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STATE  
OF THE  
INDUSTRY  
2024  
FORECAST

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YOUR DAY**  
Daystar Shows  
How It's Done

**FAUX FINISHES**  
Metal Can Now Look  
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STUDENTS

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# Advisory Board Experts Needed

**T**he year 2023 was exciting at Shield Wall Media. We announced a new annual Construction Survey Insights — Annual, from our data collection efforts (sending in April). We announced the Post-Frame Builder Show this coming June in Branson, Missouri. And as I write this we are putting the final touches on BuildMyBarndo.com, our first digital consumer publication. It only seems fitting to end the year by announcing one more new project.

Too many business owners don't understand the actual nature of their business. The purpose of all business and most human interaction is to solve a problem or help solve a problem. The purpose of our magazines, shows, surveys, and books is to help our readers by providing the information you need to solve the challenges yourself. Some of this comes in the form of knowledge about products and procedures. The survey and data generation helps you predict challenges coming in the future.

There is a saying "You don't know what you don't know." To remedy that, we are announcing the formation of the Shield Wall Media Advisory Board. What we don't know, our readers do. I

have done this unofficially for years. Some of you have received calls or emails from me saying, "I am thinking of doing this; tell me why it is a bad idea." My editors have their sources and routinely ask subject matter experts to write or review articles. We have grown to the point we want to make the Advisory Board official. A corollary to "not knowing what you don't know" is "not knowing who you don't know." With 100,000+ subscribers, it is impossible to know every individual. Whether a builder, roofer, roll former, engineer, or manufacturer there is a wealth of knowledge and expertise who know us, but we don't know you.

If you would like to have input into the editorial and strategic future of Shield Wall Media, this could be your chance. We are looking for 12 board members (two from each of the markets we serve). Details on how to apply, the benefits and responsibilities are available on page 55 of this issue.

Thank you for helping Shield Wall Media continue to grow. **RB**

— Gary Reichert  
Publisher/CEO

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22

# CONTENTS

## features

- 6 MIKE ROWE FOUNDATION**  
About Connor Bagnell the Lineman
- 8 PRODUCT FEATURE:  
FAUX FINISHES**  
Opportunities Abound Now That Metal  
Can Look Like Something Else
- 16 STATE OF THE INDUSTRY**  
Experts Analyze 2023 and Forecast 2024
- 22 PROJECT OF THE MONTH**  
S-5! and Kansas Students Collaborate
- 26 MANUFACTURER PROFILE**  
Daystar Daylighting Helps Builders
- 29 FRAME BUILDING EXPO PREVIEW**  
Floor Map & Exhibitor Profiles
- 54 FLASHBACK: 1976**  
Morton Buildings, Others Introduce Color

**SPECIAL  
FLIP SECTION**

**POST-FRAME  
BUILDER<sup>HOUSE</sup>SHOW  
PREVIEW**



26

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Rural Builder (ISSN: 0888-3025) (Volume 58, Issue 1) is published nine times per year (February, March, May, July, August, September, Annual, October and December) by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to Rural Builder, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2024 Shield Wall Media LLC. Rural Builder and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Rural Builder assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to rural contractors and their suppliers throughout North America. Others may subscribe: \$29.98 for 1 year, \$55.98 for 2 years, and \$79.98 for 3 years in the U.S.; \$39.98 for 1 year, \$74.98 for 2 years in Canada.

## DEPARTMENTS

Publisher's Note ..... 3  
Supplier News  
& New Products ..... 44  
Business Connections ..... 50



## MARCH ISSUE PREVIEW

- Structural Fasteners
- Air Movement
- TrussBRACE Installation

**FLIP TO POST-FRAME BUILDER SHOW PREVIEW**

**ON THE COVER:**  
Daystar helping to daylight a building. See page 26.

## INDEX OF ADVERTISERS

Company	Page #
AceClamp	43
Acu-Form	29, 43, 50
AmeriLux International	CVR
Anthem Built	50
Apple Outdoor Supply	39
ASC Machine Tools Inc	9, 50
Atlas Building Products	53
Aztec Washer Company	51, 52
BECK America Inc	47
Burrow's Post-Frame Supply	29
Daystar Systems LLC	34, 51
Direct Metals Inc	51
Dripstop®	21, 29
Dynamic Fastener	25
Everlast Roofing, Inc.	13, 51
FootingPad	CVR, 20, 29
Golden Rule Fasteners	51
GreenPost / Planet Saver Industries	CVR, 51
Hershey's Metal Meister	29
Hixwood	CVR, 29, 52
I Beam Sliding Doors	50
Janus International Group	19
Lakeside Construction Fasteners	27, 29
Marion Manufacturing	29, 50
Maze Nails	IFC, 29
McElroy Metal	29, 48
Metal Rollforming Systems	29, 44
Mid South Aluminum	49
Midwest Perma Column	29
MWI Components	23, 29
National Institute of Building Sciences	46
Perma-Column LLC	CVR, 7, 29, 50
Pine Hill Trailers	50
Plasti-Sleeve	40, 52
Plyco Corporation	17, 29
RetroFitClip	52
rFOIL Reflective Insulation - Covertch	45
Rigidply Rafters	48
SmartBuild Systems	3
Snow Stoppers LLC	51
SpeedLap LLC	29
Starwood Rafters	47
Steel Dynamics	11
SteelGrip SAMM, Inc	51
Stockade Buildings	52
SWI Machinery	29
Timber Technologies LLC	42
Triangle Fastener Corporation	18, 29
United Steel Supply	50
Ventco by Lakeside	CVR, 43
Wick Buildings	14

**GO TO PAGE 15 TO  
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**Gary Reichert,**  
Publisher, Shield Wall Media



**e-mail the editor at**  
rocky@shieldwallmedia.com

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# Find Programs to Expose Kids to the Trades

Explore the Opportunities. If it Doesn't Work Out... RESET.

BY RURAL BUILDER STAFF

Connor Bagnell found out early that he was interested in electrical technology. It began with watching his dad, a journeyman diemaker who enjoyed putting his mechanical skills to work on classic cars in his free time. Bagnell thought it looked like fun working with his hands and he knew he didn't want to be stuck in an office.

He attended Memphis High School in Wales, Michigan, which didn't have a traditional shop class, but they had a partnership with RESA. This organization provides various trades education based on the needs of the community. Bagnell said that it was competitive to get a seat in the classes; they filled quickly. However, he got into electrical classes and spent three hours a day at the RESA Center.

Bagnell enjoyed the classes. The program gave him exposure to subjects that could lead to career pathways he may never have realized he would be interested in, like electrical theory, pneumatics, and robotic programming (which he received certification in). Initially he was afraid to take things apart because he was afraid he wouldn't be able to put them back together, but these classes gave him the



Bagnell's College Cross Country Team

confidence he needed to try and to take a chance on further technical opportunities.

After high school, he decided to pursue his interest in electrical work, and he found a lineman program at community college where he learned about transformers, wiring, and pole climbing. The students got to operate diggers and bucket trucks, and Bagnell loved it — it was so hands on!

His mom found the mikeroweWORKS Foundation and encouraged him to apply. Bagnell thought that since it was a national competition with big numbers of people likely to compete, he had little to no chance to win. However, he applied, following the directions and doing everything that was asked of him. Yet he worried that he would make a mistake in his application because when he looked at the videos other applicants had submitted, he noticed that people were breaking the rules. For example, applicants were wearing clothing with advertising logos. He found the video to be the most difficult part of the application process because

trucks, and Bagnell loved it — it was so hands on!

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As a result of a collaboration with mikeroweWORKS Foundation ([www.mikeroweworks.org](http://www.mikeroweworks.org)), *Rural Builder* is featuring profiles of Work Ethic Scholarship recipients in each of its issues. Over 1,700 scholarships have been awarded to trade-school students who value hard work and taking personal responsibility. *Rural Builder* applauds these students and wants to acknowledge their choice to apply their talents to skilled trades. Thank you, mikeroweWORKS Foundation, for your continuing efforts to close the skills gap and "reconnect the average American with the value of a skilled workforce."

he was very nervous; it was his first time on camera. But ... he won! Bagnell was stunned when he received a scholarship.

The scholarship helped him to pay his tuition, so he emerged from school with no debt, and it was a good thing because the housing market went crazy as he was beginning an apprenticeship as a lineman. LeCom, a company in Detroit, hired him. He was moving and adjusting electric lines if they were too low or too close to other lines, and replacing poles, and he liked the work, but he couldn't see himself doing it forever. Further, he missed Alpena.

It wasn't a problem; in September of 2023 he found a job as an apprentice electrician in Alpena, Michigan, a big city with a small town feel where everyone knows everyone. He is enjoying it. He has

a deep interest in electrical work and he finds that he is learning skills he can bring home and use in his personal life, things like making ethernet cords and wiring light switches.

"I think a lot of happiness depends on the environment, the people ...," Bagnell said, "but if you find that a job is not working for you, then Reset. There is nothing wrong with trying something else."

As for the future, Bagnell sees himself becoming a journeyman electrician, getting his own house, and maybe becoming a master electrician. "That could allow me to do more of the niche electric work that I like," Bagnell says. "They say if you enjoy your work, it won't feel like you worked a day in your life. That's what I'm going for!"

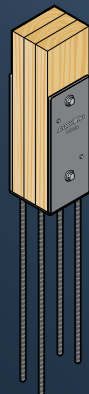
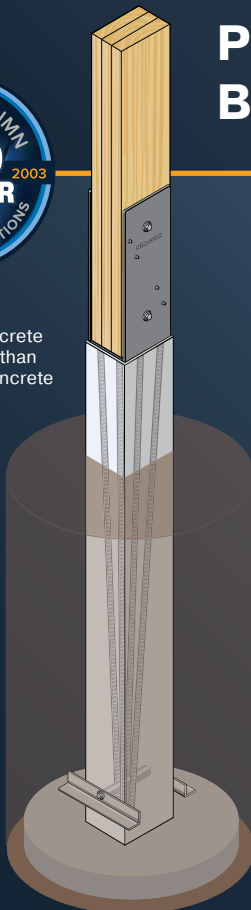
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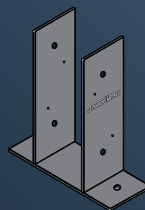
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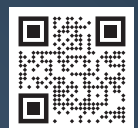
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*Modern Materials board-and-batten.*

## Brilliant Disguise:

# Faux Finishes on Metal

Technology Is Allowing Builders and Contractors to Upsell and Upgrade to Metal That Looks Like Wood or Stone

**T**hanks to technology and innovation, there are limitless architectural solutions for metal that looks like wood or stone. It's growing in popularity because it combines the classic rural look of wood with the durability of metal, or similarly allows for a metal-sided building to look like its brick- or stone-home counterpart.

Metal resembling wood improves a building's design aesthetics, giving it a warm inviting feeling and its lightweight design makes it easy to install. Wood grain metal panel siding requires no repainting, caulking, or sealants, and will not rot and splinter over time. Bob Cujé, president at Modern Materials said, "The look never changes! It remains crisp and clean with zero maintenance."

Don Switzer, sales manager of Steel Dynamics (SDI), said it is pretty simple to understand that while wood has been used in rural buildings as a primary building component for many years, there are many advantages of using metal with a

faux finish. "The customer wants the durability and longevity of steel but wants it to look like real wood from close up and from a distance," he said. "With wood, you are talking about a limited natural resource. While beautiful, it requires ex-



*PermaGuard.*



tensive maintenance, including staining or painting to maintain the desired look. With steel, there is little if any maintenance, and with SDI it all starts from recycled scrap steel.”

**“The digitally printed product is a classic upsell.”**

Don Switzer, SDI

“Wood looks wonderful when it is new,” said Jessie Schlabach, owner of PermaGuard. “However, the maintenance is prohibitive, the continual staining and painting to keep the wood looking new is very expensive and time consuming. Even after that, you still have the potential of

mold, warping, rotting, and termites. On the flip side, steel might be pricier initially, but you will end up with far less cost in the long run.

“Typically there will not be \$5 million homes built on the lake with faux wood and stone. Somebody with that type of money typically will want real stone etc. What this faux finish movement really benefits is it gives the lower-income and working-class people the option to improve their building project from a commercial cold look to something impressive, at a low cost.”

Cujé explained in terms of price, his 24-gauge siding is really no more per square foot than other metal componentry. “A minimum, splash of wood on feature walls, or soffits will add a decorative aesthetic to typically mundane walls,” he said.

## Advantages of Metal

### Advantages of Using Metal with a Faux Finish

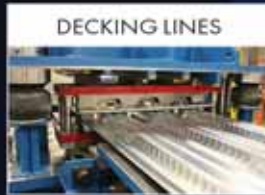
- Cost savings
- Maintenance-free
- Rot-resistant
- Fire-resistant
- No wood warping
- No termites
- Less expensive than using authentic wood
- Includes 40-year limited painted warranty
- Arrives ready (no cutting, staining, or painting required)
- Authentic Appearance

— Paul Rubio, vice president, Western States Metal Roofing



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*New Tech Machinery project utilizing metal from SDI.*



### FAUX FINISH OPPORTUNITIES

There are many applications and opportunities for this look. Painted metal roofing and siding panels can be given a rusted appearance. Painted metal panels

### Installation Tips

Installing faux finish products is as easy as any metal product, using the same tools and fasteners without specialized equipment or techniques. Installation should be performed by an installer familiar with metal building component installation. There are installation guides and videos that can assist in the installation process.

Jessie Schlabach, owner of PermaGuard, cites the following installation tips:

**Proper preparation.** Before installation, ensure the surface is clean, dry, and free of any debris or contaminants. This will promote optimal adhesion and longevity of the siding. Additionally, check that the structure has a suitable moisture barrier to prevent moisture-related issues down the line.

**Accurate measurements.** Take precise measurements of the area to be covered by the faux finish panels, allowing for appropriate panel lengths and minimizing waste. Accurate measurements ensure a seamless and professional-looking installation.

**Quality tools and fasteners.** Use high-quality tools and fasteners recommended for metal siding installation. This will ensure secure attachment and minimize the risk of damage or loosening over time. Consult manufacturers' installation guidelines for specific tool and fastener recommendations.

can be made to look like an old patinated copper.

"Garage doors have been the leaders, but homes, barns, and businesses are looking at these new images and seeing endless opportunities," Switzer said. "Not just for siding, but we have had customers wrap beams in the product, use it as a highlighting trim, used inside buildings versus drywall."

**"Today's science is doing things unobtainable from 10 years ago."**

**Bob Cujé, Modern Metals**

Modern Materials recently completed a 2,200-square-foot ceiling and soffit on a modern home on the top of a small mountain. "Driving up the steep incline, you first see the amazing canopy of plank style faux wood," Cujé said. "It is entirely captivating; nature coexisting in modern architecture."

As far as the faux wood finishes on metal opportunities for builders go, Schlabach added, "It is all about adding options for your customer with the potential to upsell and gain better profit per job, and in turn create a happier customer, more referrals,

and more attention to your company."

Switzer said a metal faux finish product is competitive with wood and cement board. "The digitally printed product is a classic upsell," he said.

Presentation and sales pitch matters, too. Schlabach gave an example.

"It's all in the way you present it," Schlabach said. "If you present it as 'per cost' it will seem too expensive to the customer.

"For example, Mr. Customer, we can use

### Sales Tips for Builders

**Educate customers.** Highlight its unique benefits such as its exceptional durability, low maintenance requirements, and authentic wood/stone appearance. Educating customers about the advantages of this innovative siding solution will help them make informed decisions and appreciate the value it brings to their projects.

**Showcase the aesthetics.** Utilize samples, brochures, or visual aids to demonstrate the stunning wood prints available. By showcasing the aesthetic appeal of the product, builders and contractors can capture the attention and imagination of potential customers.

**Share testimonials and success stories.** Incorporate testimonials or success stories from previous projects where it was used. Highlighting positive experiences and satisfied customers can instill confidence and trust in prospective clients.

— Jessie Schlabach, owner, PermaGuard

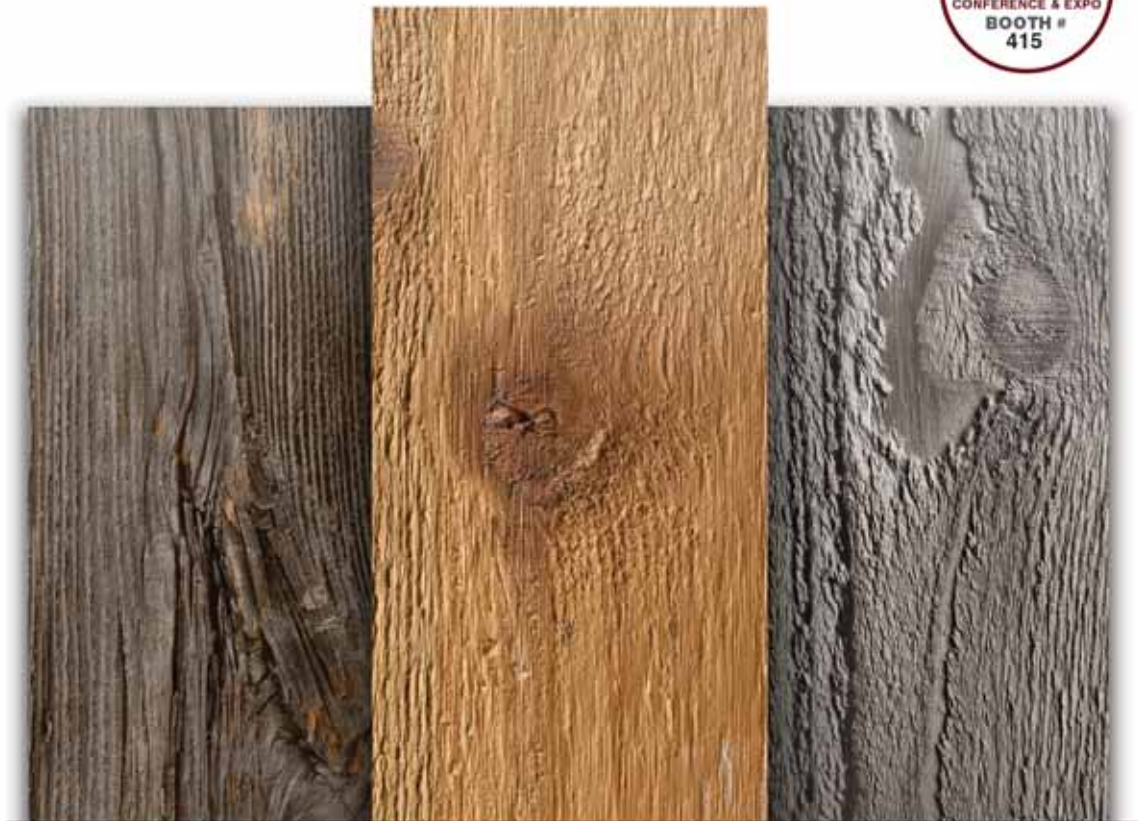
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*Western States Metal Roofing project.*

standard metal on your building project, or we can use this ‘expensive wood siding.’ The cost difference is standard metal \$3 per foot and that stuff is \$5.

“The customer typically responds with, ‘Wow I can’t afford that.’

“Example #2 is Mr. Customer, you are building a 40’x60’ pole-frame building and you are spending \$60,000 on this project. Using this material will cost approximately \$5,000 more, so you are going from \$60,000 to \$65,000 and you are taking your project from a standard commercial look to something impressive.

“Oh. I think I can afford that!”

The point is that with these new products, you can make an expensive-looking upgrade far more affordable than in the past. “If you are trying to match the look of a reclaimed wood, metal would actually be cheaper,” said Paul Rubio, vice president, Western States Metal Roofing. “It’s also easier to install a metal board-and-batten panel versus a real wood board-and-batten panel.”

To further upsell the look of a faux finish on metal specifically to a farmer or ag business, Cujé said his company can offer PVDF wood series panels with a 30-year color warranty. “It’s a fact — today’s sci-



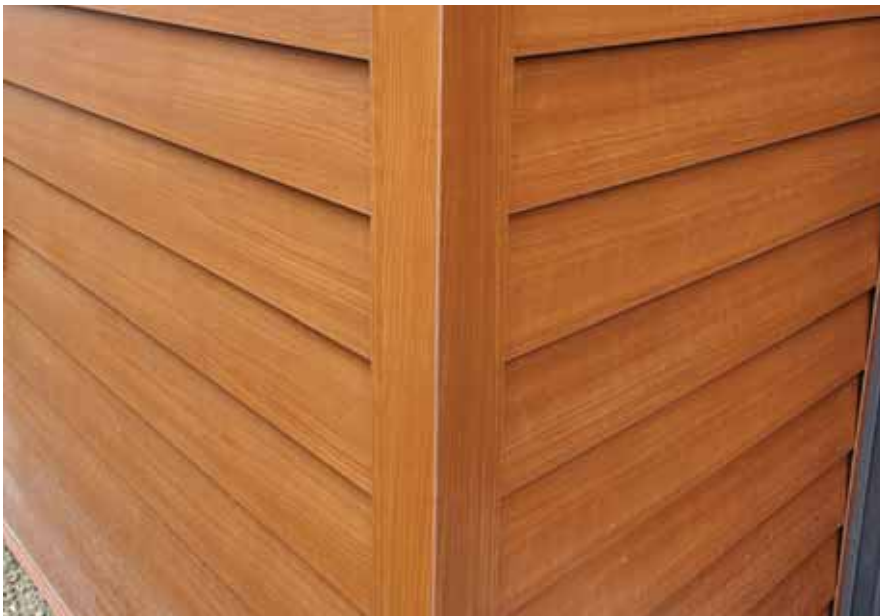
ence is doing things unobtainable from 10 years ago,” he said. “It not necessarily an upgrade, it’s an everyday expectation.”

### THE TECHNOLOGY BEHIND THE FAUX

How is it possible to make metal convincingly look like wood via a faux finish? Switzer said for years printed images were made using old technology called Rotogravure. “This is an embossed roll of an image that would print ink on a coil and repeat from 28 to 32 inches,” he said. “That technology is very limited from a color standpoint and the repeat does not allow the true character of a wood image to be fully realized. Several years ago, SDI invested in new technology that allows us to digitally print any image and color, and it does not repeat for up to 32 feet.”

Cujé said at Modern Materials, its steel siding is all PVDF technology, “We have complete confidence in weathering and long-term results,” he said. “Beyond the advancements in chemistry is the new printing technology. Our realism is upgraded to the point where natural wood simply looks bad. The public expects perfect wood grain replication long term.”

PermaGuard’s paint system is the secret



*Modern Materials board-and-batten.*

### Related Articles

More magazine stories to learn about faux finishes.

“Blending Tradition and Innovation,” by Rick Zand, *New Tech Machinery*, *Rural Builder* October 2023 issue, page 22. Read it at [ruralbuildermagazine.com/2023-october-edition/](https://ruralbuildermagazine.com/2023-october-edition/).

“Convincing the Eye,” by Sharon Thatcher, featuring the new technology by Steel Dynamics. *Rural Builder* September issue (in the *Metal Builder* special section). Read it at [metalbuildermagazine.com/new-digitally-printed-steel/](https://metalbuildermagazine.com/new-digitally-printed-steel/).

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## PRODUCT FEATURE: Faux Finishes

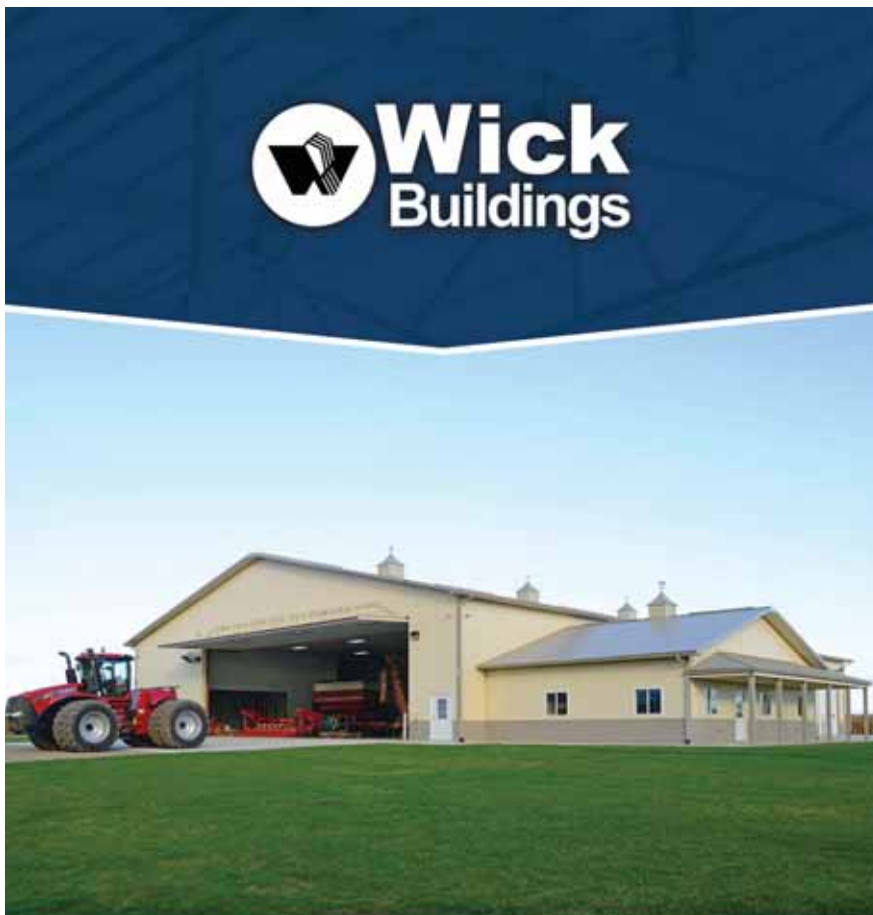
behind its ability to mimic the appearance of real wood and stone. Utilizing Kynar 500, a premium paint coating renowned for its superior performance, PermaGuard achieves remarkable resistance to chalk and fade, outperforming many oth-

er industry options. However, Schlabach said the paint system is more than just a pretty façade. “It is meticulously designed to protect the panel from various elements,” he said. “The available options for the wood prints include Red Oak, Natu-

ral Pine, Honey Gold, Dark Cherry, and Weathered Wood.”

Rubio called specialty paint prints “a metal panel that’s been painted repeatedly.”

“The paint line applies a base coat of solid color on the coil and then the coil runs through a second time with a different color using a special engraved paint roller that creates a pattern on the coil,” he said. “You end up with a two- or three-tone paint system that’s absolutely stunning and completely different than a solid metal roofing color.” **RB**



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*Western States Metal Roofing can create a new metal panel that looks rusted to match other elements of the project.*

## Resources

### Modern Materials

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[www.modern-materials.com](http://www.modern-materials.com)

### PermaGuard

Hamptonville, North Carolina  
(800) 202-8831  
[www.permaguardpro.com](http://www.permaguardpro.com)

### Steel Dynamics

Brentwood, Tennessee  
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# The Building Industry Forecast – 2024

That's NOT on the Blueprint!

*Shield Wall Media and METALCON conducted an industry survey that generated a lot of information, and we are providing a few of the basics here. Watch for our new Construction Survey Insights (CSI) Annual (mailing in April) for more in-depth insights.*

**A**s most everyone in business is aware, the economic situation can have a big impact on profitability, whether it's local, national, or across the industry or niche in which you are invested. Of course, everyone wants to know what is coming so they can prepare, but alas ... our crystal balls often fail us. While no one can predict the future with complete confidence, some are better at recognizing the trends and offering realistic insights; we will begin our inquiry with them.

## THE ECONOMISTS

Economist Anirban Basu regularly reviews the state of the economy and its likely impact on the construction industry. He has provided a mixed outlook for 2024.

"The upcoming year will present varied challenges and opportunities for contractors," Basu said. "Contractors focusing on public works are poised for a successful year thanks to increased funding from infrastructure legislation, while those working on residential properties will likely see a shore up of projects due to a tough real estate market."

In other words, with high prices and lower supply than demand, residential construction isn't likely to slow down. Further, Basu sees growth opportunities in mega-projects across the country as many manufacturers reshore supply chains. These projects will call for more employees in an industry that already offers more job opportunities than skilled/quality workers to take them.

When considering what situations may negatively affect peoples' plans to build, Basu advises remembering these: high consumer debt, geopolitical uncertainty, stricter credit conditions, and the government's increasing debt. However, he believes that the bond market indicates a likely decline in interest rates by mid year. If this occurs, it could mean greater project financing and backlog generation.

Ken Simonson, Chief Economist of the Associated General Contractors of America, said that after a torrid third quarter in 2023, slower growth is expected going into 2024. Overall, he believes that unemployment will remain low.

"Some industries will cut headcount, but

most people who want jobs will find them quickly," Simonson said. "Conversely, employers in expanding industries such as construction, will continue to have trouble filling positions," he said, "and will have steadily increasing wage bills for new workers (when they can find them) and overtime or bonuses."

Simonson said that while most supply chain issues have been cleared up, there remain a few holdouts, such as electrical equipment and it looks like these will likely remain problems throughout 2024. He expects these supply challenges along with labor shortages will stretch project completion times.

Specific niches that Simonson expects to do well in 2024 are data centers and manufacturing plants followed by infrastructure and renewable energy projects.

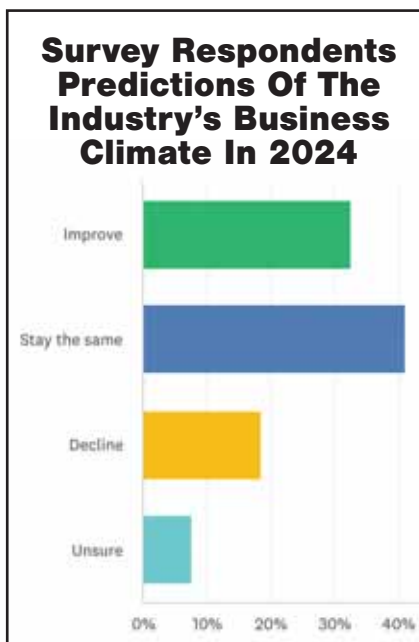
## THE SURVEY SAYS

Shield Wall Media conducted an industry survey to gauge how industry insiders see things.

Overall, our responses show optimism. Respondents indicated that over 70% believe that the general business climate will improve or stay the same. When you look at what market segments predict for their own markets there are some differences.

The commercial segment is perhaps the most optimistic with nearly 50% expecting the segment to grow and close to 40% expecting it will stay the same.

The industrial segment is close behind








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with over 40% believing work will increase in '24, while over 50% say it will stay the same.

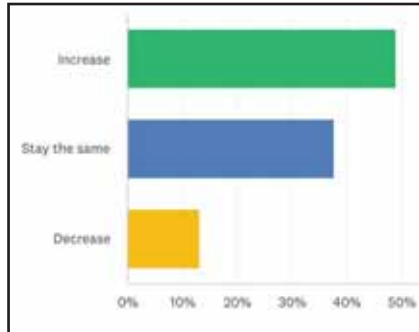
In the ag building community, the expectation of over 60% is that work levels will stay the same, and the residential segment most closely resembles overall industry expectations.

**INDUSTRY PROFESSIONALS REPORT**

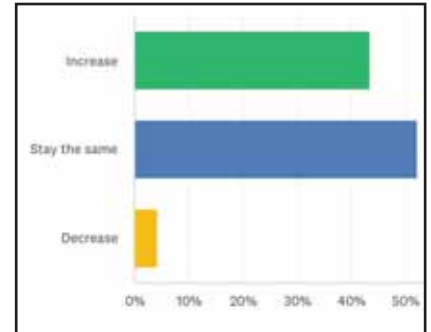
Chris Davis of Dripstop® views the business climate very positively.

“The industry continues to be surprisingly strong despite higher interest rates making debt financing more expensive,” Davis said. “We expected a slowdown that never actually came. I think we were all kind of waiting for the ball to drop, but order books have thus far

**Survey Respondents Predictions Of Their Own Industry Segments In 2024**



**Commercial Building**



**Industrial Building**

remained full.

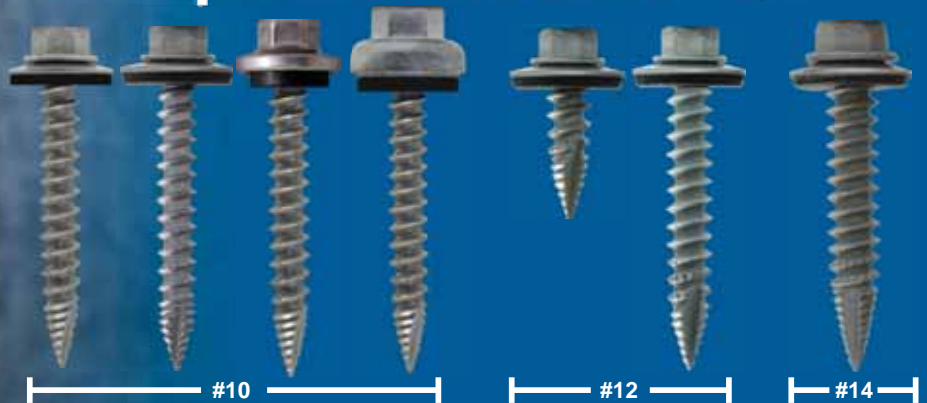
“Demand has actually been better than pre-pandemic levels. We ask regularly and generally customer confidence is high.”

April Clohessey of Beck America

reported that the market is strong and they expect business profitability in 2024 to be good, similar to 2023.

Jason Myrvik of Midland Door Solutions indicated that they are doing

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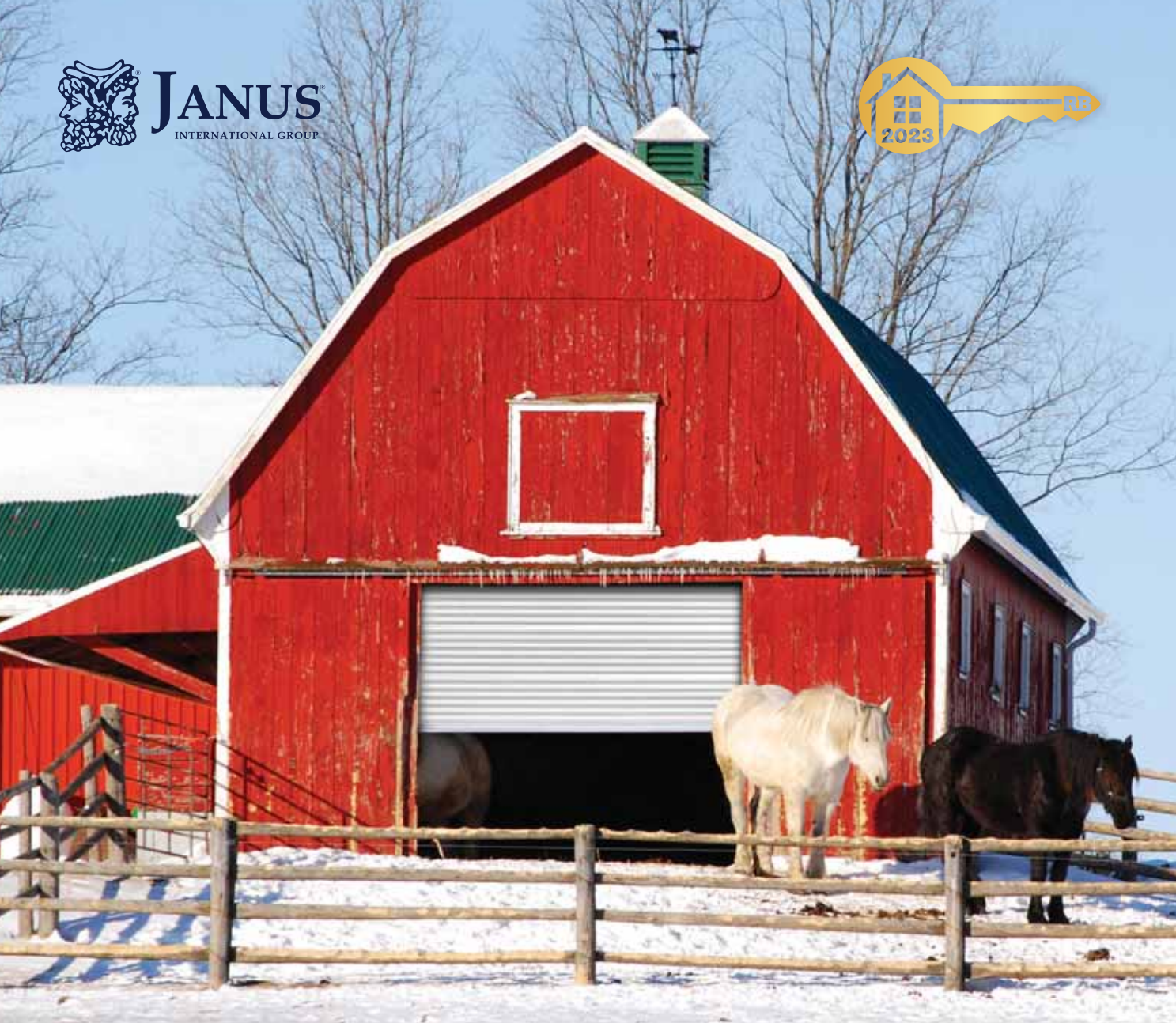


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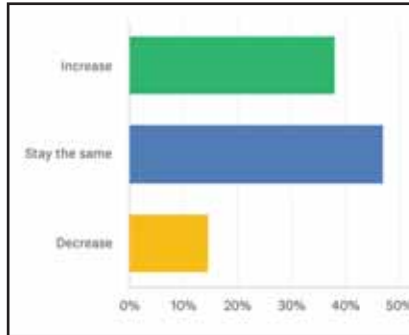


better than pre-pandemic levels and he expects that to continue into 2024.

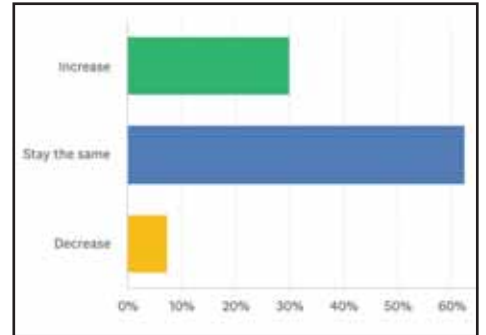
“We are seeing a significant increase in the ag sector with new shops and machine sheds,” Myrvik said. “Aviation is another sector that shows promise with the amount of federal funds available for local airports to build new hangars or repair existing facilities. I can only assume that the commercial sector will weaken with the rise in interest rates.”

Davis agreed that the ag sector has been strong. He continued, “Due to the long, positive self-storage growth curve, we are always a bit afraid of when supply will exceed demand.”

Levi’s Mike O’Hara said, “We are seeing growth in the core markets of post frame, metal building, and residential roofing. Residential re-roofs are strong, and we believe the metal market continues to take share from shingles. The agriculture market/pole barns continue to grow also.”



**Residential Building**



**Agricultural Building**

Much talk is centered around beliefs that residential building will be strong because there is not enough housing. However, O’Hara points out that new permits continue to be at low levels compared to 5+ years ago.

“One reason may have to do with higher interest rates, but they are still historically low compared to the 1980s,” O’Hara said. “Multi-family housing (apartments/townhomes/condos) continue to gain in popularity as some want maintenance free living, and others can’t save enough for a down payment given the fact that housing prices have risen so much over the past 5-10 years. Lastly, people are living longer and staying in their homes longer.

Of course, every year has business challenges, and Davis expects that interest rates will be the biggest challenge in 2024.

Myrvik said, “We are seeing an increase in component costs. Steel costs are on the rise again with no sign of leveling off.”

Myrvik believes that pricing will not return to pre-pandemic levels and the higher prices will be the new norm.

Clohessey expects the obstacle themes in 2024 will be inflation, finding employees, and the cost of materials and interest rates in that order.

The employee deficit has become a constant thorn in the side of many companies across the industry, and Myrvik, Clohessey, and Davis agree that it is likely to continue.

Myrvik had this to say: “The labor shortage is not just in our industry — it seems to be a problem across the board, for everyone you speak with. We have started the recruiting process early,” he added, “with high schools and technical schools to educate the students about what we do in hopes that when they graduate, they will want to join our team.” **RB**



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# Kansas Student Project

S-5! Contributes to Solar-Powered Residence and ADU

**T**he University of Kansas School of Architecture & Design teamed with S-5! to create this annual student-led, design-build project.

S-5! donated the snow retention and solar attachments for the 432 Indiana Street House, which is the 16th consecutive LEED Platinum project completed by Studio 804, a hands-on learning program at the University of Kansas for graduate students in their final year of studies seeking a Master of Architecture degree.

Founded in 1995 by Professor Dan Rockhill, each year students design, procure, and execute a complete house in just nine months.

The 1,800-square-foot home and adjacent 500-square-foot accessory dwelling unit is located in the historic Pinkney Neighborhood, one of the oldest in the city of Lawrence, Kansas. It is a short walk to parks, the Kansas River and the cultural vibrancy of downtown Lawrence. It is a perfect location to appreciate the history of Lawrence while addressing the future of



sustainable living.

“Each year, we complete a house or a university-related commercial building, alternating between standing seam roof and flat roof projects,” Rockhill said. “For each metal roof project, we incorporate S-5!

“Normally, we prefer a pitched roof form and a high gable roof to take advantage of the full interior height without interruption to the floor plan, so directly attaching the PVKIT to the standing seams makes our job quite easy in comparison to the alternative flat roof system, which



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requires a fairly expensive support system. Integrating into the standing seam saves us thousands of dollars, and S-5! is quick and easy to install.”

The students had clearly defined sustainability goals and set out to achieve LEED platinum status with a solar PV mounting system that provided a simple, economical and penetration-free method for attachment of modules to the roof. The students reached out to S-5! as they were familiar with the products utilized on previous Studio 804 metal roof projects.

S-5! donated its PVKIT direct-attach™ solar mounting system to mount a 16-panel solar array of Q-Cell Q.Peak Duo 400W modules to the 24-gauge matte black standing seam metal roof. The system is expected to offset approximately 85% of the homeowner’s energy consumption. S-5! also donated its ColorGard snow retention system — custom-designed and engineered for this project to mitigate any potential rooftop avalanches which could cause harm to residents or property below.

The light-gauge metal was sourced from Clark Dietrich and its fasteners were from Simpson Strong-Tie. **RB**



## THE DETAILS:

**Building Size:** 1,800 square foot home, 500-square-foot ADU

**Light Gauge Steel:** ClarkDietrich

**Fasteners:** Simpson Strong-Tie

**Nail Gun Nails:** Southern Carlson

**Solar Clips:** S-5!

**Snow Retention System:** S-5!

**Solar Panels:** Renvu Solar & Enphase

**Countertops:** Richlite

**Steel Cross Ties:** Cleveland City Forge

**Polyiso Insulation:** ATLAS Roofing

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**Registers:** Kul Grilles

**Electric Gear:** Schneider Electric

**Fans:** Matthews Fan Company

**Switches and Outlets:** Leviton

**Doorbell:** Spore

**Lights:** Sunlite Science & Technology

**Electric Controls:** Lutron

**Decking:** Black Locust Robi

**Sinks:** Kohler

**Fluid Flashings:** Prosoco, Inc.

**Bath:** Shluter Systems

**Windows:** Quaker

**Shades (windows and doors):** Gordon's

**Curtin Wall Extrusions:** Tubelite

**Locks:** Emtek

**Garage Door:** Amarr

**Hardware:** Linnea-Home

**Doors:** Oregon Door

**Skylights:** VELUX

**Steel Coatings:** STEEL-IT

**Drywall:** National Gypsum Company

**Paint:** Sherwin Williams

**Interior Glass:** Tristar

**Bathroom Fixtures:** Duravit

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BY LINDA SCHMID

# Brighten Lives Every Day

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## FINDING THE VISION

The mother of invention strikes again! In 1993 Kenneth Schlabach was working in his family's third-generation Amish leather working and leather supply business. He found it difficult to see the leather because of the current lighting conditions. He considered more windows, but the building was 100 feet wide, so it

wasn't going to work. That was when he turned his attention skyward. He wanted skylights, but he needed something that would make the most of existing light without the glare of sunlight. Schlabach bought materials, began experimenting, and he developed the forerunner to the Daystar system.

In 2001, Schlabach sold the leather

business, and his cousin approached him saying that he had furthered Schlabach's earlier research on daylighting and he wanted Schlabach's help to market it. Schlabach did not immediately jump on this opportunity; he didn't think it was what he wanted to do. However, after some rumination and consultation with his accountant, they determined that if they could develop the product into something they could stand behind, they believed people would be interested. So it was a go. They worked to make it leak-proof and to build an acceptable R-value into the product.

## ENLIGHTENING PEOPLE

As it turned out, once they had improved the product and took it to market, getting people to understand the product and give it a try was, and still is, the biggest challenge the company has faced. It wasn't



Daystar Daylighting, Inside and Out



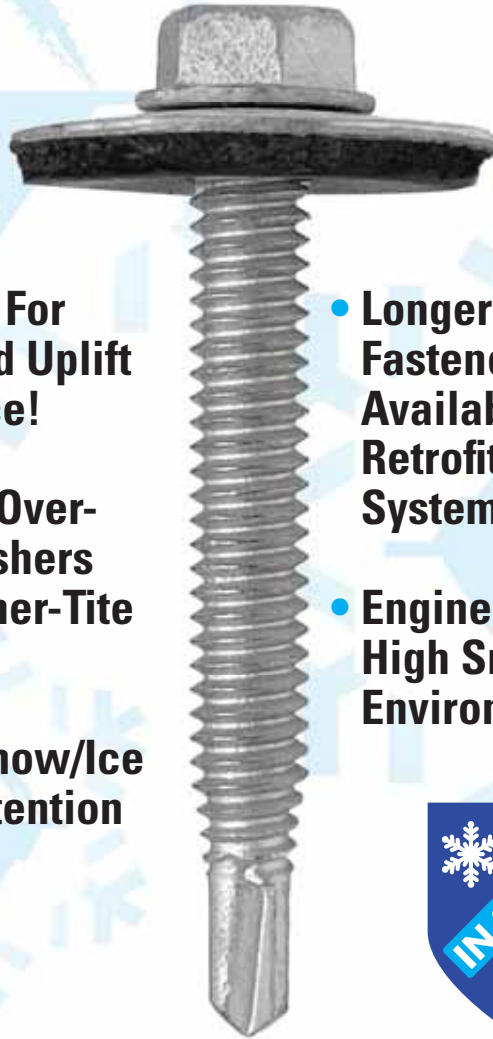


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as difficult to get the Amish market to try it; they understood the benefits because many of them were looking for lighting solutions that did not involve electricity, and perhaps more importantly many of them knew Schlabach and company. Schlabach said they had known from the start that the Amish market would be the easier one to break into for those reasons.

“I would be at a tradeshow explaining my product,” Schlabach said, “and I knew people were thinking, ‘why should I believe you when you say that it won’t leak?’ They had experienced leakage with other daylighting products. I don’t blame anyone for hesitating,” he continued, “after all, I was asking them to put holes in their roofs, something no one wants to do.”

To prove that the product is trustworthy, Schlabach and team realized that talking about the benefits to architects and contractors was not enough; they had to educate them about how it was built. The reason the Daystar system doesn’t leak when other similar products have, Schlabach said, is because the company took ownership of the roof curb, developing roof curbs to match various roofs. Once they began showing industry professionals how the system is constructed and installed, as well as providing photos of successful projects and testimonials from satisfied customers, they began to gain some traction. After all, it is the architect who specifies components and the contractor who will try to talk customers into using products he trusts.

### TAKING CARE OF BUSINESS

The primary markets the company serves are pole barn and pre-engineered metal buildings. They have installed their system into manufacturing businesses, fitness centers, stores, woodworking shops, schools, office buildings, and more. They are primarily a commercial product, Schlabach said, not because the product doesn’t have potential for the residential market, but because they have made a business decision to concentrate on what



they do best.

Located in southern Illinois, their clients are located primarily in an 800 mile radius, though they have some clients on the west coast, Florida, Canada, and even a few in far-flung places like Puerto Rico, the Philippines, and Ireland. Daylighting systems are by nature “green” products, and some of their sales are the result of collaborating with integrators, companies that do energy audits and find solutions for energy savings.

### GROWING THE COMPANY AND RETAINING EMPLOYEES

Daystar has about a dozen employees now, and Schlabach said the best advice he can give about attracting and keeping employees is to provide a positive work environment lit with natural light. He has an employee who has confided that if it weren’t for the natural light he enjoys in the workplace, his SAD (Seasonal Affective Disorder) would make it imperative that he find outdoor work. Schlabach adds that he has a very good crew. Maybe that

is due, in part, to the feeling of wellbeing that natural light can induce in human beings. It is almost certainly related to the values the company operates by; treat others as you would like to be treated.

### ADVICE AND PLANNING FOR THE FUTURE

Schlabach said, “The number one trait that is necessary to be successful in this business, as well as any other business, is dependability. Don’t over-promise. Make sure you can deliver on what you say you will do.”

His advice to people who are new in the industry? Schlabach said, “Seek advice from people who have been where you are, and find those who can help you figure out the next step.”

As for the future, Schlabach wants to get his ducks in line for transitioning the company to other hands. He’s still active, but he wants to ensure that the company he built and the people who have assisted him on the journey are set up to be successful once he retires. **RB**

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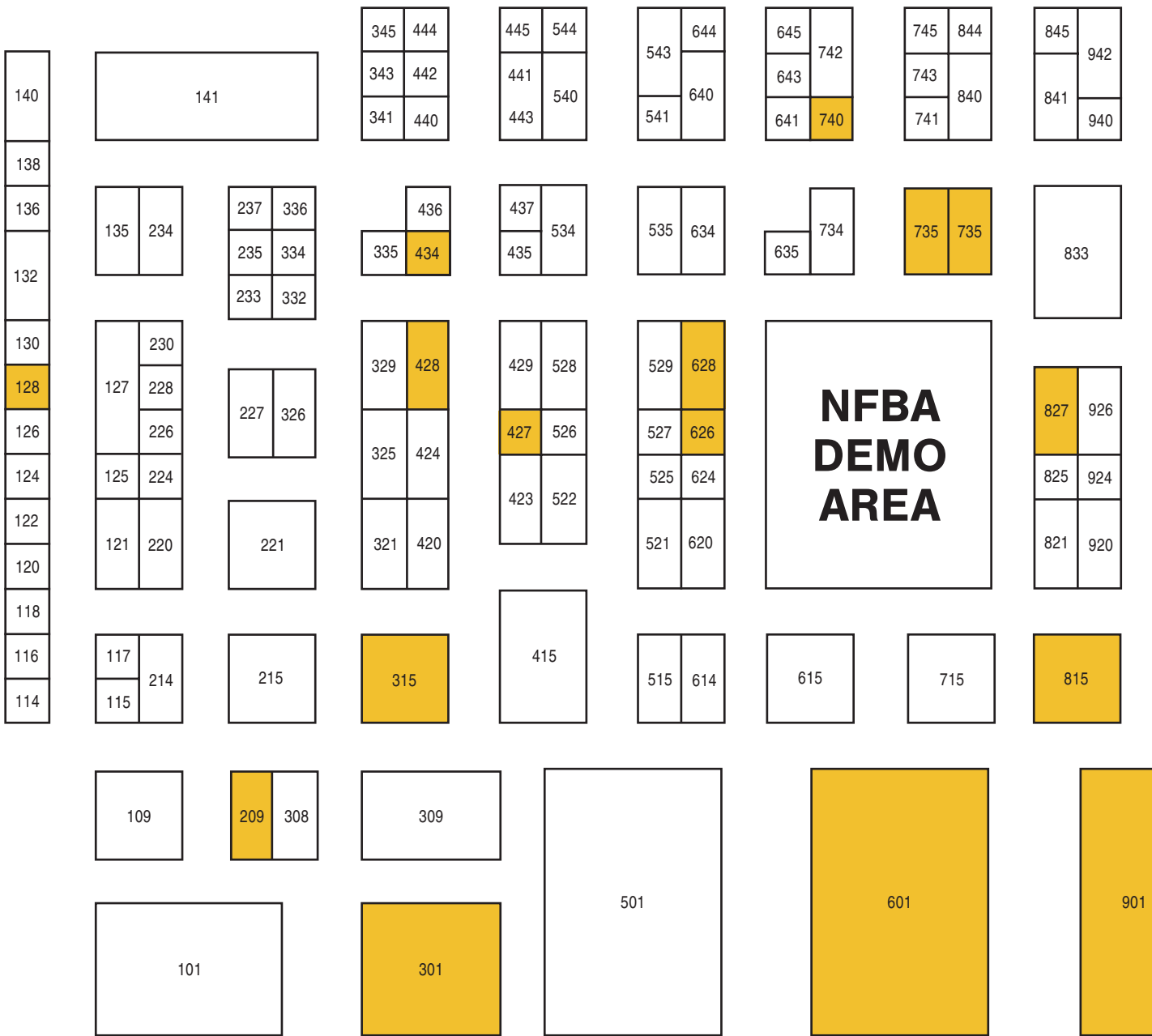
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# 2024 NFBA CONFERENCE & EXPO FLOOR PLAN

Des Moines, IA • March 6-8, 2024



**NFBA  
DEMO  
AREA**

ENTRANCE

**Company Name Booth # Company Name Booth #**

3GM Steel.....	1129	McElroy Metal, Inc.....	827
A. J. Manufacturing, Inc. ....	833	Metal Wholesale LLC.....	915
ABC (American Building Components) / Cornerstone Building Brands.....	1042	<b>Metal Rollforming Systems.....</b>	<b>628, 626</b>
<b>Acu-Form.....</b>	<b>434</b>	Metal Sales Manufacturing Corporation.....	933
AkzoNobel.....	529	MetalCoffeeShop.....	140
American Ground Screw, Inc. /H&K Smart Fence, Inc. (Starkline).....	1101	MetalForming LLC.....	101
AmeriLux International.....	132	Midland Garage Door.....	1039
Arxada.....	526	<b>Midwest Perma-Column.....</b>	<b>735</b>
ASC Machine Tools, Inc.....	521	Mill Creek Lumber.....	234
Atlas Building Products.....	420	Mill Steel Co.....	615
Bad Dog Tools.....	237	<b>Mr Post Frame.....</b>	<b>735</b>
Bath Fitter.....	125	MSS Engineering, LLC.....	1131
Bay Insulation Systems.....	624	<b>MWI Components.....</b>	<b>815</b>
Beckers.....	442	NC Automation LLC.....	424
Bestline Building Products.....	1111	New Century Bank.....	138
BETCO Inc.....	440	NFBA.....	141
Bluescope Coated Products LLC.....	643	NFBA Demo Area.....	621
Boss Hammer Co. ....	734	NOFP, Inc. ....	335
Botkin Lumber.....	124	Northern Building Components.....	227
Bradbury Group, The.....	429	Novagard.....	226
<b>Burrow's Post-Frame Supply.....</b>	<b>1001</b>	Nuform Building Technologies, Inc. ....	1132
Cannonball: HNP, LLC.....	715	Octaform.....	334
Capital Forest Products.....	1127	Old South Wood Preserving, LLC.....	122
Central States Mfg.....	215	Onduline/Tuftex.....	840
CIDAN Machinery.....	309	Palram Americas.....	423
Coil Spot LLC.....	943	Perma Guard.....	127
Construction Maestro/Symun Systems.....	120	<b>Perma-Column, LLC.....</b>	<b>315</b>
County Line Concepts, LLC.....	935	Permanent Post Systems.....	228
Daystar System, LLC.....	540	Pine Hill Trailers.....	1020
DBCI.....	341	Plasti-Fab.....	230
Diamond Doors, Inc. ....	1030	Plasti-Sleeve Post Protection.....	115
Diamondback Tool.....	743	<b>Plyco Corporation.....</b>	<b>901</b>
<b>Dripstop.....</b>	<b>1033</b>	Post Protector, Inc. ....	435
Dyna-Cut Shears.....	641	Power Lift Doors.....	535
Eagle Metal Products.....	941	Precoat Metals.....	321
Eastside Machine Company.....	117	Progressive Metals Inc. ....	635
E-Impact Marketing LLC.....	441, 443	Rapid Framing System.....	1009
Energy Panel Structures.....	1027	Red Bud Industries.....	1130
Everlast Roofing, Inc. ....	634	Red Dot Products.....	214
Fabral Metal and Roof Systems.....	308	Resisto (Div. of Soprema).....	332
Fasteners Direct/CondenStop.....	1126	rFOIL Reflective Insulation/Covertech.....	220
Fi-Foil Company, Inc.....	640	Richland Laminated Columns LLC.....	926
First Federal Bank of Kansas City.....	436	Rigidply Rafters Inc.....	224
Flack Global Metals.....	522	ROCKWOOL.....	527
<b>FootingPad.....</b>	<b>427</b>	Royal Crowne Cupola.....	116
Formwright LLC.....	501	S-5!.....	121
<b>Frame Building News.....</b>	<b>1142</b>	SCI Laminated Columns.....	126
Free State Lumber Company.....	534	SFS.....	329
FSI/BMK Products.....	924	Sherwin-Williams Coil Coatings.....	614
FunWork.....	1119	Sikkema Equipment.....	921
GitEstimate Construction Software, LLC... ..	1109	Silvercote.....	1115
Grabber Post Buildings Inc.....	620	Silvercraft, LLC.....	326
GreenPost/Planetsaver Industries.....	336	Simpson Strong-Tie.....	1120
H.B. Fuller.....	1134	SmartBuild Systems.....	1123
<b>Hershey's Metal Meister.....</b>	<b>601</b>	Snap-Z/Glick Metals LLC.....	931
<b>HIXWOOD.....</b>	<b>428</b>	<b>Speedlap LLC.....</b>	<b>1032</b>
Holmes Manufacturing.....	235	ST Fastening Systems.....	528
I-Beam Sliding Doors.....	821	Stabila.....	325
Innovativ Hoisting, LLC.....	1034	Steel Dynamics, Inc. ....	415
Iowa Wood Preservers.....	1133	<b>SWI Machinery.....</b>	<b>301</b>
ISOTunes.....	741	Taylor Steel, Inc. ....	437
J&E Grill Manufacturing.....	541	Timber Tech Engineering, Inc. ....	118
Janus International Group.....	233	Timber Technologies, LLC.....	1040
<b>Lakeside Construction Fasteners.....</b>	<b>209</b>	Trac-Rite Door.....	1015
Leland Industries Inc.....	525	<b>Triangle Fastener Corp.....</b>	<b>740</b>
Levi's Building Components.....	920	True Metal Supply.....	841, 940
Liberty Painted Products.....	925	United States Steel Corporation.....	221
Marco Industries.....	942	United Steel Supply.....	515
<b>Marion Manufacturing.....</b>	<b>128</b>	Ventco by Lakeside.....	114
<b>Maze Nails Company.....</b>	<b>1135</b>	Weaver Tool Gear.....	1138
		Western KY Framing LLC.....	135
		Wildcat LLC.....	1021

**CONCESSIONS**

1135
1133
1131
1129
1127
1123
1119
1115
1111
1109
1107
1105
1101

943	1044
	1042
941	1040

935	1034
933	1032
931	1030

925	1020
921	

915	1015
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1001
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**JUNE 19-20, 2024**



[www.postframebuildershow.com](http://www.postframebuildershow.com)



**FOR MORE INFORMATION CONTACT MISSY BEYER:  
missy@shieldwallmedia.com • 920-216-3007**



# 2024 NFBA CONFERENCE & EXPO EXHIBITORS

**Des Moines, IA  
March 6-8, 2024**

The Frame Building Expo in Des Moines, IA is a gathering of world-class goods and service providers for the post-frame industry.

*Exhibitors and or booth spaces are subject to change.*



## **Acu-Form**

**Booth #434**

10550 Township Road 262  
Millersburg, OH 44654  
330-674-4003  
330-674-4035 (fax)  
wayne@acu-form.com  
www.acuformequipment.com

Acu-Form has been the trusted name for premium roll-forming machines in the steel roofing industry. Our unwavering commitment to tried-and-true manufacturing processes, founded on proven design principles and strict quality control checks, sets the foundation for the Acu-Form promise – quality, reliability, and longevity. When you choose Acu-Form, you're choosing a partner dedicated to your success.

## **AkzoNobel**

### **AkzoNobel Coil and Extrusion Coatings**

**Booth #529**

1313 Windsor Ave.  
Columbus, OH 43211  
614-294-3361  
www.coilcoatings.akzonobel.com/us

Beyond Performance. It is what makes us different. Built on over 200 years of experience. Whatever we do, we achieve the highest standards. Creating products of tested, proven and enduring quality. Working in partnership to best serve our customers. Delivering genuine added value. Protecting reputations as much as surfaces. Simply being trusted to do all this, and more, like nobody else can. Quality, Service, Trusted Partner. AkzoNobel Coil and Extrusion Coatings.



## **AmeriLux International**

**Booth #132**

1300 Enterprise Drive  
De Pere, WI 54115  
920-336-9300  
920-337-9301 (fax)  
info@amerilux.com  
www.amerilux.com

AmeriLux International is a value-adding distributor and fabricator of building materials and plastic sheets. Our product offering includes: CoverLite® polycarbonate corrugated panels are perfect for skylight and sidelites. Agrilite™ PVC corrugated liner panels are durable and easy to install. Abuse and moisture resistant, EZ Liner™ is a low-maintenance PVC interlocking liner panel. EZ Slatwall is a versatile wall organizations system. EZ Forms® concrete wall system assembles easily because the forms and spacers snap together horizontally.



## **ASC Machine Tools, Inc.**

**Booth #521**

900 North Fancher Road  
Spokane, WA 99212  
509-534-6600  
509-536-7658 (fax)  
salesupport@ascmt.com  
www.ascmt.com

Established in 1949, ASC specializes in roll-forming machinery, tooling, and associated equipment utilized for metal processing. We offer a variety of panel lines, single and multi-trim roll formers, cz purlin lines, garage door and roll-up door lines, track lines, channel lines, bottom bar roll former and custom designed roll-forming lines – Made in Spokane, Washington USA!



## **Atlas Building Products**

**Booth #420**

1628 Troy Rd.  
Ashland, OH 44805  
www.AtlasFasteners.com

Atlas Building Products, the industry leader, has the widest selection of metal and wood fasteners, closures, venting, sealing, flashing, and exterior building performance solutions. Headquartered in Ashland, Ohio with manufacturing and distribution located in Ohio, Texas, and North Carolina. Atlas is a member of the Marmon Group, a Berkshire Hathaway Company and part of the Marmon Construction Fastener Group.



## **BRADBURY GROUP**

### **Bradbury Group**

**Booth #429**

1200 E Cole  
Moundridge, KS 67107  
620-345-6394  
bradbury@bradburygroup.com  
www.bradburygroup.com

The companies within The Bradbury Group design and build quality roll forming equipment, cut-to-length equipment, levelers, automated production systems, metal tile roofing systems, and controls for facilities of all sizes. Whether you need a single machine or an entire manufacturing system, we have the expertise and experience to build equipment that will exceed your expectations. Our machines and systems are known for their reliability, high production capabilities, scrap reduction, and build quality.

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## Burrow's Post-Frame Supply

**Booth #1001**

101 Leaning Tree Rd.

Ft. Gibson, OK 74434

800-766-5793

info@burrows-supply.com

www.burrows-supply.com

Burrow's is the builder's one-stop source for quality Post-Frame building materials and accessories. Our custom-manufactured wood trusses, roll-formed metal roofing and siding, mill-direct pricing and staff of knowledgeable coordinators make Burrow's the right choice for you. Visit us at Booth #1001 at the NFBA Expo.



## Construction Rollforming Show

DeVos Place, Grand Rapids, MI

September 18-19, 2024

920-216-3007 - Missy Beyer

missy@shieldwallmedia.com

www.constructionrollformingshow.com

Join us for the fifth annual show to be held in Grand Rapids, Michigan, from September 18-19, 2024. Presented by Rollforming Magazine, this show is the only show devoted exclusively to the construction roll-forming industry. The show offers the latest in machinery and best business practices for the professional.



## DayStar Systems LLC

**Booth #540**

14226 Highway 4

Campbell Hill, IL 62916

info@daystar1.com

866-7DAYSTAR (732-9782)

DAYSTAR™ Natural Lighting Systems provide brilliant, even illumination regardless of building size. Also,

DayStar's light-harvesting method actually extends daylight hours every day of the year by collecting and dispersing more natural light during early mornings and late afternoons than any other daylighting system. The result is superior illumination with little to no need for electric lights. With a properly designed and installed daylighting system from DayStar, you can have the efficiency and beauty of evenly distributed natural sunlight without the glare, extreme temperatures, or shadows of direct sunlight. DayStar's insulated curb, light shaft and lens provide 40-50% better thermal value than conventional skylight designs. That means less heat loss in winter, and less heat gain in summer, reducing the burden on heating and air conditioning systems.



## Freudenberg Performance Materials LP

**Booth #1033**

3500 Industrial Dr.

Durham, NC 27704

503-871-5806

info@dripstop.com

www.dripstop.com

For over 25 years, Dripstop® has been the absolute best way of dealing with condensation on non-insulated metal roofs. It has been tried and tested in every climate condition across the globe and has proven to be a simpler and more economical way. The membrane will absorb the water caused by condensation, thus preventing dripping from the roof. Dripstop® serves as an added layer of protection for the metal in corrosive environments while also improving inside and outside acoustic properties.



## E-Impact Marketing

**Booth #441-443**

42 S Prince St.

Lancaster, PA 17603

717-216-0022

chris@eimpact.marketing

www.eimpact.marketing

E-Impact Marketing is a digital marketing firm that helps builders grow their business via marketing plans that generate leads. We manage your marketing so you can focus on running your business. Industries we serve include:

- Shed and Garage
- Pole Barns and Roll Forming
- Construction and Outdoor
- And more...



## Eastside Machine Company

**Booth #117**

845 34th St N

Fargo, ND 58102

800-234-7834

701-232-6666 (fax)

customer.service@eastside

machine.com

www.eastsidemachine.com

Eastside Machine Company is proud to design, engineer, and manufacture our rugged and reliable roll-forming machines right here in the United States. Our EM 6/8/10 Combo Seamless Siding Machine is capable of manufacturing over 40 seamless profiles, including the popular vertical board and batten and plank profiles, as well as a variety of horizontal options. No matter your needs, Eastside Machine will help you roll out the profits for years to come!



## Everlast Roofing, Inc.

**Booth #634**

10 Enterprise Court

Lebanon, PA 17042

888-339-0059

717-270-6569 (fax)

marketing@everlastroofing.com

www.everlastroofing.com

For more than 20 years, Everlast Roofing, Inc. has continued to push the metal building component industry

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forward, leading to the creation and introduction of CECI® and Heat Forming. Understanding how essential quality roofing and siding is to your structure, Everlast shapes their steel roofing with laboratory-tested technologies such as AZM with Activate Technology. These technologies allow for a self-sealing, protective barrier in the most vulnerable spots, such as scratches and cut edges, while providing a superior paint system tested in some of the harshest regions and formulated against the weather. It is easy to see why Everlast Roofing, Inc. continues to be the most innovative on the market.



## FootingPad

**Booth #427**

400 Carol Ann Lane  
Ossian, IN 46777  
800-522-2426  
customerservice@footingpad.com  
www.footingpad.com

FootingPad post foundations are the only tested and certified code compliant footings for use below grade to support posts and columns. Easy to transport and use, FootingPad saves valuable time and increases profits. FootingPad can be used under wood posts, laminated columns, PermaColumn and concrete piers. Sizing charts are available on footingpad.com to ensure you have the right FootingPad to support your building. Load capacity up to 9,327 lbs per footing.



## Formwright

**Booth #501**

2510 S. 250 W.  
LaGrange, IN 46761  
260-463-4010  
260-463-4011 (fax)

Formwright is the leading dealer in the midwest for NewTech Machinery roll-forming machines. We offer an experienced perspective on maximizing

the returns of your business. When you run into a question on the job site, our team offers phone support to get your machine back up and running. We primarily focus on the SSQII Multi-Pro and the SSR Multi-Pro J. These machines cover a wide range of uses from commercial to residential, with up to fifteen different profiles to create the perfect roof for your clients. We also offer the Mach II Gutter machine with up to four profiles. Our specialty is complete package setups, and are the only NTM dealer offering enclosed trailers. We have developed a heavy-duty trailer to withstand the rigors of everyday use, available in either a gooseneck or bumper-pull option.



## Frame Building News

**Booth #1142**

PO Box 255  
Iola, WI 54945  
715-252-6360 (Gary)  
715-513-7288 (Rocky, editor)  
rocky@shieldwallmedia.com  
www.framebuildingnews.com

Frame Building News has been devoted exclusively to coverage of the post-frame construction industry for over the past 30 years. It has more than 21,000 subscribers, most of which make their living in the post-frame industry. It is published five times a year.



## Garage, Shed & Carport Builder Magazine

**Booth #1142**

PO Box 255  
Iola, WI 54945  
715-252-6360 (Gary)  
715-513-7288 (Rocky, editor)  
www.garageshedcarportbuilder.com

Garage, Shed & Carport Builder Magazine is the industry's only trade publication that addresses all aspects of small, special-use residential buildings. We disseminate information to construction professionals about small, special use buildings including sheds, carports, and garages.



## Garage, Shed & Carport Builder Show

Greenville Convention Center  
1 Exposition Dr.  
Greenville, SC 29607  
920-216-3007 - Missy Beyer  
missy@shieldwallmedia.com  
www.garageshedcarportbuilder.com

The Garage, Shed & Carport Builder Show takes place January 15-16, 2025 at the Greenville Convention Center in Greenville, South Carolina. This show is all about meeting the business, material and technology needs of those who build small, special-purpose residential structures. Whether an add-on or a freestanding building, small buildings face unique design challenges. If you are looking for best practices or products catering to this niche, you should be in Greenville for the show.



## Graber Post Buildings, Inc.

**Booth #620**

7716 N 900 E  
Montgomery, IN 47558  
800-264-5013  
info@graberpost.com  
www.graberpost.com

Graber Post Buildings is a leading distributor and manufacturer of post-frame and metal roofing supplies and materials. We roll-form 6 different metal panels, and we have a custom trim department that can produce almost any trim profile needed for your projects. We also produce nail-laminated columns and pre-engineered wood trusses up to 100' clear span. We also stock overhead doors, windows, sliding door components, cupolas, fasteners, underlayments, vapor barriers, insulation, and much more. A true 1-stop shop!

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## Hershey's Metal Meister

**Booth #601**

420 Progress Dr.  
Mattoon, IL 61938  
217-234-4700  
info@variobendusa.com  
www.hersheysmm.com

Hershey's Metal Meister is a company dedicated to supplying top notch machinery along with unmatched service! Our Variobend trim folders have become a staple in the trim industry as well as our line of slitters simplifying the process to allow our customers to deliver quick quality products to the market!



## Hixwood

**Booth #428**

N14685 Copenhaver Ave.  
Stanley, WI 54768  
715-644-0765  
715-644-0994 (fax)  
www.hixwood.com

Hixwood is the premier source for all your coil, blank flat stock, and slit coil needs. We specialize in supplying the industry with products that are at the top of the spectrum. We have been serving the Roll-Forming and Post Frame industry since 1998.



## I-Beam Sliding Doors

**Booth #821**

1000 E US Rte. 24  
Chenoa, IL 61726  
815-945-3667  
815-945-7073 (fax)  
info@ibeamdoor.com  
www.ibeamdoor.com

I-Beam Sliding Doors is a company founded on building heavy-duty, lightweight sliding doors for the post-frame industry. The company prides itself on supplying doors to fit your needs. "Doors That Work!" is its promise. Doors are now available with the 6000# Ultra Glide track and trolley system. The trolley adjuster system allows for accurate and easy adjustment for our Ultra Glide trolley. It cannot come out of adjustment. Enjoy a lifetime unlimited warranty on ultra-glide track and trolley systems! The real game changer is the Incredible Swing Door on display again this year with many improvements to the structure and operating system. This is a game-changing system for the door industry. The True automatic mode system has obstruction detection and full velocity command mode built into the system for ultimate operation safety. It self-adjusts closed positioning so that call-back and never-ending adjustment frustration is over!



## Janus International Group

**Booth #233**

135 Janus International Blvd.  
Temple, GA 30179  
866-562-2580  
www.janusintl.com

Janus International Group, Inc. is a leading global manufacturer and supplier of turn-key self-storage, commercial and

industrial building solutions, including: roll-up and swing doors, hallway systems, re-locatable storage units and facility and door automation technologies. The Janus team operates out of several U.S. locations and seven locations internationally.



## Leland Industries, Inc.

**Booth #525**

95 Commander Blvd.  
Toronto, ON M1S3S9  
Canada  
www.lelandindustries.com

Leland manufactures a complete line of fasteners for the wood frame, metal roofing and steel frame industries. We are one of North America's largest manufacturers and suppliers to the post-frame market. We offer self-tapping and self-drilling sealing fasteners in lengths to 12 inches in #10, 12 and 14 diameters. Leland's fasteners are 100 percent North American made, in carbon or stainless steel and can be plated, coated or powder coated to match any panel color. Leland will match any steel painted panel warranty. NZF3000® Series Zinc-Flake plating will revolutionize corrosion protection. Hexavalent Chromium Free, ROHS and DFARS compliant.



## Levi's Building Components

**Booth #920**

400 Burkholder Drive  
Ephrata, PA 17522  
877-897-7020  
info@levisbuildingcomponents.com  
www.levisbuildingcomponents.com

Known for quality products, quick shipping and expertly filled orders, Levi's Building Components is a wholesale supplier and one stop for all your metal roofing needs. Check out our extensive line of fasteners, including Fastgrip, Metalgrip, ProCap and ProZ and our



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variety of snow retention guards in our Snow Defender line. Snow guards are available in 40-plus color offerings. Find roofing underlayment, venting, sealing and more in our accessory offerings including our exclusive FastVent Plus, FloVent and Roloshield lines. Visit our website and use our mobile-friendly Snow Defender Calculator.



## Liberty Painted Products

**Booth #925**

PO Box 189  
11650 Mahoning Ave., Suite B  
North Jackson, OH 44451  
[www.libertypainted.com](http://www.libertypainted.com)

Liberty Painted Products is a distributor of bare and prepainted steel coils for the metal roofing and metal building industries. We offer a full range of bare and prepainted Galvalume in various thicknesses and widths to service the market. We stock industry standard sizes and paint systems but also offer custom stocking programs to meet our customers' needs. Our mission is to provide our customers with industry-leading customer service and know-how while supplying them with high-quality, competitively priced products to effectively run their business.



Roofing Ventilation & Accessories

## Marco Industries

**Booth #942**

4150 S 100th E Ave., Ste. 301  
Tulsa, OK 74146  
800-800-8590  
918-622-4536  
[info@marcoindustries.com](mailto:info@marcoindustries.com)  
[www.marcoindustries.com](http://www.marcoindustries.com)

If It's Not Proven, It's Not Marco. We make the best roofing ventilation and accessories—period. With the most tested and certified products on the market, you can trust our solutions to perform in even the harshest conditions, protecting your roof and everything underneath.



## Marion Manufacturing

**Booth #128**

201 S. Coble St.  
Marion, KS 66861  
620-382-3751  
[www.marionmanufacturing.com](http://www.marionmanufacturing.com)

Marion Manufacturing Inc. adds the value to the metal. The company designs, fabricates, and installs custom manufacturing equipment, specializing in roll formers, decoilers, shears, stackers, etc. Also offered is a full service machine shop, with service on other brands of roll-form equipment provided.



## Maze Nails

**Booth #1135**

100 Church St.  
Peru, IL 61354  
800-435-5949  
[www.mazenails.com](http://www.mazenails.com)

Maze Nails is the exclusive manufacturer of Stormguard® double hot-dipped galvanized nails with a lifetime warranty against rust. In business since 1848, Maze offers a full line of specialty nails in bulk for hand driving and in collated sticks and coils for popular pneumatic nailers. Maze has been serving the post-frame industry for many years, providing painted rubber washer nails for corrugated roofing and siding. Maze post-frame nails meet ASTM F1667 specification. In addition, Maze manufactures nails for fiber cement siding products, cedar and redwood sidings, fencing, decking and roofing. All Maze Nails are proudly 100% made in the USA.



## McElroy Metal

**Booth #827**

1500 Hamilton Road  
Bossier City, LA 71111  
800-562-3576  
318-747-8099 (fax)  
[www.mcelroymetal.com](http://www.mcelroymetal.com)

Build with the Best. As an industry-leading manufacturer of metal roofing, metal siding, and substructural components, McElroy's products are specified and installed on projects ranging from single-family homes to multi-million-dollar commercial projects. McElroy Metal's extensive product line and our contractor network make us the ideal choice for any project.



METALFORMING

## MetalForming, LLC

**Booth #101**

100 International Dr.  
Peachtree City, GA 30269  
678-325-2313  
770-631-7776 (fax)  
[info@metalforming-usa.net](mailto:info@metalforming-usa.net)  
[www.metalforming-usa.com](http://www.metalforming-usa.com)

MetalForming is the leader in metal building and architectural sheet metal technology. With 25 years of selling and servicing high quality metal folders, shears, roll formers, slitters and curvers from the most respected manufacturers across the globe. We have the largest service and parts organization in the business. Schleich Quadro is the number one bestselling portable roll-forming system in the world offering 11 profiles with instant change over.

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## Metal Rollforming System

**Booth #626-628**

4511 North Freya Street  
Spokane, WA 99217  
509-466-6854  
509-467-5631 (fax)  
info@mrsrollform.com  
www.mrsrollform.com

Metal Rollforming Systems designs and manufactures industry leading roll forming equipment 100% manufactured in-house. MRS aims to be your 'one-stop shop' for all your roll forming needs, allowing our customers to save time and money when purchasing a roll former. Along with our complete panel lines, we specialize in custom trim profiles as well as all the needed accessories to complete your metal panel needs. From start to finish, Metal Rollforming Systems is your trusted partner since 1993.



## Midwest Perma-Column

**Booth #735**

7407 N Kickapoo Edwards Rd.  
Edwards, IL 61528  
800-798-5562  
309-589-1199 (fax)  
info@midwestpermacolumn.com  
www.midwestpermacolumn.com

Located in the heart of the Midwest, we helped start a revolution in 2004 by manufacturing the patented precast Perma-Column® as a least cost effective way of achieving a concrete foundation. Midwest Perma-Column, led the way again in 2019 by achieving ICC Certification to satisfy code and quality requirements. In between, the Sturdi-Wall™ heavy duty concrete bracket anchoring system available in either wet set or drill set has become the gold standard. A complimentary line, Best Products, offers laminated wood columns, foundation pad systems and the patent pending precast center posts for sliding doors. All products are USA made with national distribution including Canada.



## Mill Steel Company

**Booth #615**

2905 Lucerne Dr. SE  
Grand Rapids, MI 49546  
800-247-6455  
616-977-9411 (fax)  
info@millsteel.com  
www.millsteel.com

Founded in 1959, Mill Steel Co. is one of North America's largest steel and aluminum distributors. Headquartered in Grand Rapids, MI, with six Regional Processing & Distribution Centers, Mill Steel excels at serving some of the world's most demanding industries through dedication to superior quality, delivery, and performance. Mill Steel offers a knowledgeable staff with decades of experience in building products, top-of-the-line coating systems, and easy online ordering. Contact Mill Steel today for your full 24, 26, and 29-gauge SMP and paint to order material and acrylic needs. Sherwin-Williams WeatherXL, AkzoNobel, commodity polyesters, and custom color codes are all available.



## MWI Components

**Booth #815**

1015 32nd Ave W  
Spencer, IA 51301  
800-360-6467  
800-361-3452 (fax)  
www.mwicomponents.com

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contact.usa@palram.com  
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**Booth #315**

400 Carol Ann Ln.  
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800-622-7190  
Mark.Stover@permacolumn.com  
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## Plasti-Sleeve/Homework Design Inc.

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www.plastisleeve.com

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## Rural Builder

### Rural Builder Magazine

#### Booth # 1142

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Iola, WI 54945  
715-252-6360 (Gary)  
715-513-7288 (Rocky, editor)  
rocky@shieldwallmedia.com  
www.ruralbuildermagazine.com

Rural Builder provides the news, features, products and how-to's geared towards builders and suppliers of primarily low-rise agricultural, small retail, municipal and residential structures. Rural Builder serves a horizontal market targeting all types of low-rise construction in cities with a population of 250,000 or less. Published eight times annually, this trade resource has served the industry for over 55 years. For advertising opportunities contact gary@shieldwallmedia.com.



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# NEW PRODUCTS

BY RURAL BUILDER STAFF



## ■ PETERSEN RELEASES PAC-CLAD HT UNDERLAYMENT

PAC-CLAD HT from Petersen is a self-adhering, high-temperature roofing underlayment designed to provide premium waterproofing protection against water and ice damming. The self-adhering qualities of PAC-CLAD HT reduce labor costs and installation times while providing increased protection compared to that of typical felt roofing underlayments. This strong, skid-resistant high-tensile-strength rubberized asphalt membrane is available in either black or white. [www.pac-clad.com](http://www.pac-clad.com)



## ■ SHERWIN-WILLIAMS INTRODUCES SOFTOP SUSTAINABLY SOURCED FLOORING SYSTEMS

Sherwin-Williams High Performance Flooring has launched SofTop Comfort flooring systems, an expansion of its seamless resinous flooring portfolio that offers comfort, superior aesthetics and sustainability. SofTop Comfort is soft underfoot, providing better ergonomics and minimizing fatigue for pedestrians, while maintaining strong durability. It is designed for a diverse



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array of applications and environments in which beauty and long-term tough performance are required. Said Casey Ball, Global Marketing Director for Sherwin-Williams High Performance Flooring, “SofTop Comfort systems offer advantages over traditional floor coverings, with an ease of maintenance and refinishing, making for a long, productive lifecycle.”

Seamless and easy to clean, SofTop Comfort floors can stand up to frequent, harsh cleanings — promoting hygiene and enhancing the safety of a variety of front- and back-of-house environments, including in healthcare facilities, schools, offices, airports, arenas, laboratories, light industrial settings, hotels and convention centers, animal care facilities and others.

“Alternative flooring systems featuring seams are prone to harboring bacteria and

can be difficult to sanitize and repair,” Ball said. SofTop Comfort resinous flooring systems are formulated with up to 25% natural, renewable plant oils for reduced environmental impacts relative to non-biobased alternatives and contain very low levels of VOCs.

*sherwin-williams.com/resin-flooring*

**■ HELLY HANSEN WORK WEAR**

New for Fall/Winter 2023, Helly Hansen is launching a handful of products for both men and women geared toward making soggy, cold-weather days more manageable and keeping working professionals productive and comfortable. The M/W Manchester 2.0 Shell Jacket is a versatile waterproof and breathable shell upgraded for FW23 with a detachable hood for use in all conditions and a drop back

for extra coverage. It features a practical zippered chest pocket, articulated sleeves with elastic cuffs, and a chin protector for maximum comfort on colder days.

The M/W Manchester 2.0 Shell Pant is fully waterproof and breathable with a fully seam-sealed construction to ward off any weather. The pants can be tightened to any fit using the draw-cord at the waist, while boot zippers with a storm flap and Velcro closure make getting into them easy while keeping rain out.

*www.hhworkwear.com* **RB**



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## ■ S-5! ACHIEVES STANDARD FOR SNOW RETENTION

S-5! has achieved a new industry standard for testing and certifying snow retention devices. Until recently, there has been no industry standard or mandate for the production and testing of snow retention devices—but now there is. S-5! is pleased to announce another “first”: it is the first and only company to receive an Evaluation Report (ER) from the International Association of Plumbing and Mechanical Officials (IAPMO), certifying its snow retention systems’ compliance with Evaluation Criteria (EC) 029-2018 for “Standing Seam Metal Roof-Mounted Rail-Type Snow Retention Systems.” In the absence of building code that covers snow retention, compliance with the IAPMO EC 029-2018 is “code equivalent” and may be utilized by specification to qualify proper design, testing and production. “I am thrilled that there is finally an industry consensus standard for testing and certifying snow retention devices, and that S-5! has been approved to this new standard,” said Rob Haddock, CEO and founder of S-5!

In other S-5! news, its Architectural & National Accounts Director has been awarded the Construction Specifier Institute

(CSI) Great Lakes Region President’s Award in recognition of her dedication, hard work and mindfulness to the region. Shelly Higgins is a member of the board of directors for the CSI Cleveland chapter. She helped plan, organize and run the Great Lakes Region Conference from ideas to implementation. She is also the founder and director of the “Let’s Build Construction Camp for Girls” in Northeast Ohio, a five-day summer camp for girls ages 12-16 to explore the world of construction and learn about the various career pathways in the skilled trades. The camp partners with unions and trade associations and is run through the generosity of volunteers, mentors and sponsors, allowing the girls to attend at no cost.

## ■ BRADBURY EXPANDS AGAIN IN KANSAS

Over the past five years, Bradbury has continued to grow in Moundridge, Kansas. The commitment to expanding and improving facilities is evident in the recent additions to the company’s assembly and testing area, as well as the ongoing extension of the inventory area. Bradbury now has more than 300 employees at the headquarters. “Last year, we began an exciting journey at our plant 2 facility,” says Matt Werner, Senior Manager of Global Marketing and Sales at Bradbury. “We finished a project that allowed us to extend the three center bays by 150 feet to the north. This resulted in an additional 22,500 square feet of assembly and test floorspace. The demand for our services quickly filled up this new space with exciting customer projects. Realizing the need for even more room, we made the decision to add on to both the East and West bays of Plant 2, matching the latest expansion and providing us with an extra 15,000 square feet.”

Werner said what sets this new addition apart is its height. Standing at an impressive 10 feet taller than the existing building, this expansion allows for an increase of vertical storage space. By utilizing 16-foot speed racks instead of the current 10-foot racking, there is now ample space to accommodate an expanded inventory of Bradbury supplies on the East side. **RB**



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# Accessibility Matters

## The ADA Was Only the First Step

According to the CDC, 12.1% of Americans live with ambulatory difficulties; that is they have serious difficulties walking or climbing stairs. These types of disabilities make traversing city streets and public buildings difficult.

Many would think that the American with Disabilities Act of 1990 would have resolved these issues. According to Mark Reynolds Jr., it was a great first step, but it did not solve all problems of accessibility.

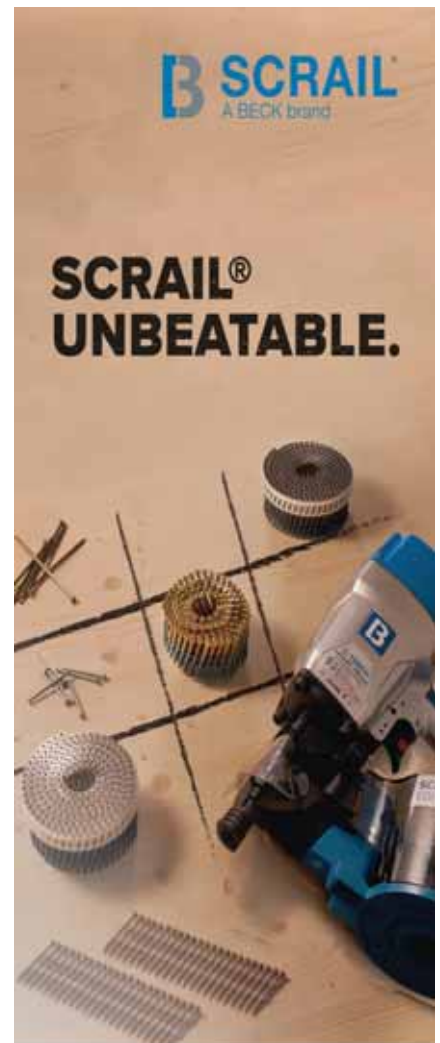
Reynolds is the founder of Split Second, a New Orleans group that advocates for the ambulatory disabled. He notes that many times builders attempt to be ADA code compliant, ticking off the boxes, yet in the end the results fall short of the intent. An example he offers is going to a hotel with an accessible room and bathroom, yet when he went to shower, the faucet and temperature controls are located on one end of the tub while the seat is at the other ... on paper it's accessible, but in reality it is not.

Further, annual reviews of ADA infrastructure are not required — and therefore, are usually not done. An elevator for wheelchairs that breaks down and is never repaired is assisting no one. Further, Reynolds points out, “The ADA has codes for public buildings and Class A office space, in multi-family


residential spaces, only 5% needs to be ADA compliant leaving many people without affordable, accessible housing.”

Many of these issues are state or even federal matters, but there is something that contractors and builders can do when they are working on public spaces – invite an accessibility consultant to the table. While many items may be required by the code, the consultant will make recommendations that will enhance the code and help prevent situations like the shower scenario mentioned above. Also, they can recommend such things as tactile differences in flooring so the visually impaired know what area they are in. For example, moving from carpeting to tile as you draw near to the building's exit. Further, installing handles that are easier for many to manipulate rather than a door knob that some people may not be able to squeeze.

Of course, the first thing that people will instinctively say is: “What about the budget?” Reynolds says that in his experience, making space more universal doesn't usually bring cost up more than 2% and when people understand the benefits and how many more people will be able to use the space, resistance against this small added cost usually dissipates. **RB**




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BY RURAL BUILDER STAFF

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### ■ MALCO WINS 2023 PRO TOOL INNOVATION AWARDS

Malco Products, one of the nation's leading solution developers and manufacturers of a variety of high-quality tools for the HVAC and building construction trades, announced it has earned 2023 Pro Tool Innovation Awards for its Andy Aluminum Handled Offset Left Snips in the Hand Tools-Cutting category and its Adjustable Siding Gauge in the Spacers category. Now in its 11th year, the Pro Tool Innovation Awards evaluate hundreds of cutting-edge tools from across a wide variety of industries and manufacturers.

"We are pleased to receive this recognition from the Pro Tool Innovation Awards, as going the extra mile to create tools that help our end-users perform better on the jobsite is the number one priority at Malco," said Rebecca Talbot, Malco's vice president of marketing. "Both of these tools were designed with the end-user in mind, and include specific features designed to improve speed and efficiency on the job."

Malco's two 2023 product award winners include:

#### Andy Aluminum Handled Offset Left Snips 12" (MC12L)

Malco's Andy Aluminum Handled Offset Left Snips 12" (MC12L) is an innovative new addition to the company's popular Andy snips product line. This versatile tool with offset handles ensures that HVAC and building construction trade pros can make longer, tighter, higher-quality straight and left curve cuts in many types of materials, including sheet metal, metal roofing, aluminum, stainless steel, steel siding, and vinyl.

#### Adjustable Siding Gauge (SGA)

Malco's new Adjustable Siding Gauge (SGA) is an innovative new all-in-one installation tool that eliminates the need to use multiple gauges for varying siding widths, while eliminating the need to use shims and/or have more than one person to complete projects. It's specially crafted for siding and construction pros. **RB**

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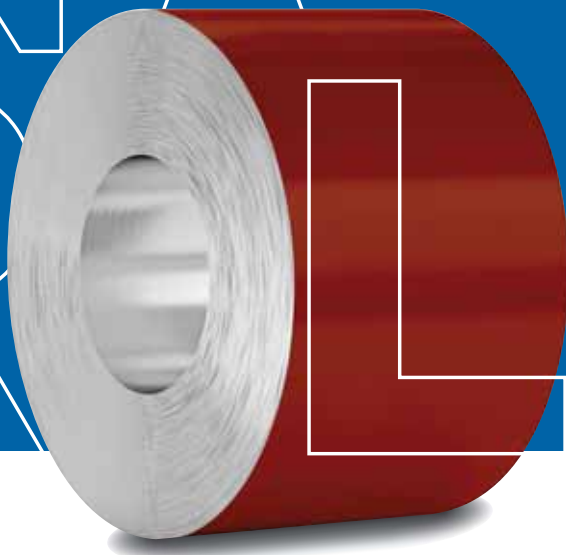
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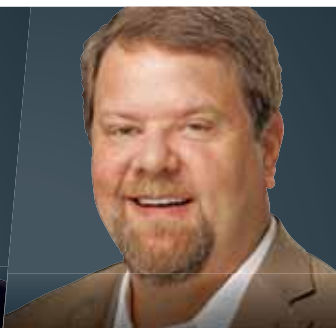
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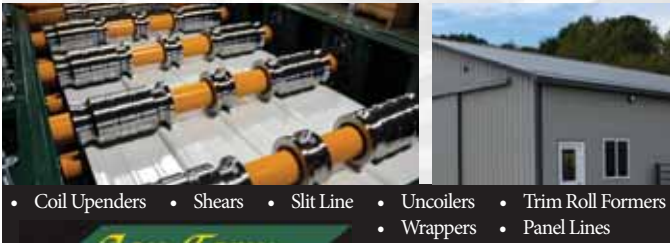
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March/April 1976 Farm Building News

**FOR 50+ YEARS RURAL BUILDER** has been providing the news, trends and resources builders need. Prior to the January 1974 edition, “Farm Building News,” as it was called, was in newspaper form. However, those old papers are not to be found in our Shield Wall library. We would love to see some of them... it's our lost heritage! If you have one/some of them please drop a line to me: rocky@shieldwallmedia.com. I'll publish a brief news story about you, your organization, and your projects in return!

## The Best of Back Issues

# Builder Prepare: Here Comes Color

By Linda Schmid

*Editor's Note (1976): The above banner headline on the Jan. 1, 1968, issue of FBN proved to be quite prophetic. Farm builders at the 1976 National Farm Builder Show told us an overwhelming percentage of their buildings used color panels last year.*

*As part of FBN's Bicentennial salute, we're continuing to take a nostalgic look back at the early issues of Farm Building News, so that you farm builders can take a reflective look at the tremendous growth of your industry in the short nine years since we launched this publication in 1967.*

*Read the two items here and see further evidence that you've come a long way, builder! Watch future issues on what we were doing and thinking in the “Old Days.”*

(FBN, Jan. 1968) Colored farm buildings are catching on as fast as narrow rows across rural America. While red and white were standards of the past, the average farmer — and perhaps, more specifically, the farm wife — has suddenly developed a keen interest in a wide variety of pastel hues, and has no qualms about paying the premium for the color that will not only suit his setting but be the envy of the neighborhood.

To fill this demand, some farm building firms are beginning to specialize in color buildings. Morton Buildings, for example, has approached the point where they put up a plain galvanized building with some reluctance ... they feel the building might detract from their image as the firm that “erects those beautiful buildings.”

The two Morton structures displayed at the Farm Progress Show in Chambers, Indiana, last September attracted a lot of traffic and a lot of sales leads.

Even farm builders who aren't necessarily pushing color have noted an increased demand from farmers. And this new zest for color is reflected in the sales of both steel and aluminum roofing and siding firms. More than 5% of Republic Steel's

1967 roofing and siding sales, for example, were pre-painted panels. The firm expects to double its color sales during 1968.

Why this sudden demand for color? Suppliers and builders interviewed at the Farm Builder Show agreed on several reasons:

1. Permanence ... today's farmer is more set on his course for the years ahead. He doesn't put up the “temporary” building he often did in the past. He wants quality, and he is willing to pay for the kind of building that will fill his needs today and tomorrow.

2. Maintenance-free ... today's farmer is too busy to be bothered with painting and repairs. The corrosion resistance of color panels frees him from the drudgery of painting, and at the same time the reflectivity of lighter colored panels offers his livestock more comfort through reflectivity.

3. Appearance ... today's farmer is more appearance conscious than his predecessor. He cares what other folks think, and he's keenly aware of how much “good looks” add to his farm's value. **RB**



**When companies began offering colors, there were few choices. Consider these choices from Granite City Steel, 1976.**



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- Occasionally (as your schedule allows) guide Managing Editors Karen Knapstein and Rocky Landsverk to help with magazine and website content.

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# POST-FRAME BUILDER SHOW

## This Show is Different

■ By Rocky Landsverk, Editor

**T**rade shows can be focused on either attendance or buyers. Rarely is a show so big that it accomplishes both, and exhibitors at those big shows that attract both have the challenge of constantly deciphering who's in front of their booth, while attendees at those shows typically struggle to get the attention they deserve.

That doesn't happen at Shield Wall Media business-to-business trade shows. They are specifically and unequivocally for buyers and that is exactly how the new Post-Frame Builder Show at the Branson

Convention Center in Branson, Missouri, in June 2024 is going to be different from other trade shows.

"Many shows try to be everything for everyone and see the number of bodies on the floor as success," said Shield Wall Media Publisher and CEO Gary Reichert. "We know our audience and we know what we want to deliver. Our goal is a qualified audience so we can connect exhibitors and the decision-makers who want to do business with them. We do several things to achieve that goal."

You'll also notice that these shows are a day and a half long, which is shorter than

a typical trade show. "We keep it simple and business-oriented," Reichert said. "If you are looking for a supplier, it doesn't take three days. Our exhibit hours are Wednesday and Thursday so you can get in, do business, and still spend your weekend with your family."

That's especially nice if you bring your family to Branson. See things to do on pages 4-5 of this special section.

### Pairing Shows With Magazines

The first step in creating a successful "buyers show" is matching the show to a magazine audience that fits the bill.

“Magazines and shows are a natural complement to each other,” Reichert said. “A show will reach a small number of people, while a magazine will reach several times more. Both are about communicating information and providing an opportunity for businesspeople and manufacturers to interact.

“Frame Building News is the largest and oldest post-frame publication in existence. According to our most recent survey, it is basically alone in its field. It is only fitting that Frame Building News has its own show.”

### Bringing Together Business Partners

Manufacturers, suppliers, and companies dedicated to all things post-frame will gather at the Branson Convention Center. The exhibitor list is starting to form as our magazines goes to press, but it’s a guarantee that it will include manufacturers of post-frame homes and packages, and suppliers of post-frame components like fasteners, post protection, and truss connectors.

There will also be companies on hand to help you run a post-frame business, including financing and marketing. And if you’re interested in learning how to launch a barndo business, you’ll find resources for doing that, too.

Because the show is smaller and focused on buyers, there will be more time to spend at each booth and with each potential customer, benefiting both the exhibitors and attendees.

### Educational Programming

Educational programming is another focus of Shield Wall Media shows. Typical classes at previous shows have included such topics as marketing and running your business; making buying decisions on materials and machinery; condensation prevention and control; fastening systems; financing; and taking advantage of PR to advance your company footprint.

As noted in our previous magazine articles “how to attend a show,” education can be one of the best reasons to invest your time and money into visiting a trade show, and you’ll often learn from your fellow exhibitors’ questions as well. Also contact us if you are interested in running an educational session.



“Our educational programming emphasizes topics decision-makers want to see. We are not targeting crews and the person holding the hammer. We value them, but they are not our target for

shows,” Reichert said. “And our educational programming is included with the charge for general admission. If you have relationships with exhibitors, they have an unlimited number of free guest passes. These passes include the educational programming and are good for contractors, manufacturers, or anyone else.”

## Exhibitor List

Initial list of companies already signed up to exhibit at the PFBS.

- Acu-Form
- AJ Manufacturing, Inc.
- AmeriLux International
- Bradbury Group
- Burrow's Post-Frame Supply
- Everlast Roofing, Inc.
- FootingPad 0
- Graber Post / Martin Metal
- Hershey's Metal Meister
- Levi's Building Components
- Little Harveys
- Made Right
- Marco Industries
- MWI Components
- Perma-Column LLC
- Planet Saver Industries / GreenPost
- Plyco Corporation
- Rigid Built Laminated Columns / Yoder Precast
- Silvercraft LLC
- SmartBuild Systems
- ST Fastening Systems
- SWI Machinery
- Trac-Rite Door
- Tri State Lumber
- Triangle Fastener Corporation
- United Steel Supply
- Wildcat LLC

### For Exhibitors: About the Attendees

All Shield Wall Media shows are intended to bring together buyers and sellers. Attendees are business owners and those who can make business decisions. Exhibitors at the company’s previous events have consistently commented that the attendees of SWM shows are decision-makers. For instance, 67% of attendees for the Garage, Shed & Carport Builder Show are either sole decision-makers or part of the group making the decisions while 0% said they were not involved in the decision-making process at their company.

Here’s sampling of other post-show quotes from exhibitors:

- “There was an appropriate audience that included decision-makers.”
- “The show allowed us to connect with existing and potential customers in this targeted industry. We received quality leads.”
- “It’s big enough to attract, small enough to have quality conversations.”

### What To Do Next

Visit [postframebuildershow.com](http://postframebuildershow.com) for more information, or contact event director Missy Beyer at [missy@shieldwallmedia.com](mailto:missy@shieldwallmedia.com), phone 920-216-3007. **PFBS**



*The Branson Ferris Wheel.*  
PHOTOS COURTESY OF BRANSON  
CONVENTION VISITORS BUREAU

# THINGS TO DO IN **BRANSON**

## Here's Our Curated List, Chosen For Our Show Location & Audience

**L**et's be honest, you don't hold a trade show in Branson, Missouri, *only* because you want to get buyers and sellers together. In the case of post-frame, that actually works anyway; Branson is largely accessible from a travel standpoint for much of the post-frame industry.

But you also have a show in Branson because it can be a work/play destination. So we culled this list of things to do in Branson for the people who we will be seeing at the Post-Frame Builders Show in June 2024. We tried to make this list as walkable as possible from the Branson Convention Center and the host hotel, the Hilton Branson Convention Center Hotel. We also focused on family-friendly activities since so many of our attendees bring theirs.

### Branson Activities

Nestled in the heart of the Ozarks, Downtown Branson, Missouri, is a hidden gem waiting to be explored. With its unique blend of history, culture, and entertainment, this vibrant area offers visitors an unforgettable experience. Whether you're seeking family-friendly activities, live entertainment, or a taste of local flavor, Downtown Branson has something for everyone.

#### 1. Historic Downtown Family Fun

Begin your journey by strolling through the historic district, where charming brick-lined streets transport you back in time. First, don't forget to snap a picture by the iconic Branson sign — a perfect keepsake to commemorate your visit.

We found some things that our family-centric audience might like. Bring back classic family competition at the **Branson Boardgame Cafe**. For a small fee per person, you can choose from their library of 650 board games. Or try **The Escape Branson**, where you have 60 minutes to solve puzzles and escape your room!

The **Branson Centennial Museum** is an admission-free museum highlighting the history of Branson, including a music show timeline that pays tribute to Branson becoming America's Top Live Music Show Destination of the World. Another fun activity that begins downtown is a ride on the **Branson Scenic Railway**, which leaves from the historic 1905 depot! There's also **Prehistoric Fossils**, a museum-like gallery displaying an array of historic arti-

facts, including dinosaur fossils, world-war relics, meteorites, and more.

## 2. Shop 'til You Drop

Downtown Branson boasts an array of unique boutiques, galleries, and specialty shops. From handmade crafts to Ozark-inspired souvenirs, the shopping scene caters to diverse tastes. Take a leisurely stroll along the Branson Landing, a waterfront shopping and dining district, where you can find both familiar brands and local treasures. Probably the most-famous store is **Dick's 5 & 10**, a cornerstone of Branson shopping since 1961 with 250,000 items on the shelves, plus several things to see like train and arrowhead collections.

Besides some high-end shops downtown, note that there is an array of thrift stores, antique shops, and pawn shops.

## 3. Savor Culinary Delights

Downtown Branson is a culinary haven with a diverse range of dining options. Whether you crave classic comfort food, Southern barbecue, or upscale cuisine, you'll find it all here. Local favorites include **Dino's Cake & Coffee Co.** for delectable sweets and **Waxy O'Shea's** for a cozy pub experience.

### Family/American Restaurants:

Clockers Cafe, Branson Cafe, Farmhouse Restaurant, Dice & Dine, Summit Restaurant

### International Fare:

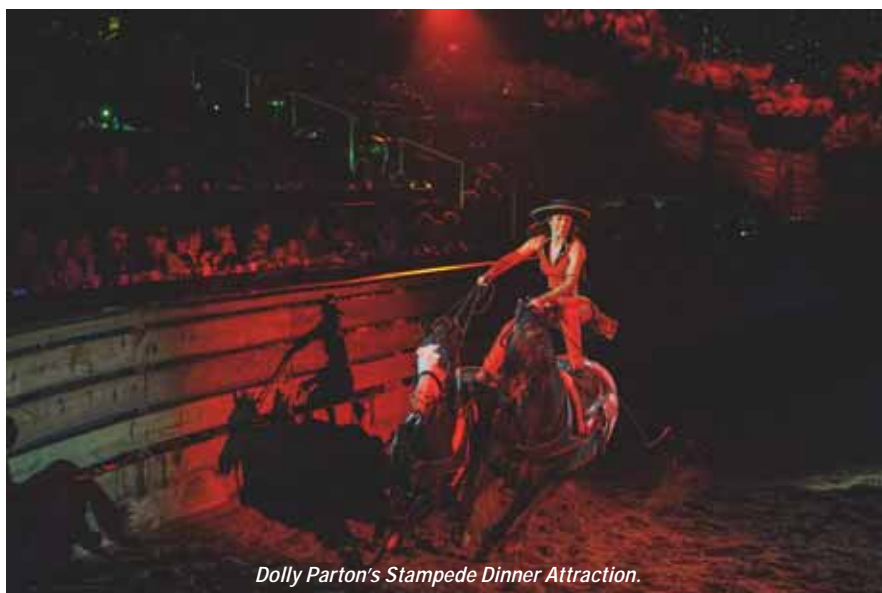
Tai Kitchen, Carly's Healthy Cuisine, MoMo Sushi & Grill

### Pizza, Steak, Ribs:

Mr. G's Chicago Pizza & Pub, Level 2 Steakhouse, Oscar's Famous Ribs

## 4. Enjoy Live Entertainment

Known as the "Live Entertainment Capital of the World," Branson lives up to its reputation with numerous theaters offering live shows. Catch a Broadway-style production, a comedy show, or a tribute to music legends. There is a lot of live music at one of Historic Downtown Branson's theatres. The **Hot Hits Theatre** features live shows with a variety of musical styles and the **Historic Owen Theatre** houses the many productions of the Branson Regional Arts Council's community theater.



*Dolly Parton's Stampede Dinner Attraction.*

## 5. Take a Scenic Cruise

As you explore the waterways, don't miss the opportunity to extend your scenic journey with a ride on the **Branson Scenic Railway**. Step aboard vintage cars and travel through the stunning Ozark countryside, crossing trestles and tunnels while immersing yourself in the history of the region. The narrated tours provide fascinating insights into Branson's past, making it a unique and educational addition to your Downtown Branson adventure.

## 6. Branson Landing Family Fun

Next to the hotel and convention center, venture into the heart of the **Landing**, where you'll discover the dynamic offerings of **Andy B's Bowl Social**. From state-of-the-art bowling to an array of arcade games and delicious eats, Andy B's is a haven for families seeking an all-in-one entertainment destination.

Take your adventure to new heights with **Parakeet Pete's Steampunk Balloon and Zipline**. Soar above the landing, capturing panoramic views of the scenic surroundings as you embark on a one-of-a-kind airborne escapade. It's an experience that promises both thrills and breathtaking vistas.

As the sun sets, the Landing Center transforms into a concert haven. Immerse yourself in the rhythm of live performances, ranging from local talents to nationally acclaimed artists. The concert series



*Branson Scenic Railway.*

at Branson Landing ensures that families can enjoy the magic of music against the enchanting backdrop of this riverside destination.

Downtown Branson beckons with its warm hospitality, rich heritage, and an abundance of activities for every traveler. Whether you're seeking a quiet retreat or an action-packed adventure, this charming destination promises an unforgettable experience. Discover the magic of Downtown Branson and create memories that will last a lifetime. **PFBS**