issue of *Constructively Speaking*. It's one of the ways we attempt to stay in touch and to remind you that we remain alive and well despite what have been some incredibly challenging economic times.

Communicating regularly with you—our clients, prospects and business partners—is the cornerstone of our business. We are committed to continue doing so, and encourage you to do the same in your business. And because communication is a two-way street, we always welcome your input and feedback.

Whether it be next month, next year, or ten years from now, we stand ready to help you with any and all aspects of your planning, design and building needs, however large or small. We're just a phone call or email away.

Planning A Project? Give Us A Call!

If you have any questions or suggestions for future newsletter articles, or would like someone to be added to our mailing list, please contact us at info@fryebuilders.com or call us at 563-264-5045. And while you're online, connect with us at www.fryebuilders.com.

Varco-Pruden Sales

In 2014, Frye Builders achieved an annual sales volume of \$250,000 for Vacro-Pruden's Central Sales Region.

Varco-Pruden (VP) combines steel structural materials with virtually any exterior finish to create pre-engineered metal buildings that are energy efficient and provide years of trouble-free performance. Frye Builders is pleased to be a member of the VP network of builders.



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