

Friede Biography

Herbert Friede was born in Helenow, Germany in 1934 and was the eldest son of Wilhelm and Wanda Friede who were farmers and landowners in the area. Herbert Friede, along with his mother Wanda Friede and his sister Hertha Friede, immigrated to Leduc, Alberta in 1950. Herbert Friede received his English education in Leduc, Alberta and subsequently obtained his Journeyman Carpenter's Certification from S.A.I.T. in Calgary, Alberta in the early 1950's.

In 1955, Herbert Friede formed H. Friede Builders with the assistance and encouragement of prominent farmer and oilman, Joe Tober to construct and own residential homes in the growing metropolis of Edmonton, Alberta. The firm became known as El Rancho Construction Co. Ltd. when Herbert Friede branched out into construction of apartments and warehouses. The year 1962 saw Herbert Friede construct and own his first apartment building which is known as Golden Arm Apartment (located at 8315-100 Street Edmonton, Alberta) in the heart of the Old Strathcona District of Edmonton.

Herbert Friede's keen business acumen saw the need for another business while his construction business continued to thrive. In 1965, Herbert Friede formed yet another company which was known as Apex Ready Mix Concrete Ltd.. Apex Ready Mix Concrete Ltd. started out with two ready mix mobile concrete truck units, a small concrete batch plant as well as office space at 5928-98th Street in Edmonton, Alberta (this location became known as the head office of the businesses). Under the guidance and watchful eye of Herbert Friede, Apex Ready Mix Concrete Ltd. continued to grow. Herbert Friede purchased 80 acres of land (legally known as N.E. 7-53-23-W4th in Strathcona County), then purchased a second concrete batch plant and constructed a second office building and shop on the new site. The second Apex Ready Mix Concrete Ltd. concrete batch plant and buildings was situated on an 80-acre site in the Clover Bar district of Strathcona County (present day site of the Sunridge Ski Resort). Apex Ready Mix Concrete Ltd. staff grew to over 40 people, 16 ready mix mobile concrete truck units as well as excavation equipment and service trucks. With the extensive growth of Sherwood Park and Fort Saskatchewan, Apex Ready Mix Concrete Ltd. would now be able to serve these areas more economically and efficiently. Apex Ready Mix Concrete Ltd. was now the largest independent ready mix concrete company in Edmonton and Strathcona County.

In April of 1966, Herbert Friede also formed Apex Excavation Ltd. as he saw a need for new excavation and fill material for the booming construction in the area. Herbert Friede's new Clover Bar site had an abundance of fill gravel to serve the surrounding communities.

Herbert Friede was married and had three daughters. He was an active member of Trinity Evangelical Lutheran Church in Edmonton, Alberta and served on Church Council for many years as well as the Church Building Committee. Mr. Friede was also a member of the Edmonton Chamber of Commerce. Mr. Friede and his wife owned an acreage in Campbelltown Heights in Strathcona County.