



Architectural Design Consultants, Inc., Lake Delton

***Special Award – Communication - Commitment - Creativity***

When repeat customers and word of mouth referrals account for 85 percent of your business, you know you're doing something right. And when your family business has designed more than three-quarters of a billion dollars worth of construction in the last two years alone, then no one can deny that you're doing something right! You might say this success was achieved through the company's Three C's of Service: Communication, Commitment and Creativity.

Bob Nagel started his hometown architectural firm in 1987, with four employees, in Lake Delton, Wisconsin. In the beginning, he focused on educational, municipal, housing, hospitality, retail and financial buildings. Then, in 1994, he was commissioned to build a water park in Wisconsin Dells, and the rest, as they say, is history. Today, with over 40 talented employees and two offices, Bob's company has bragging rights to having designed over 90 percent of the water park resorts in the Dells, and has designed more water park focused resorts than any other firm in the world.

ADCI weathered the economic downturn and has more than doubled its staff since 2011. The company set consecutive sales and profits records in both 2014 and 2015, increasing sales over 20 percent in one year alone.

Family plays a big part in this business. In 1998, Bob's brother-in-law Bill Ryan joined the firm as Chief Operating Officer. Today, Bob's oldest son Justin Nagel works in business development, and Bob's younger son, Josh Nagel, works in construction administration. Bob's niece, Dana Bremer works in accounting. Bill's son Jason Ryan is an architect in training. And Bob's nephew Michael Ryan is employed as an IT intern as he finishes college. Right now, these second generation employees are learning the tasks they will need for leadership roles in the future.

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Bob and Bill believe family and community are at the core of everything they do. They see the firm as a tight-knit family environment. Employees are encouraged to make sure their children’s needs come first, whether for a ball game, a graduation or other events that occur during the work week.

Bob is the first to say that after nearly thirty years, communities and small business owners remain a vital part of the business. ADCI honors its roots in the Wisconsin Dells area by supporting nonprofit and community-based organizations. The company also has provided a \$25,000 endowment to the Wisconsin Dells High School to provide annual \$1,000 scholarships into perpetuity, to help young people further their education in architecture, engineering and interior design.

What impressed the judges were this company’s long-term relationships with customers, its growth and leadership in a competitive market, its commitment to family and community, and its tenacity in weathering times of upheaval in the industry.

This Special Award titled “Communication – Commitment – Creativity” goes to Architectural Design Consultants, Inc. of Lake Delton.

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