

Rural Builder

September 2024
Vol. 58, Issue 7

Serving The Construction Trade Since 1967

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Growing Use
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Say What You Believe

I usually try to avoid writing publisher letters. Sometimes there are events or announcements that make them necessary. I am sitting in my office, Sunday morning, July 14th. I just returned from a week-long business trip and have some great news. After looking for a venue for three years, we have a location for a show in Lancaster County, Pennsylvania. The 2025 Post Frame Builder Show will be at Spooky Nook Sports in Manheim. The location is in the heart of Pennsylvania Dutch Country and within 20 miles of many manufacturers who have supported us for years.

2025 should be a great show, and you can see reviews of the 2024 Post Frame Builder show in most of our magazines. In spite of the great news, that is not the main purpose of this letter. Yesterday, a sick individual tried to assassinate President Trump. This is not an endorsement or a discussion of policy, it is a request that everyone stop taking the path of least resistance.

My political views are obvious to those who know me. My personal social media is mostly lifting or wrestling related, bad jokes, and political content. I have had several people suggest changes to what I post and how I state my beliefs. I have had advertisers threaten to pull business, and I have had subscribers threaten to cancel subscriptions. I have disregarded those threats and suggestions. I may have even responded unkindly in a few instances.

I do and say what I believe is right in the context of my beliefs. I

expect you to do the same. We do not and should not agree on everything. Naturally, all beliefs should have some basis in reality and disagreements should be (mostly) polite and respectful.

The point of this is to ask you to say what you believe. You can agree with me or not but please do not be silent. It is my opinion that silence is one of the reasons for the political divisions we have now.

People narrow their circles and only hear voices that agree with them. Not hearing dissent convinces people they are correct and in the majority. They are never forced to critically evaluate their own positions. When faced with a person who believes differently, or contradictory facts they respond inappropriately. Typically this is manifests in denial or acting out. If a 3-year-old gets a candy bar every day at check out in a grocery store, what happens when they do not get a candy bar?

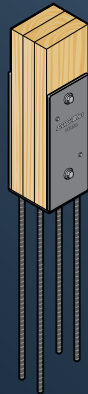
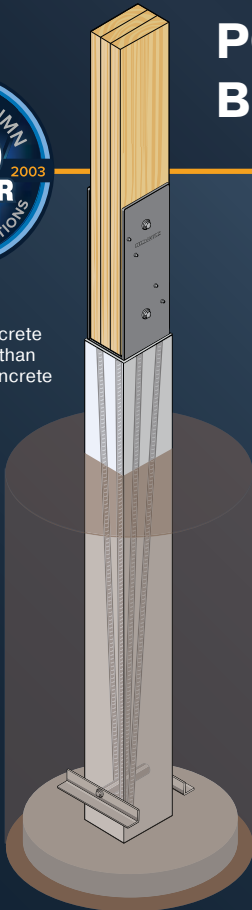
All opinions do not have equal merit. Not all opinions deserve respect. Sometimes sharing what you believe can result in ridicule or lost business. Sometimes all of us are wrong. But silence makes things worse. Part of appropriately dealing with conflict is experience. Resolving disagreements is easier if they are dealt with small. Silence allows differences to grow unchecked. Speak and disagree about the big things and the small things. The big things may not be resolved, but maybe we can stop the small things from growing.

—Gary Reichert, *Publisher*

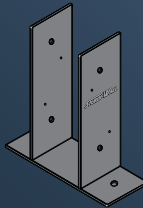
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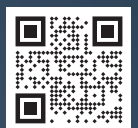
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ON THE COVER:

Restoration of the 1840 "Barn at Stratford" in Delaware, Ohio, by Midstate Contractors, Inc.

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Gary Reichert,
Publisher, Shield Wall Media



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Set a Career Goal and Make It Happen

Dylan Volz Hit His Goal in Just 4 Years!

BY RURAL BUILDER STAFF



Volz was one of many kids who felt uninspired by many of the classes he was required to take in school. But in junior high, he found his creative side when he got involved with the band. He played cornet and tenor sax through junior high and high school.

What he spent more time on, though, was video games, so he thought maybe he'd end up working as a video game designer. Even then, he had already begun dabbling in small engines in his free time, building motorized bikes he rode to school.

Then, he discovered a few more classes he enjoyed: ag-mechanics classes and welding. He found that he did well in these classes without much effort; he had a natural aptitude. Tyler Renz, the ag-mechanic teacher mentored him, helping him see the potential within himself. The satisfaction of doing something well spurred him on to take an advanced class, learning mig and tig welding and honing his skills.



One of Volz's boat projects.



As a result of a collaboration with mikeroweWORKS Foundation (www.mikeroweworks.org), *Rural Builder* is featuring profiles of Work Ethic Scholarship recipients in each of its issues. Over 2,000 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."



Parts Dylan Volz fabricates for his own Nissan for prototype testing.

On Career Day in his senior year of high school, Volz announced that his five year career goal was to start his own automotive fabrication shop. He accomplished it in four years.



TRADES EDUCATION

Volz began a two-year associates degree in Applied Science/Welding Technology. He liked the classes and he made friends, people interested in the same kinds of things he was interested in. Volz is glad that at the end of his second year, the program introduced a fabrication course; it added more time on for him, but he learned so much! He realized he wanted to do custom fabrication. Rather than weld the same parts all day, a custom fabricator gets a lot of variety and when he's done, he's got a complete, functional object.

Volz applied for scholarships in 2017 as he was getting started on his degree, and he was awarded one from his town and a mikeroweWORKS Foundation Work Ethic scholarship. He knew of Mike Rowe through his dad who watched his television shows. The application process felt a bit like playing the slot machines, but he followed the guidelines, signed the pledge, made a video about the motorbikes he'd built, sent in his application, and forgot about it. He figured there would be so many applicants that it wasn't likely he'd get noticed. When he got the email that he'd won the scholarship, his jaw dropped. In retrospect he thinks the video may have been what won the scholarship because it showed that he *liked* to work.

FIRST JOB IN THE TRADES

Within two weeks of graduation, Volz was welding aluminum boats in Bremerton, Washington. The boats fulfilled government contracts or they were for wealthy parties. He thought it was pretty cool to be building 33 to 55-foot boats from scratch.

About a year into his work, he began pursuing his passion for

fast cars on the side. He got pretty good at welding his own car parts to make cars go fast. He makes hot rods and racecars; he's done several projects now, and he keeps on learning.

LIVING THE DREAM

Volz has made this his full-time profession, starting his own business: EMC Fabrication & Design. He loves it, and now he sets his own hours. After breakfast, he gets to the shop between 8 and 9 in the morning and he gets to work on his current project. Often he is busy making exhaust systems of stainless steel. They are precision tig welded, and they can handle excessive heat, fire balls, and other abuse. The exhaust flows very fast, giving the car more power.

The best advice Volz has for somebody who is considering a career in the trades is to find someone who is passionate about it. A mentor can really help you get where you want to go, he said.

Now that Volz has achieved his initial goal, he has set a new one. He would like to move to his own home and shop, as currently he rents from his parents. The key to making this dream come true is growing his business, which he hopes to do organically through word of mouth and Facebook. **RB**



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2024 Gold Key Awards

Companies Receive Awards at Shield Wall Media's Inaugural Post-Frame Builder Show



Several companies were presented with their 2024 Gold Key of Excellence Awards at the first annual Post-Frame Builder Show, held June 19-20 in Branson, Missouri. Metal Roofing Metal of Honor Awards were also presented.

In just a few months, you'll once again see the Gold Key nomination ballot in Rural Builder. If you believe any of your suppliers deserve to be on the ballot, and they have been in Rural Builder magazine within the past year, send a nomination to dan@shieldwallmedia.com, with the subject line: Gold Key 2025 Nomination. **RB**



Joshua Loughman accepts the Rural Builder Gold Key Award and the Metal Roofing Metal of Honor Award on behalf of Everlast Metals and Everlast Roofing, respectively.



Andrea Layng and Randy Gifford accept the Rural Builder Gold Key of Excellence Award on behalf of Express Barns.



Joel McAfee accepts the Rural Builder Gold Key of Excellence Award on behalf of The Bradbury Group.



From left to right, Paul Zimmerman, Daniel Zimmerman, and Noah Oberholzer accept the Rural Builder Gold Key of Excellence and the Metal Roofing Metal of Honor at the 2024 Post-Frame Builder Show.

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Chris Glick accepts the Rural Builder Gold Key of Excellence and the Metal Roofing Metal of Honor for Snap Z.



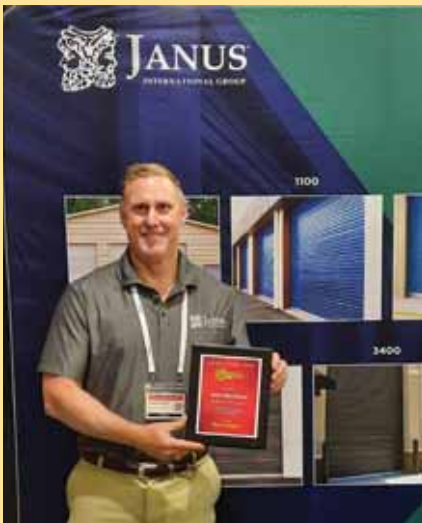
Shannon Zimmerman (left) and Bart Bishop receive the Rural Builder Gold Key of Excellence and the Metal Roofing Metal of Honor on behalf of Levi's Building Components.



Jerry Martin (left) and Mark Sherman accept the Rural Builder Gold Key of Excellence award on behalf of Frontier Metal.



From left to right, Chris Davies, Brett Clary, and Robert Cristman accept the Rural Builder Gold Key of Excellence Award and the Metal Roofing Metal of Honor Award on behalf of Dripstop.



Janus International was presented its first Rural Builder Gold Key of Excellence at the 2024 Post-Frame Builder Show. David Hancock received the award on behalf of the company.



Chad Feazel accepts the Rural Builder Gold Key of Excellence and Metal Roofing Metal of Honor awards on behalf of Palram.



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SUPPLIER NEWS

BY RURAL BUILDER STAFF



Sean Cook (left) and Steve Harper accept the Rural Builder Gold Key of Excellence and the Metal Roofing Metal of Honor on behalf of Triangle Fastener Corporation.



Leo Daniel (left) and Matt Baze accept the Metal Roofing Metal of Honor award on behalf of East Coast Fasteners, and the Rural Builder Gold Key of Excellence award on behalf of Plyco Corporation.



Mark Stover accepts the Rural Builder Gold Key of Excellence on behalf of Perma-Column.



Mark Lindgren accepts the Rural Builder Gold Key of Excellence award on behalf of Trac-Rite Doors at the 2024 Post-Frame Builder Show.



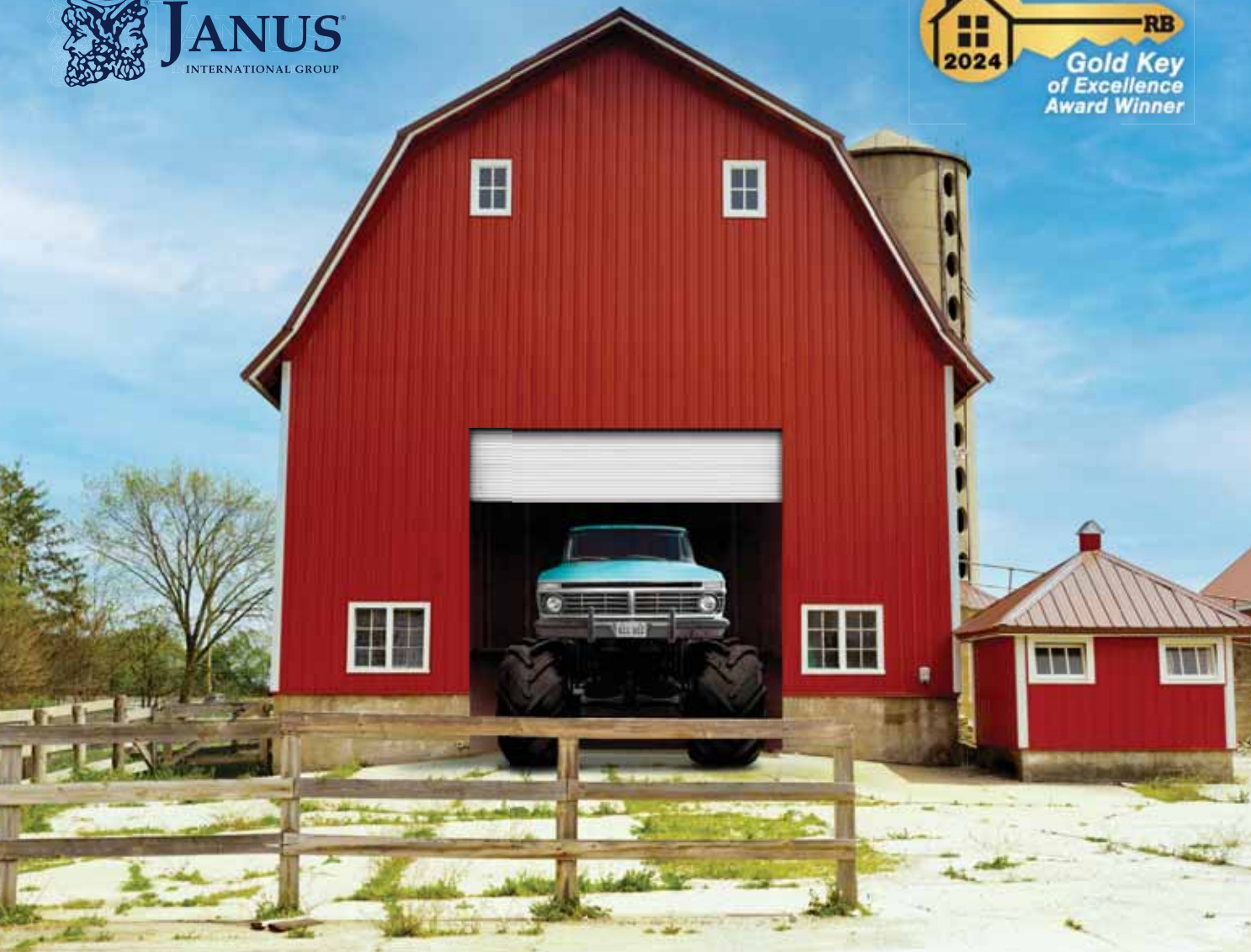
Merle Auker (left) and Nelson Shirk accept the Rural Builder Gold Key of Excellence Award on behalf of Red Dot Products.



Ed Atwell accepted the Rural Builder Gold Key of Excellence on behalf of Richland Laminated Columns.



Randy Chaffee (left) and Barry Broxterman receive the Rural Builder Gold Key of Excellence and the Metal Roofing Metal of Honor awards on behalf of MWI Components.



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Malco Tools received its second Gold Key of Excellence award in 2024. DJ Geiseman (left) and Shane Norman accept the award on the company's behalf.



Payton Mattis (left) and Bryan Chatham accept the Metal Roofing Metal of Honor and the Rural Builder Gold Key of Excellence on behalf of United Steel Supply.



Kelly Myers accepts the Rural Builder Gold Key of Excellence Award on behalf of rFOIL Reflective Insulation.

Building Talent Foundation Awarded Rural Builder's 2024 Gold Key of Service Award

This year's Gold Key of Service Award, announced in the July issue, was presented to Building Talent Foundation (buildingtf.org), to recognize its contribution to the construction industry and its efforts to solve the worker shortage, while also introducing youth to the idea that construction industry is an excellent career opportunity.

WHAT BUILDING TALENT FOUNDATION DOES

Building Talent Foundation is a national nonprofit organization founded by the Leading Builders of America to address the acute talent shortage in residential construction. BTF's mission is to advance the education, training, and career progression of young people and people from under-represented groups, helping them develop into skilled technical workers and business owners in residential construction. BTF works with builders, trade partners, suppliers, and manufacturers, and all their educational partners to rebuild the residential construction workforce. BTF connects builders and trades with secondary schools, post-secondary schools, colleges, and nonprofit organizations to promote the construction industry as a career choice. BTF then networks to help students find internships, apprenticeships, training, and employment opportunities to jumpstart their residential construction careers.



Branka Minic, CEO of Building Talent Foundation, holds Rural Builder's 2024 Gold Key of Service Award plaque.

If you know of a nonprofit organization that is helping to promote and support the construction industry and would like to nominate it for the 2025 Gold Key of Service Award, email Dan Brownell at dan@shieldwallmedia.com.

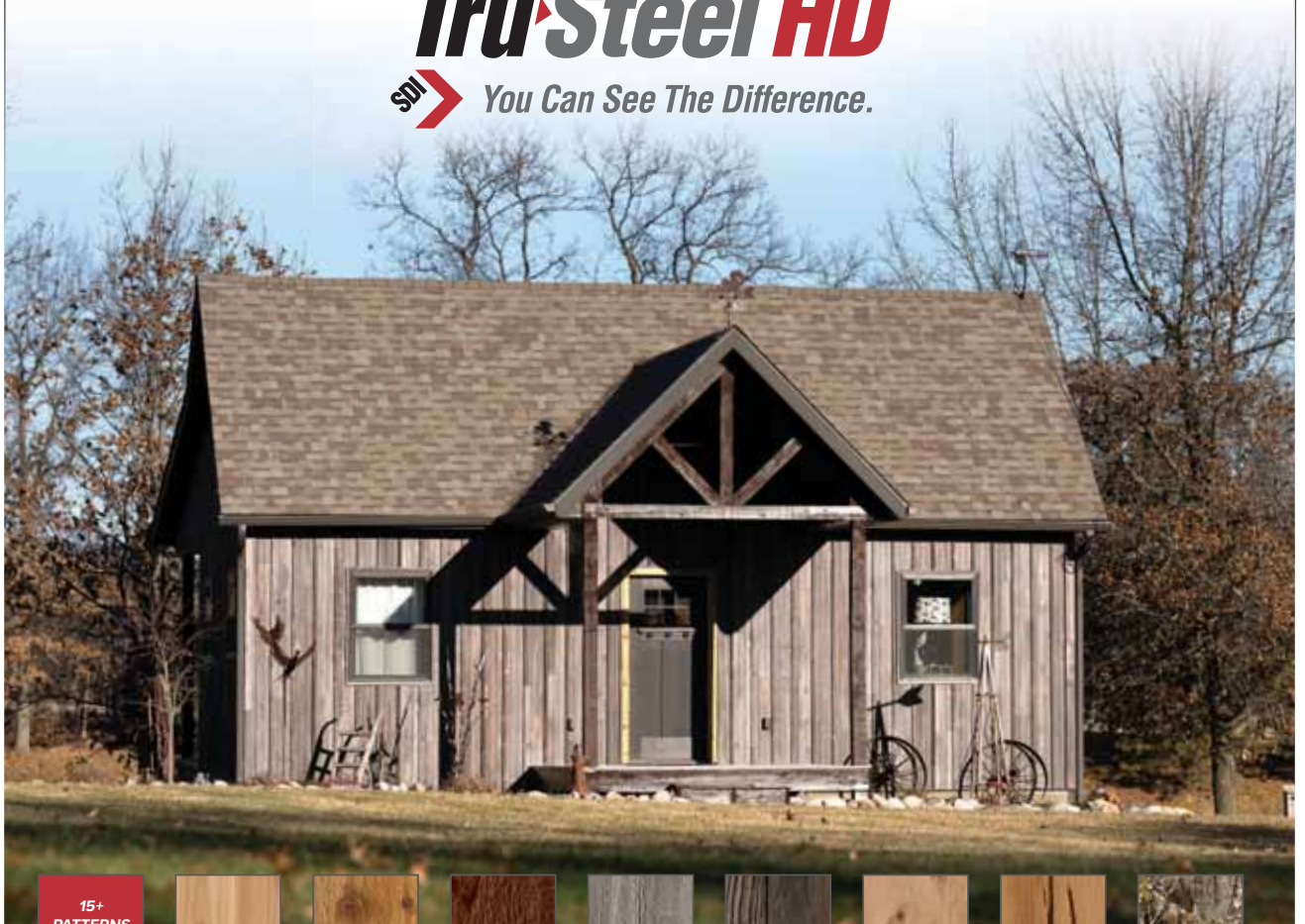
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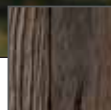
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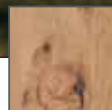
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Cedar Dark Brown



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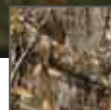
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BY DAN BROWNELL

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Each year, in the August edition of Rural Builder magazine, we publish building projects that showcase some of the many possibilities for rural building projects, including agricultural, light commercial, and residential projects. Ultimately, our goal is to inspire builders/subscribers and help them better identify and meet market needs. By highlighting not only the potential of these buildings, but also the actual projects being completed, we aim to advance the industry.

As a project participant, you'll enjoy numerous benefits. If your project is selected for publication, your business will receive free promotion in a national magazine dedicated to agricultural, light commercial, and residential structures. Despite being a regional builder, you'll gain national recognition.

Moreover, you'll receive a badge that reads "As Seen in Rural Builder magazine," signifying your company's distinction as one of the few selected for publication. This badge can be used in your marketing materials, on social media, and wherever else you find suitable.

Another powerful benefit is a complimentary pre-written press release announcing your company's selection and publication from a pool of national submissions. Given the typical cost of professional press release services, this represents significant savings.

Rural Builder magazine maintains a prominent position nationally and, at 57 years old, is the longest-running publication on low rise, rural construction. By presenting your project as a solution to industry challenges, you inspire fellow builders to enhance their performance and drive the industry forward.

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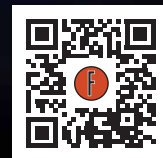
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The “Other” Metal:

Aluminum and Its Uses in Post-Frame Buildings

Steel has traditionally been the predominant metal used in post-frame construction, but aluminum is becoming a popular material for rainware, trim, liner and interior ceiling products in residential and commercial post-frame applications. While steel has some structural and thermal properties that make it best for certain uses, aluminum has advantages in other uses, and as a result is being considered by many builders for a number of components.

COMPETITIVE COST

Some people experience sticker shock when they see the cost of aluminum on a price-per-pound or per cwt., but once they learn the approximately 65% less weight differential, the cost per lineal foot becomes pretty compelling to use. The typical steel panel is .015 min. gauge, 40.875” wide, and weighs around 2.10 per lineal foot, whereas an aluminum panel the same size weighs about .72 pounds per lineal foot, or about a third the weight of steel.

CORROSION RESISTANCE

Aluminum has excellent corrosion resistance, which is why it’s been used so much for animal containment applications, such as chicken cages and hog pens. That’s because of the way aluminum is produced. It’s a solid substrate, unlike a steel (galvanized or Galvalume), which has a cold rolled base with a galvanized metallic alloy coating. That means when you shear steel, you have an exposed cold rolled steel edge which, short term, will create a very fine red rust line before it oxidizes over to reseal itself. Aluminum is a solid alloy plus one that is very resilient to many aggressive caustic, acidic, and more corrosive environments and applications.

Even with aluminum’s excellent corrosion resistance, it’s extremely important that animal containment buildings are effectively ventilated and drain animal waste toward the interior portion of the building, preventing stagnant fumes and runoff from being trapped against the metal surfaces. If you enter one of these buildings and you begin coughing or your eyes are burning, the structure is not effectively circulating and exhausting the toxic fumes. Hog barns are especially prone to this, based on some of the low ceiling designs. Even stainless steel will break down over time, despite it being the “Cadillac” of corrosion-resistant metals and double the cost.

VERSATILITY AND FORMABILITY

Aluminum is easy to work with and is a favorite material for



applications that need a lot of deformation and shaping. That’s one reason that its use in the automotive sector is growing as body styles of cars and trucks and mass transportation vehicles become more aerodynamic with slope and curves to reduce air drag. That’s also a reason that it’s always been extensively used in the aerospace industry. The nature of aerodynamics requires lightweight, strong materials in sleek and creative shapes, angles, and curves.

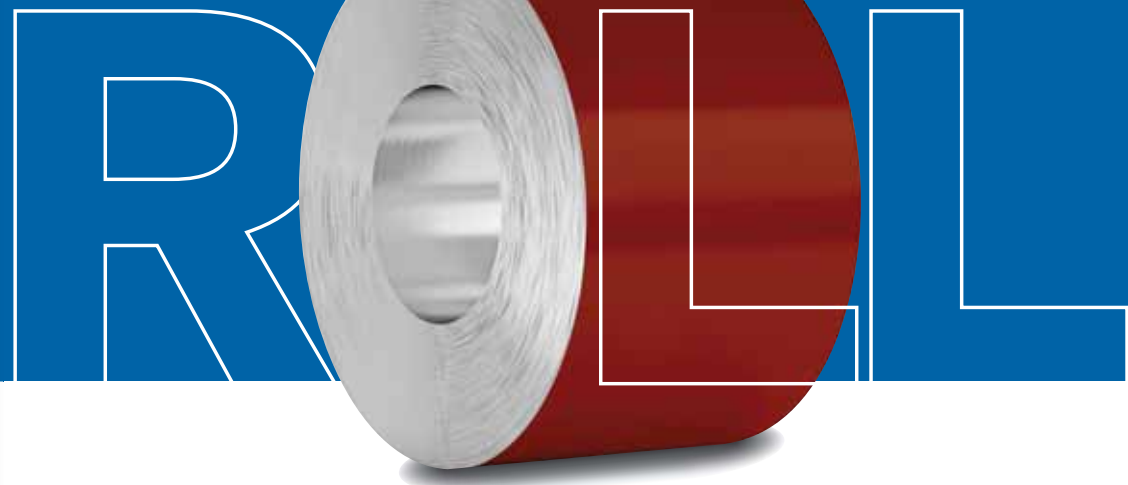
Aluminum’s weight savings is making a big impact in other areas as well. A lot of new heavy electric utility lines use aluminum because their lighter weight compared to steel means that they don’t need as many large towers to support them over miles and miles. Most solar panels have a high aluminum content to them as well.

ALLOY, GAUGE, AND TEMPER

Aluminum coil has a wide range of gauges, from aluminum foil to armor plating for defense vehicles. Aluminum’s combination of strength and ductility make it very unique. Aluminum beverage cans start as a flat rolled coil, are then formed into their various shapes and sizes in high speed and high volume can lines, which again show how dramatic the metal can be reshaped!

Aluminum is categorized by the term “alloy.” The predominant aluminum alloy for building products is 3105. 3003 is an alternative with less recycled content. 3004 and 5052 can also be used for building products, but 3105 is the primary alloy to request for in building products.

WE'RE ON A



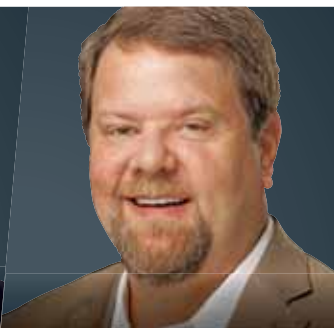
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ALUMINUM

Aluminum's other key specification for end use effectiveness is known as its temper, like grade in steel. This has to do with the annealing of the aluminum to achieve certain properties within each alloy. Aluminum has four primary tempers: quarter-hard symbolized with a 2, half-hard as a 4, three-quarter hard as a 6, and full-hard as an 8. Full-hard aluminum is equivalent to grade 80 steel.

Aluminum designated H28 is used for liner, building panel, and agricultural applications. H25/H26 is typically used for rain-ware, gutter, and soffit in residential products. H24 is softer and is used for standing seam, trim, edge metal, and architectural roofing. So, in summary, 3105 H24 through H28 are the alloys and tempers generally used for aluminum building materials.

Aluminum Fast Facts

- Aluminum is infinitely recyclable, and nearly 75% of all aluminum ever produced is still in use today in its original form or recycled into a new product.
- The fastest-growing automotive material, aluminum makes vehicles lighter, more energy-efficient and rust resistant.
- Aluminum is a showcase material in some of the most popular consumer electronics today, from the Apple iPhone to the latest flat-screen TVs.
- Aluminum beverage cans contain far more recycled content than glass or plastic and save huge amounts of energy in transportation and refrigeration and are environmentally friendlier.

COIL SIZES

Because of the weight differential between steel and aluminum, there's a big difference in the coil footage. A steel coil might weigh 10,000 pounds, but an aluminum coil with the same outside diameter (OD) might only weigh 4,000 to 5,000 pounds. Domestically, the aluminum industry produces aluminum up to 64 inches wide for most building products. Some imported coils can go substantially wider, but most residential building products are narrow. So make sure your supplier factors the right OD and weights for your coils if you are new to using aluminum, as they are substantially different from light gauge steel coils.

ROLL FORMING

Roll forming aluminum is usually simpler and more consistent than roll forming steel. For example, aluminum is flat from edge to edge, where steel is rolled to a crowned center with the edges being several percent thinner than the center. The surface of aluminum is very smooth and consistent, and easier on your roll-former's dies.

One area that aluminum can be a little more delicate is in shearing or cutting it to length. With aluminum's forming properties, the metal has a tendency to deflect more than steel, so it's crucial that you keep your shears well sharpened when cutting aluminum to prevent the bending of the edge when shearing. In folding or using a brake press, aluminum is very easy to work

with. It accepts profiles and shape changes much cleaner and more effectively than steel and is lighter to load, position, and store after fabrication.

COMMON CURRENT USES OF ALUMINUM IN NON-POST-FRAME RESIDENTIAL CONSTRUCTION

- Rain Gutters • Roof Vents • Hips • Drip Edges
- Chimney Flashing • Roof Ridges • Roof Caps • Roof Valleys
- Rake Edges • Gables • Gable Vents • Eaves • Soffits • Fascia
- Skylights • Dormers • Downspouts

ADVANTAGES OF ALUMINUM FOR POST-FRAME RESIDENTIAL STRUCTURES

Compared to steel, aluminum is more cost effective on a cost-per-linear-foot. It's also lighter weight, so it's easier to work with and more durable. It will outlast steel because it won't corrode, whereas wherever steel has cut edges, they'll rust.

A new trend we're seeing is that aluminum, which has long been used in traditional residential construction, is now being looked at more by post-frame builders who for a sizeable percentage have been doing replacement metal residential roofing and are now getting more into total home construction.

Gutters, downspouts, soffit, and fascia, for example, are some of the most commonly made products in aluminum in traditional home construction. The post-frame builders were trying to make these out of steel, which is more of a challenge and expensive on a cost per foot. Drip edge is another one that's relatively easy to manufacture. Because aluminum is light, it's easier and cheaper to ship. You can package and load more pieces on a lightweight pull-behind trailer for your contractors.

The decision to use aluminum versus steel depends on the project, whether it's industrial, commercial, or residential. Aluminum is strong, contrary to what a lot of people think. In Miami-Dade County in Florida, where they test and certify all the roofing structures for hurricane conditions, aluminum panels typically are equal to or slightly outperform steel roofing panels. There are a lot of advantages to aluminum, but it's not always the best or right material to use, depending on the size of the building, load, etc. For structural products and long-run, low-slope roofing projects, steel is still the go-to choice.

ALUMINUM'S VERSATILITY

As mentioned previously, the ability of aluminum to be reshaped makes it an excellent choice to be embossed. There are about five different patterns of embossing that look great on both mill finish and pre-painted aluminum in prints, patterns, or solids. Many high-end residential roofing shingles are now made of aluminum with multicoat woodgrain prints. It can be heavily worked without fracturing, which is difficult with light-gauge steel.

Aluminum's smooth, flat surface makes it excellent for prints

and patterns, from camo, to a rustic look, to a traditional high-end wood grain. It's available in a variety of colors and textures and any paint system available in steel is also available to be applied on aluminum.

A recent trend in residential applications is for all trim and accessories to match the roofing or wall colors. For years gutters, downspouts, soffit and fascia were different colors and many times just in white or off-white. Today, people want everything to match their roofs, walls, doors, and windows, so uniformity is becoming crucial. It creates a higher-end look. Yes, it creates more items for a builder to carry and inventory but also allows for more sales on value-added products.

PROS AND CONS OF ALUMINUM AND STEEL

Steel is best for industrial commercial buildings because it allows a longer span between structural frame members. But using aluminum in smaller buildings (such as sheds) can save a lot of metal because it doesn't need to support as much weight for the roof, walls, interior ceiling panels, liner, and other areas. One downside of aluminum is that it's more susceptible to hail damage,

so it's not good for roofing products, especially in the hail belt. It's much better for trim accessories or higher-slope applications.

Both aluminum and steel are fire resistant and are energy efficient and recyclable. However, aluminum will expand and contract, so aluminum shouldn't be used for exposed fastener roofs because it expands and contracts too much with temperature changes. It makes a great choice for concealed fastener roofs. For corrosion resistance, aluminum is superior to steel on the surface and at exposed sheared edges, as aluminum is a pure solid alloy.

CONCLUSION

While steel has been a mainstay in post-frame construction for decades, aluminum is gaining traction in the industry. With its cost effectiveness and its ability to be matched and blended in with its steel counterparts, it's destined for growth in this market! **RB**

Steve Swaney is a sales business development specialist for Mid South Aluminum www.midsouthalum.com. The company, headquartered in Jackson, Tennessee, is an aluminum distributor that specializes in pre-painted aluminum building products. This article is based on Swaney's presentation of this topic at Shield Wall Media's Post-Frame Building Show in Branson, Missouri, June 19-20, 2024.

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Industry Associations

The Value of Belonging

Many of us have somewhat of a “go-it-alone” mindset. This independent nature finds deep roots in our post-frame building industry, but we can benefit from taking advantage of all that trade associations can offer. I’ve personally found that belonging to them is vitally important.

Regardless of how long you’ve been involved in the industry, there’s so much opportunity in being a part of associations. If you’re new to the industry, you’ll be exposed to many educational opportunities, as there are endless benefits for educational courses and certifications. Often, technical support is available. Legal and code assistance? Many times, yes! Marketing help and sales training is also generally there for association membership. And networking....Oh, the opportunities of networking!

What about long-time industry professionals? We don’t need associations, right? We’re good on our own, so we may think there’s no need. Wrong! Regardless of where we are in experience, there’s always a great deal to learn or teach. There’s so much benefit that comes from belonging.

A shoutout here to the more seasoned veterans of our industry. Give back, my friends. If you’ve been blessed to learn and experience a level of success built on years of hard work and hard knocks, then step up, step in, and give back. One thing I’ve found is that the more we give without expectation, the more we get back. We’ve all had help over the years. Maybe it was from an association or maybe not, but we surely had help.

Before we get into some ways we can be involved with trade associations, let



me point out that I’m walking the talk. Have I always been this way? Not really, but I can attest to the fact that once you commit to an all-in involvement, many things change. I’m currently involved with three trades associations. I’m an associate member of the Midwest Roofing Contractors Association (MRCA) and a member of the Board of Directors of the Buckeye Frame Builders Association (BFBA) and the National Frame Builders Association (NFBA). I bring this up because I understand the time it takes but fully appreciate what this collaboration brings. Let’s cover a few of the inherent benefits.

THE POWER OF NUMBERS: AGENCY AND LEGISLATIVE INFLUENCE

Consider the power of numbers. Most trade associations support the industry

with local, state, and federal code agencies. This can include any or all areas such as code compliance, safety, and other legal aspects of doing business in our respective industry. There truly is a power in numbers when our association representatives meet with these different agencies. It would be impossible to represent each of our individual issues or concerns and traverse the long and winding road that’s usually involved. Our support in numbers and financial support via membership allows our association staff to pursue many important issues on our behalf.

When it comes to legislation, there’s an undeniable truth: there is strength in numbers. As individual professionals or small businesses, our voices often go unheard amidst the cacophony of competing interests. However, as members of a trade association, we gain access to a collective

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voice that can influence policy and legislation in ways we could never achieve on our own.

Trade associations have the resources and expertise to monitor legislative developments that impact our industry. They employ lobbyists who are skilled in the art of advocacy, ensuring that our interests are represented at the local, state, and federal levels. These associations understand the intricacies of the legislative process and have established relationships with key policymakers.

STAYING AHEAD OF THE CURVE VIA EDUCATIONAL OPPORTUNITIES

We are well into an era where change is the only constant, which makes staying ahead of the curve paramount. Trade associations recognize this and offer a wealth of educational opportunities designed to keep their members at the forefront of their industries. From workshops and seminars to conferences and webinars, these associations provide access to cutting-edge knowledge and best practices.

Educational programs offered by trade associations are often tailored to address the specific needs and challenges of their members. Whether it's informing members about regulatory compliance, mastering new technologies, or honing leadership skills, these programs are designed to equip professionals with the tools needed to succeed. Moreover, the instructors and speakers at these events are typically industry experts who provide insights that are both relevant and actionable.

For the busy business owner or sales pro who spends countless hours on the move, the convenience of online learning offered by many trade associations is a game-changer. Webinars and virtual conferences allow us to participate in professional development without the need to travel, ensuring that we can continue to grow and learn, no matter where the road takes us. Nothing beats the in-person opportunities offered by association events and trade shows, but virtual events are invaluable to stay informed during our increasing demand on our time.

BUILDING LASTING CONNECTIONS VIA NETWORKING

Besides the tangible benefits of legislative influence and educational opportunities, trade associations offer something else equally valuable: networking and fellowship. Although we now live in a world where digital communication often replaces face-to-face interaction, the opportunities provided by trade associations to build genuine connections are invaluable.

Networking within a trade association allows us to connect with peers and professionals who understand the unique challenges and rewards of our industry. These connections can lead to valuable partnerships, collaborations, and friendships. They provide a support system where we can share experiences, seek advice, and offer encouragement. There's no need to be on an is-



land by ourselves.

Let's use these events, whether virtual or in-person, to foster and exchange ideas, celebrate success, and commiserate over shared challenges. This alone can be motivating and reassuring. Keep in mind that these networking opportunities extend beyond our immediate peers and can include access to and relationships with industry leaders, suppliers, and influencers. Doors can open to new opportunities for career advancements, mentorships, and business partnerships. Go engage!

Engage both sides of the aisle, so to speak. Associations have a unique way of bringing suppliers and builders together with one common interest ... the betterment of the industry. On the trade show floor, we may fall into our traditional roles of buyer or seller. This is important and necessary, of course. However, within the realm of the association, we're not coming from a transactional perspective but from a shared desire to find ways to build our industry together. Without a strong industry, the transactions become not so important right? The additional advantage here is that when both sides of the aisle step out of their role, many deeper and longer-lasting relationships happen. Professional relationships are fostered and an understanding of the importance of both is recognized and appreciated.

NEXT STEPS

First, make a commitment to become involved. Become a member of the trade associations that serve our industry. That could be as simple as joining, attending, and participating at your level of comfort. Simply doing this will elevate your knowledge and level of competency more than you realize.

Are you already there or ready to make a leap of commitment? See how you can be involved. Do you have years of experience in an area? Maybe in a certain construction technique? If you're a fi-

nancial guru, bring it! If you're a brand expert, business coach, or trainer, share your knowledge. While we may not admit it, we can all use this kind of help. What about legal, safety, or codes ... is this your area of expertise? Sales and marketing? Social media? There are so many ways you can bring your area of expertise to these industry groups. Most association conferences have a need for speakers and demonstrations. Maybe you can help fill these roles.

IN-PERSON AND DIGITAL INVOLVEMENT: TAKE A HYBRID APPROACH

Whatever we do, think hybrid. Rather than be of a single mindset, let's be receptive to all opportunities and immerse ourselves in this exciting industry. Thinking hybrid means to be an out-of-the-box thinker. Actually, let's work to see no box at all.

One thing the pandemic taught us was to be adaptable. We learned to go from the way we always did things to a very new way ... and very quickly. Was it confusing, scary, and even painful at times? You know it was! However, we adapted, right? Out of necessity, we learned new ways to go to market using more


technology to our advantage. Even if we settle back into our old ways somewhat, we're hopefully holding on to some of the new things we learned.

As we pursue a more active approach to supporting our trade associations, let's do so from the hybrid mindset. It's no longer just "wait until the next meeting." So much is available via social media, webinars, Zoom, and Teams meetings, it almost takes the excuses away, doesn't it?

Be an engager and let's help grow our trade associations. They'll only be as powerful and advantageous as the membership involvement. Let's GO! **RB**

Randy Chaffee brings four-plus decades of experience to the post-frame and metal roofing industries. A board member for the Buckeye Frame Builders Association and the National Frame Builders Association, his podcast is available at facebook.com/BuildingWins. No web access? Call (814) 906-0001 at 1 p.m. Eastern on Mondays to listen.







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EVENTS CALENDAR

BY RURAL BUILDER STAFF

Before making travel arrangements, check with the show producer to confirm there have been no changes to event dates, venue, or show hours.

2024

Sept 18

Offsite Construction Summit, Colorado Convention Center, Denver, Colorado

<https://offsiteconstructionnetwork.com/denver-2024>

Sept 18-19

Construction Rollforming Show, DeVos Place, Grand Rapids, Michigan.
www.constructionrollformingshow.com

Sept 18-20

Florida Building Material Alliance (FBMA) Main Event, Rosen Shingle Creek, Orlando, Florida.
<https://fbma.org/product/fbma-main-event>

Sept 25-27

2024 CSA Conference & Tradeshow, Hilton Sandestin Beach Golf Resort & Spa, Miramar Beach, Florida.
www.gocsa.com

Sept 25-28

2024 ICAA Convention & Trade Show, Sheraton Grand Chicago Riverwalk, Chicago, Illinois.
www.insulate.org/icaa2024

Sept 29-Oct 1

Western Roofing Expo Convention & Trade Show (WRE), Paris Las Vegas Hotel & Casino, Las Vegas, Nevada.
www.westernroofingexpo.com

Oct 7-11

Building Component Manufacturers Conference, Presented by SBCA, Baird Center, Milwaukee, Wisconsin.
www.sbcacomponents.com/events/bcmc-fs-2024

Oct 9-11

Zonda's Future Place – The Future of Master Planned Communities, Ritz Carlton Dallas, Las Colinas, Irving, Texas.
<https://futureplace.builderonline.com>

Oct 16-18

Construction Specifications Institute (CSI) National Conference 2024, Hyatt Regency Houston, Houston, Texas
www.csiresources.org



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Business Building in Branson

Builders Connect with Post-Frame Leaders at the **POST-FRAME BUILDER SHOW**

Post-frame construction pros gathered for business and pleasure June 19-20 at the first annual Post-Frame Builder Show. Produced by Shield Wall Media, publisher of Frame Building News, attendees, speakers, and exhibitors gathered in Branson, Missouri, from all over the United States to move the post-frame industry forward.

Some 80 exhibitors filled the sold-out convention floor, giving building professionals the opportunity to find the information and materials they needed to either grow their businesses or to enter the post-frame market.

Multiple companies exhibited recently developed and newly available products. With the booming interest in barndominiums, doors are a hot commodity. Plyco exhibited its Designer Series doors, which offers many new color options for the heavy duty 20 and thermal break 92 door series. Of special interest to barndo builders is the new premium 5068 sidelite door, which is offered with many types of glass and hardware to provide clients with a high-performance, custom-look door.

Northern Building Components (NBC) was exhibiting several new products, including composite edged, steel-panel doors and steel-edged, steel-panel doors. Ideal for post-frame construction, both the composite-edged and steel-edged doors are made with 24-gauge steel. Additionally, NBC has added the Easy Grip Hi-Temp Ice & Water self-adhesive underlayment to its product lineup, which has “a more grippy surface” giving metal roof installers safer footing.

The Post-Frame Builder Show was



Capital Truss & Lumber has been distributing lumber and manufacturing materials to the construction industry for more than 40 years.

an excellent opportunity to build and strengthen relationships. After the show closed, the message heard time and again from attendees and exhibitors was that every conversation counted. The number of exhibitors balanced well with the number of attendees so that everyone who needed to have a conversation was able to connect. Existing relationships were strengthened and new relationships were forged. As William T. Hartman of W.E.H. Supply Inc. said, “W.E.H. Supply Inc. is built and grounded on relationships. ... We have relationships today that did not exist a month ago!”

As a welcome surprise, Industry awards that were announced earlier in the year

were distributed to many exhibitors. Shield Wall Media editors Dan Brownell and Karen Knapstein surprised booth personnel with Metal of Honor awards from Metal Roofing Magazine [readmetalroofing.com] and Gold Key of Excellence Awards from Rural Builder [ruralbuilder-magazine.com]. Among the award recipients are two companies that have impressive award records: MWI Components and Triangle Fastener Corporation. MWI Components received its 22nd Gold Key of Excellence Award and its 17th Metal of Honor Award, while Triangle Fastener received its 18th Gold Key of Excellence and its 20th Metal of Honor Award. It should be noted that 2024 is the 20th year that the

Metal of Honor has been awarded; TFC is the only company to have been awarded this honor every year over the last 20 years.

Magazine readers and industry professionals like you determine which companies receive these awards. The Metal of Honor and Gold Key of Excellence awards are presented to recognize companies in the metal roofing and low-rise rural construction markets that provide quality products and great service. Each year, a ballot is published in its respective magazine and online; ballots are also distributed via email. Readers vote for their partners if they deem them worthy of recognition in the industry. Companies can be nominated to appear on the ballot by contacting publisher Gary Reichert.

EDUCATION

As a general rule, educational sessions are held before the expo opens so attendees and exhibitors can reap the maximum benefits from the show floor. Several subject matter experts gave presentations on topics of interest to post-frame professionals. Leading sessions on both Wednesday and Thursday, Blunier Builders' Eric Miner gave a well-attended, two-part "Success Training," shar-



Component specialist AJ Manufacturing exhibited its new insulation dam, in addition to the post-frame-ready windows and doors the market has become accustomed to. Photos by Shield Wall Media

ing key insights about developing leadership that works in the post-frame industry. Day one's presentation focused on "Building Successful Leaders in the Post-Frame Industry," while day two ex-

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Anthem Built exhibited its foundation repair and replacement solutions, which it estimates has enormous business potential for post-frame builders.



Among other products and services, Burrows offered design assistance, building material insights, and the components needed for building post-frame structures.



Boss Hammers demonstrated all the functions of their unique construction hammers.



David Bowers, BP Midwest, presented "Sales & Marketing to Grow Your Business" before the expo floor opened.



Providing solutions to post-frame foundation challenges is what FootingPad is all about.



Express Barns specializes in post-frame building packages.



Attendees were able to grab a quick bite at the complimentary continental breakfast before heading into the educational sessions that were offered each day.

pled "Emotional Intelligence, Coaching, Conflict Resolution, Communication."

Industry veteran Randy Chaffee, Source One Marketing, is no stranger to Shield Wall Media events. He, too, gave two presentations at the PFBS. Chaffee, who has more than 40 years of sales experience in the construction industry, shared some of his hard-earned knowledge during the presentations, "How To Work A Trade Show From Both Sides of the Aisle" on Wednesday morning, followed by "How To Use Social Media as a Force Multiplier" on Thursday morning.

Another industry veteran — Hansen Buildings' Mike Momb, The Pole Barn Guru — addressed a group of early-risers during the first day of the show. The interactive session was based on Momb's article "5 Steps To Post-Frame Sales Success" (Frame Building News, January 2024). Making the most of the show, Mike made himself available throughout the entire event to have discussions with attendees and exhibitors. "In my humble opinion," he says, "anyone who missed this show, missed out on some great content, as well as an opportunity to get toe-to-toe with vendors. All of your readers should be greatly anticipating next year's event."

Show Director Missy Beyer is enthusiastic about the inaugural show: "The best

Giving Back

The weekend after the Post-Frame Builder Show, heavy rains caused widespread flooding throughout Northwest Iowa. Spencer, Iowa, home of MWI Components, was one of the communities that was hit hard and experienced catastrophic flooding. City executives have reported that "80 homes have collapsed or have caved-in foundations, and about 2,100 structures out of the 5,000 in town are damaged." Shield Wall Media CEO Gary Reichert has announced the attendee fees received at the show will be donated to the Spencer, Iowa, Chamber of Commerce to use in the town's cleanup and rebuilding efforts.

part of the first ever Post-Frame Builder Show for me was hearing from exhibitors about the solid connections and sales they made. I also had great feedback from attendees who appreciated the hospitality and family friendly atmosphere of our Shield Wall Media shows. Branson was a great location for families, and we were able to make sure the show was not cost prohibitive to exhibit at or attend, as is our goal with all of our events. We are finalizing the location for next year's show this week and I am excited for that to be announced. I expect next year's show to be even bigger than this year's event."

SmartBuild Systems is a frequent exhibitor at trade shows. CEO and owner Keith Dietzen was also enthusiastic about the event: "Congratulations to Gary and company on your inaugural Post Frame Builder show. The SmartBuild team really



Eric Miner, Blunier Builders, presented a two-session Success Training series, which included the Wednesday session "Building Successful Leaders in the Post-Frame Industry," followed by "Emotional Intelligence, Coaching, Conflict Resolution, Communication" on Thursday.

enjoyed the show and went home with many positive sales leads.

He continues: "Let me tell you what made the show really enjoyable ... First,

I've been doing trade shows since 1975. I've had my fill of places like Las Vegas, Orlando and others. What a pleasure to fly into a small airport with no lines, to be



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able to park our car and have a sixty-second walk to the hotel, and to have a 100-yard walk from the hotel to the trade show.

“Second, no need to hire a union thug to plug in a light. Third, a great venue being able to stroll through the Branson mall area and grab a great meal with no reservations required. Finally, what a great hospitality treat with free food, beverages and music at the show. Well Done!”

The 2025 Post-Frame Builder Show will be held June 25-26 at the Spooky Nook Sports facility in Manheim, Pennsylvania. Watch postframebuildershow.com and the pages of Rural Builder for future show updates. If you have questions about exhibiting at the Post-Frame Builder Show or any Shield Wall Media event, contact Shield Wall Media Director of Events Missy Beyer at 920-216-3007 or missy@shieldwallmedia.com. **RB**



The Plyco name is synonymous with post-frame-ready windows and doors. The company exhibited several new products at the Post-Frame Builder Show.



J Money specializes in helping builders and dealer networks find financing options for their customers.



Malco Tools demonstrated their drill-powered and manual hand tools throughout the show.



Midwest Perma-Column exhibited how post-frame foundation solutions.



Mike Momb, the Pole Barn Guru from Hansen Buildings, addresses a group at the inaugural Post-Frame Builder Show in Branson. Momb shared secrets to success in the post-frame industry.



Buffalo River Truss specializes in steel trusses manufactured for hay barns, horse barns, and other functional structures.



Todd Meinhold explains the details and benefits of the Rapid Framing System.



GitEstimate post-frame building estimating software, which has been in service for more than a decade and undergoes continual upgrades, was demonstrated throughout the show.



Ken McDonnell educates attendees about in-ground post protection.



PALCLAD PRO – 100% recyclable, solid PVC wall and ceiling panels for use in interior agricultural, commercial, and residential applications – recently joined the Palram lineup of building products.



Bucket Bunker is a tool that keeps excavator and skid-steer attachments organized. Attendees could inspect the tool up-close at the Branson show.



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5 Cold Weather Essentials for Construction Crews

Construction deadlines don't move just because the temperature has taken a nosedive. Following are five tips for cold-weather workwear to help builders work comfortably through the winter.

WEATHERPROOF, HIGH-VISIBILITY OUTERWEAR

Look for insulated work jackets made with windproof and waterproof fabrics, such as coated polyester or polyester with an inner windproof and waterproof membrane. More advanced lining materials, such as graphene, use nano-thin fibers to create a highly durable reflective surface that absorbs body heat and reflects it back to the wearer for even greater warmth and comfort in cold weather.

The best-insulated workwear manufacturers label outerwear products with the density of insulation used in each garment, usually expressed as "g" or "gsm" to represent grams per square meter. Garments constructed with high-gsm insulation will be warmer than garments with lower-gsm insulation. Some manufacturers also conduct thermal testing on their products to determine the range of temperatures a garment can protect against. Look for these temperature ratings in the description or labeling on the garment.



BREATHABLE BASE AND MID-LAYERS

After selecting outerwear for protection against wind and wet weather, the next step is to insulate against the cold with mid-layers and base layers that wick away sweat and lock in warmth without adding so much bulk that it becomes difficult to squat, bend, reach, or climb.

Choose a moisture-wicking base layer. Avoid wearing cotton long johns or base layers because cotton fabrics absorb sweat and hold it close to the skin, where it lowers body temperature.

Activity level is essential for determining how thick and insulating base layers should be. Stationary activities in extreme cold,

such as operating machinery, require heavier-weight base layers. More intense activities, such as climbing scaffolds or running shingles, may feel more comfortable with base layers made from lighter-weight fabrics.

Mid-layers, such as thermal hoodies and vests, add extra insulation between the base layer and the outer layer. Retaining warmth in the core is essential to overall body warmth: The warmer the core, the more efficiently blood can be pumped to the extremities to avoid frostbite and maintain dexterity and coordination. Mid-layers also offer a source of flexibility on the job: When work heats up, it's easy to remove the mid-layer to avoid breaking a sweat. When the body cools, put the mid-layer back on.

INSULATED, IMPACT-RESISTANT WORK GLOVES

In the same way manufacturers use thermal testing to determine the temperature range a garment can protect against, insulated work gloves can also be rated for use in specific temperatures. Check for these temperature ratings in the description or labeling on the glove.

Next, consider how much dexterity the work requires. For a high level of dexterity, look for an insulated glove with individual side gussets sewn between each finger for maximum flexibility. A thermal glove with a silicone palm coating or grip pattern can also help hold onto small parts and tools. If a job calls for less dexterity, such as handling lumber, a traditional insulated leather mitt or three-finger mitt will feel warmer.

Choosing an insulated work glove with a pre-curved, ergonomic fit and flexible materials across the knuckles reduces hand fatigue by preventing grip strength from being wasted on forcing the glove to bend.

Construction work sometimes also requires protection from impact injury. In those cases, look for abrasion-resistant materials, such as leather and heavy-duty polyester, that protect the hands from scrapes and brushes with rough surfaces. Impact protection pads across the back of the hands and knuckles also guard against accidental impacts.

NON-SLIP SAFETY BOOTS

Box store work boots may be economically priced, but they often come with soles that crack or crumble after repeated cycles of freezing and warming. Look for heavy-duty, non-slip outsoles that offer traction on slick or snow-covered surfaces, as well as durability against cracking that could let cold or moisture seep into the boot.

Next, choose work boots that offer several layers of moisture-wicking, shock-absorbing padding in the insole. These layers can

be filled with air or gel materials to cushion the foot and reduce foot fatigue. The insole layer closest to the foot should also include moisture-wicking materials that channel sweat away from the foot. This moisture-wicking layer protects against trench foot, a dangerous condition in which prolonged exposure to cool, damp conditions reduces blood flow in the feet.

Steel toe boots are common, but steel conducts cold from the ground to the feet quickly, increasing the risk of frostbite in the toes. In the colder months, builders can switch to composite safety toe boots that don't conduct cold.

Then, consider the boot's insulation. If the job site is cold but not subzero, consider hiker style boots with safety toes, non-slip soles, and ankle support. Some also feature lace-free designs with dials that can be adjusted while wearing gloves.

For job sites with freezing or subzero temperatures, look for pac boots. Pac boots have a thick layer of insulation in the upper and an extra rubberized layer of waterproof coating around the outsole and over the top of the foot. Some pac boots even include an insulated liner that can be removed when temperatures climb so the boots can be worn through a wider temperature range.

Finally, make sure the boot is waterproof. Look for boots with outsoles that are glued or bonded to the upper, rather than welted or sewn. The former have fewer points that could allow cold or water to seep in.

HEADWEAR FOR HARD HATS

Most construction workers are required to wear a hard hat, which guards against injuries but offers little protection from the cold. Look for thermal beanies or skull caps that fit snugly under a hard hat. Those caps may also have fold-down cuffs to cover areas of the ears that are particularly at risk of frostbite.

Working through the winter can be challenging, but with the right gear, builders and their crews can keep warm and keep working, no matter the weather.

*Leigh Stadelmeier is an Authorized OSHA Outreach Trainer and Vice President of B2B Outdoor Sales for RefrigiWear (pro.refrigiwear.com), the leading manufacturer of insulated workwear, safety apparel, and personal protective equipment (PPE) for extremely cold work environments. **RB***

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Understanding Dust Collection

Safeguarding Industries and Compliance With NFPA Standards

In today's industrial landscape, where efficiency and safety are paramount, the often-overlooked but crucial aspect of dust collection plays a significant role. Dust collection systems are instrumental in maintaining clean and safe working environments across various industries, ranging from woodworking to pharmaceuticals. Understanding how these systems function and their importance in promoting employee health and ensuring compliance with National Fire Protection Association (NFPA) regulations is essential for businesses striving for optimal productivity and safety standards.

PROTECTING HEALTH AND SAFETY, IMPROVING PRODUCT QUALITY, AND INCREASING PRODUCTIVITY

Dust collection is not merely about tidiness; it is about mitigating risks associated with airborne particles that can pose severe health hazards to employees and create potential fire and explosion hazards. As Isaac Lapp, owner of Lapp Millwright, a dust collection company, asserts, "Dust collection is extremely important in ensuring safe and efficient processes in many industries such as woodworking and food production.

"According to Dust Safety Science, there were 159 fires, 32 explosions, and 48 preventable fatalities from Jan. 1, 2023 through July 1, 2023 associated with dust-related events. These numbers are far too high and costly to ignore. If proper dust collection practices are implemented and even one life is saved, it's well worth the



A facility dust collection system, like this one, helps ensure that working environments are clean, safe, efficient, and NFPA compliant. Each system needs to be custom designed and fabricated to meet the specific needs of the client.

investment. These are families whose loved ones come back from work safely, generational businesses that get to keep going, not just an unfortunate insurance claim. While these numbers can show the losses endured by businesses and families alike, the amount of heartache and financial loss prevented by quality dust systems does not go reported in the hard numbers. Hearing how our spark detection and sup-

pression systems prevented the loss of a facility is something that we truly appreciate."

Woodworking, in particular, stands out as an industry with a critical need for efficient dust collection systems. The cutting, sanding, and shaping of wood generate fine particles that, if not properly collected, can accumulate and pose health risks to workers, such as respiratory issues and

allergic reactions. Moreover, wood dust is highly combustible, making effective dust collection systems essential for preventing workplace fires and explosions. These issues can also be seen in facilities that process cardboard and paper.

Excess wood particulate and dust not only pose risks to employee health and safety but can also adversely affect the quality of the finished product. In woodworking industries, the accumulation of dust on machinery components can impede their proper functioning, leading to increased maintenance requirements and reduced equipment lifespan. Furthermore, when dust settles on unfinished wood surfaces, it creates barriers that hinder the adherence of finishes and coatings, resulting in subpar product quality. This can lead to costly rework and delays in production schedules, highlighting the multifaceted impact of inadequate dust collection practices on both operational efficiency and product integrity.

HOW DUST COLLECTION SYSTEMS WORK

Dust collection systems operate on the principle of capturing dust particles at their source, thereby preventing their dispersion into the surrounding environment. Central to these systems are robust suction mechanisms that draw in airborne particles, effectively containing them before they can pose health hazards or contribute to potential fire risks. This suction is facilitated through a meticulously engineered network of ducts and hoses that span throughout the workspace, reaching every area where dust is generated.

As the dust-laden air is transported through these conduits, it converges upon a central collection point, typically a dust collector or filtration unit. Here, the separation process begins in earnest: the dust is efficiently extracted from the air stream and deposited into designated collection bins or filters, while the purified air is either recirculated back into the workspace or safely vented outside. This dual process of extraction and filtration ensures that

the workspace remains clean and free of harmful particulates, safeguarding both employee health and the integrity of the production environment. In essence, dust collection systems function as silent sentinels, tirelessly working to maintain optimal air quality and safety standards within industrial settings.

A TAILORED SOLUTION

The effectiveness of a dust collection system hinges on a multitude of factors, encompassing the intricacies of equipment selection, facility layout, and the unique characteristics of the dust being generated. This takes a tailored solution crafted to precisely address the distinct requirements of each client. By conducting thorough assessments of the facility's operations and environmental conditions,

the dust collection company ensures that every aspect of the system, from ductwork placement to filtration technology, is optimized for maximum efficiency and effectiveness. They also adhere to stringent industry regulations, such as those set forth by the NFPA.

A CASE STUDY

One of Lapp Millwright's notable projects, Signature Custom Cabinetry, serves as a compelling example of how a well-designed dust collection system can solve a challenging problem. In this project, the client, a woodworking facility, was facing issues with excessive dust accumulation, leading to health concerns among employees and a heightened risk of fire. The team conducted a thorough assessment of the facility's operations and designed a com-

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Lapp Millwright designed the dust collection system for Signature Custom Cabinetry's manufacturing facility.

prehensive dust collection solution that addressed the specific challenges faced by the client. Through the implementation of state-of-the-art equipment and strategic placement of collection points, they effectively mitigated the dust-related hazards, enhancing both the safety and efficiency of the client's operations.

COMPLYING WITH NFPA STANDARDS

Compliance with NFPA standards is paramount within the domain of dust collection systems, especially for industries dealing with combustible materials. These standards, crafted by the NFPA, serve as a comprehensive framework aimed at fortifying facilities against the potentially devastating repercussions of fires and explosions ignited by combustible dust particles. Businesses operating within such environments are mandated to up-

hold these standards, recognizing them as indispensable safeguards for protecting their premises and personnel from harm.

Adherence to NFPA regulations ensures that every aspect of a dust collection system is meticulously designed, installed, and maintained to meet stringent safety criteria. Components such as spark traps and blast gates can help companies with high fire risks mitigate the threat of fire without changing operation standards. From the selection of appropriate materials to the intricate nuances of system configuration and operation, each step is orchestrated with precision to mitigate the risk of accidents and regulatory breaches.

By prioritizing compliance with NFPA standards, businesses not only bolster their defenses against potential hazards but also foster a culture of safety and accountability throughout their operations. This commitment to regulatory adherence



fosters confidence in the reliability and efficacy of dust collection systems, ensuring the continued well-being of personnel and the uninterrupted flow of production processes. In essence, compliance with NFPA standards serves as a cornerstone of risk management, guiding businesses towards safer, more resilient operations in an ever-evolving industrial landscape.

In conclusion, dust collection is a fundamental aspect of industrial operations, essential for maintaining clean and safe working environments while ensuring compliance with regulatory standards. From woodworking to pharmaceuticals, industries across the board rely on effective dust collection systems to protect their employees and assets. As Isaac Lapp aptly summarizes, "The importance of dust collection cannot be overstated. It is a critical component of safety and efficiency in various industries, and investing in quality dust collection solutions is paramount for businesses aiming to thrive in today's competitive landscape." **RB**

Lapp Millwright (lappmillwright.com) is a prominent dust collection company with over two decades of experience. The firm produces industrial dust systems, smoke and fume collection systems, custom systems for small and mid-size spaces, Industrial filters, ductwork systems, bucket elevators, and offers preventive maintenance, service and repairs.

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For More Information Contact Missy Beyer:
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BY LINDA SCHMID

Build Your Company by Supporting Your Customers' Dreams

Happy 60th Anniversary to Starwood Rafters!

Joe Wozney, Clarence Smieja, and Zig Glaunert had no experience in rafters when they decided to start a rafter company. What they had were entrepreneurial spirits and the common experience of hauling hay to sell in the Dakotas where they saw old barns with intriguing rafters, "Gothic rafters" they called them. They put their heads together to figure out how to make them, and the company was begun.

STARWOOD RAFTERS TODAY

The company thrived. It is now in the hands of Steve Wozney and Corey Wozney, two of Joe's sons. They still make rafters and trusses including laminated Gothic Arches, I-Lams for single slope applications, gambrel rafters, and mono Lam-Ply for partially open livestock enclosures. Their most popular product is the Lam-Ply Truss, which was developed in the early 70s. Incorporating plywood, glue-lamination and dimensional lumber for strength, these trusses allow the



builder to space the trusses farther apart than the norm. Their products are used in agricultural, commercial, and residential construction markets, but agricultural projects are their more prominent market.

In the agricultural market, Wozney said they see a lot of animal enclosure requests, some larger dairy buildings and

equestrian arenas, and a barndominium sometimes.

Headquartered in Independence, Wisconsin, the company originally serviced Wisconsin, Minnesota, Iowa and the Dakotas. Today they have spread throughout the Midwest and into the Northeast. Wozney attributes their growth to three key goals: Put out a good product. Price it competitively. Get it to the customer in a timely manner.

EMPLOYEES

The main challenge the company has faced, aside from the rising costs everyone experienced during the COVID pandemic, is keeping employees. They are doing well because Steve Wozney said, they pay their





people well and offer them competitive benefits, so turnover is nil. Further, it may be a cliché, but he said, they think of their employees as family. When you do that, people feel it and they want to come to work.

Just treating your employees like family, however, isn't enough. Wozney said that when you are hiring, you have to find people who will fit with the employees you have; you don't want an employee that no one wants to work with. He currently has 15 employees and they are a tight group, and that leads to great teamwork.

One of the marked characteristics of the team is that everyone does their part efficiently without much direction from management.


"Our guys know what needs to be done and they get it done," Wozney said.

LOOKING BACK

One thing Wozney thinks he and his team could have done differently is to be bolder when they saw an opportunity. If you want to do things, such as expanding your manufacturing abilities, he said, but you feel like the company isn't quite ready to take it on, so you wait until you have the people and everything else in place before you buy the equipment, you may find that the equipment has gone up greatly in price. In fact, it can go up so much that such an investment will take a very long time to see a return and you find yourself wondering if it's worth it.


LOOKING TO THE FUTURE

Wozney said that builders who have no experience with Lam-Ply are impressed when they find out about it from another builder and often they try it themselves. Starwood Rafters has a great client base with wonderful word-of-mouth he added, so they do very little advertising. He believes that continuing to work with their partners and providing great products and excellent service will help them continue to expand. Further, there are markets that they haven't penetrated very deeply, such as the barn/industrial market. Starwood is building future success, one roof at a time. **RB**





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SEO: What It Is — Why It's Important

Why Search Engine Optimization Is Important for Your Website

SEO is the abbreviation for search engine optimization. SEO is the process of enabling your website to rank high in the search engine results. Simply put, you type in the keyword “roofer” and depending on how SEO-friendly your site is, you rank higher than your competition. It may also be defined as enabling search engine crawlers to find a web page. Google and Bing are the most-used search engines and account for approximately 95% of all searches conducted. SEO is not to be confused with PPC or paid search where you (bid) or pay per click to be at the top of the search results. Those results are at the very top of a search result page and are noted as “Sponsored Listings.” Search engines may differ in how they collect information from indexing pages.



4 BENEFITS OF SEO

1 It Increases Visibility and Traffic To Your Website:

One of the main objectives of SEO is to increase the overall presence of your website on search engines. When potential customers search for “roof repair,” “roof replacement,” or similar terms, a well-optimized website is more likely to appear on the first page of search results. This increased visibility converts into increased visitors to your website and increased call volume, thus providing your business with more opportunities to convert visitors into customers.

2 It Creates Credibility and Trust:

Websites that consistently rank on page one from month to month in search engine results are perceived as more credible by users. The search engines not only focus on content optimization but also a better user experience for their custom-

ers. If you have a user-friendly site that is well developed and has proper SEO code on the pages, it will be rewarded by the search engines by showing up higher in the results.

3 Minimal Marketing Cost:

Compared to traditional advertising methods, SEO is a cost-effective marketing strategy. Organic traffic generated through SEO is essentially free, and the long-term benefits certainly outweigh the initial investment of a successful campaign. SEO allows your company to target keywords relevant to your business and visitors will click on your listings after searching for your service. Also, if you hire a company to manage your SEO you are able to determine your overall cost per sale and/or cost per call by keyword with the reporting they provide. Regardless of hiring a SEO company, at the very mini-

mum you should have Google Analytics installed on your site. It is a free tool that provides real-time reports on your visitor behavior. It reports on what they are doing on your website, their demographic makeup along with their interests and the particular keywords they typed into the search engine to name a few.

4 Competitive Advantage:

In today's competitive business landscape, staying ahead of the competition is crucial. A comprehensive SEO strategy can give your business a competitive edge. By outranking competitors in search engine results, you increase the likelihood that a customer will click on your listing and not your competitors' listings.

HOW SEARCH ENGINES WORK

Imagine search engines as global data-

bases for information. The search engines are engineered to recognize information from each and every website page that they index and relate it to other websites whose contents are similar. Considering that the databases hold an enormous amount of information and that search engines have to pore through every page indexed for searches, this is a nearly impossible task. Almost impossible — unless the search engine is powerful enough to have a system of organizing, linking, associating and finally producing results that answer the search query entered in the system by the user.

This is why powerful search engines like Google and Bing are popular. Their systems have the ability to give precise answers that satisfy a person's search query. However, the web is a universe of information which has not been completely analyzed by search engines. Even the most powerful search engine only covers about 67% of the web. The other 33% of web content is uncovered.

In order for such powerful search engines to work efficiently, they need to be constantly monitored for faults, loopholes, inefficiencies and any other factors that compromise the quality of the search results. This monitoring and evaluation are done by the engineers of the company through algorithm updates.

For search engines to effectively rank your website it must offer the ingredients needed for search engine recipes. This is the definition of search engine optimization (SEO). Here is where a company like ours has been using <http://ctwebmarketing.com> for years. It is a great partnership and open communication is paramount for success. Small to medium-size companies need to hire a company to manage their SEO as it is quite involved and requires not only a special skill set but the search engines are constantly changing the way they display their search results. These companies are on top of those technical changes and know how to monitor and change your website according to the changes made by the search engines.

Many of these companies also have to go through certification programs by the search engines.

Some of the more common Search Engine Optimization Strategies are:

- Backlinks
- Keywords
- Title Words
- Link words
- Reputation of the website.



TYPES OF SEO

There are several types of SEO that companies like yours should be focused on.

On-Page SEO:

On-page SEO specifically relates to optimizing your web pages to rank higher and increase overall traffic. This is accomplished by reviewing pages and optimizing content, the meta tags, images optimization, header tags, internal linking to other relevant pages of your site and URL structures that include relevant keywords easy for the search engines to understand.

Off-Page SEO:

Off-page SEO refers to efforts outside the actual website such as link building, engaging in social media and developing a strong presence. Content marketing where you share articles or participate in blog and/or forum discussions.

Local SEO:

Local businesses operating in a town


or city can take advantage of local search results for businesses with a physical location. Optimizing Google in “My Business profiles” local citations and asking customers to review your business are all great and worthwhile efforts for local SEO.

Mobile SEO:

There is a distinction between effectively optimizing your main website and your mobile website for search engine purposes. Special consideration needs to be taken into account for the mobile user experience. Factors like developing a mobile-friendly design, responsive layouts, and fast loading times on the customer mobile device all are key in the rankings. In many cases testing is done across numerous cell phone carriers to ensure acceptable load times.

Tasks such as search engine optimization can be overwhelming to those new to the world of website design and internet marketing. Search engine optimization is a technical skill that is not easy to master. It is more experience-dependent rather than knowledge garnered. However, as pointed out, it is a necessary evil and an outstanding tool that will enable countless people to find your website. Without it you are going to struggle. We all have businesses to run and sparing time to learn the art of search engine optimization may be a luxury we do not have. That is why we recommend a local business to consider outsourcing their SEO to a company that already has trained personnel. These companies are also able to effectively use marketing tools such as pay per click, Google AdSense and Webmaster Tools to optimize your website for success. **RB**

Greg Kazmierczak is the Senior Vice President of Sales for EPDM Coatings [www.epdmcoatings.com; 855-281-0940], manufacturers of liquid butyl rubber for roof leaks.

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BY RURAL BUILDER STAFF

JOSHUA LOUGHMAN JOINS EVERLAST ROOFING

Everlast Roofing has welcomed Joshua Loughman to the Everlast Roofing team as the new Sales Manager for its Western service area. With over 19 years of experience in building material sales, including 15 years specifically in the roofing industry, Joshua brings a wealth of knowledge and expertise to its team.

Joshua's career includes notable sales and key account manager roles at Owens Corning, TAMKO Building Products, UFP Industries, and Roseburg Forest Products.

A United States Air Force veteran, Josh-



Joshua Loughman,
new sales manager for
Western service area
of Everlast Roofing.

ua was born and raised in Western Pennsylvania, where he earned a Bachelor of Science in Business Administration from California University of Pennsylvania in 2004 and a Master of Business Administration from Eastern University in 2010.

In his free time, Joshua enjoys hobby farming, fly fishing, outdoor activities, and spending quality time with his family.

Joshua has expressed his excitement and appreciation for the opportunity to join and lead the Everlast Roofing sales team. He looks forward to contributing to the ongoing success of Everlast Roofing and their valued customers.

CORNERSTONE BUILDING BRANDS® UNVEILS FORTIFY BUILDING SOLUTIONS

Cornerstone Building Brands, the largest manufacturer of exterior building products in North America by sales, has unveiled its newest brand, Fortify Building Solutions™.

The new brand is an integration of three of the company's heavyweights — Heritage Building Systems®, Metal Depots™ and Reed's Metals® — creating a new leader that leverages an expansive plant network and major purchasing power to deliver solutions for customers with Speed & Ease™.

“Fortify Building Solutions brings together the value of our Residential Metal Roofing and Metal Buildings solutions, our talented and dedicated employees in

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local markets and our full-service capabilities to achieve something new — and truly great — for America’s building materials industry,” says Matt Ackley, president of Shelter Solutions at Cornerstone Building Brands.

This move by Cornerstone Building Brands is a strategic leap forward with a renewed focus on local customers that will bring improved access, superior service and personalized support.

“We’re excited for customers to experience this winning formula first-hand,” Ackley adds. “Our goal is to set a new standard for service in the industry.”

The Fortify Building Solutions brand (fortifybuildingsolutions.com) will serve customers with one of the largest selections of metal building products and accessories in the industry. The expansive assortment includes metal roofing systems, metal wall panels, components, pole barns, Hypersteel™ cold-formed buildings and pre-engineered metal buildings for an enormous array of applications. Customers also have the added benefit of an expanded network and vast, proven expertise from a single partner, contributing to less headaches and fewer delays.

Built on the legacies of dedicated, community-oriented brands, the Fortify Building Solutions teams are committed to maintaining strong partnerships and engagement with the customers and communities they serve. Part of this commitment will enhance the overall brand retail experience that will create a seamless and user-friendly environment, both in person and online.

From intuitive online sales platforms to new local branches, the Fortify Building Solutions brand is committed to providing customers with unparalleled access to a diverse range of building solutions and delivering a premier experience.

“We are here for our customers, and our reach and expertise enables us to be bold with what we promise,” adds Mike Pegues, General Manager, Retail Direct at Cornerstone Building Brands. “Whatever their goals and needs are, we’re dedicated

to knowing and anticipating them so we can rapidly respond. Fortify Building Solutions is committed to providing the best possible solutions today, tomorrow and well into the future.”

With the integration underway, customers can expect updates across various touch points throughout 2024, including the opening of four new physical locations — two in Montana, one in Alabama, and a fourth location to be determined. From websites, e-commerce and social media profiles to print materials and brick-and-mortar locations, the new brand is expected to be fully implemented within two years.

METALCON INTRODUCES 2024 ADVISORY COUNCIL

METALCON, the metal construction industry’s only global event dedicated to the application of metal in construction and design, introduces its 2024 advisory council, representing all facets of the industry and devoted to bringing new educational programming, hands-on skills training, clinics and demos and networking opportunities to Atlanta in October.

“We are delighted to announce the 2024 METALCON Advisory Council, an esteemed group of industry leaders comprised of contractors, architects, manufacturers, metal building, roofing and panel experts, content media specialists, and industry associations,” said Judy Geller, METALCON’s Vice President of Trade-shows.

“It would be impossible to deliver METALCON’s broad spectrum of world-class education, meeting the ongoing needs of the industry without these volunteers who are generous with their time, insights and ideas.”

New council members for 2024:

- Liam Beal, Structural Design Engineer, Package Steel Systems, Inc.
- Scott Yarbrough, Owner & General Contractor, Ozark Metal Buildings
- Tom Seitz, Executive Director, Metal Composite Materials Alliance, Metal

Construction Association

Returning council members:

- Alan Scott, Director of Sustainability, Intertek Group plc
- Chandler Barden, President, CIDAN Machinery Inc.
- Heidi Ellsworth, Partner, RoofersCoffeeShop, President, Metal & Owner HJE Consulting
- Judith Kleine, Architect, Judith Kleine Architect, LLC
- Paul Deffenbaugh, Chief Content Officer, Deep Brook Media
- Rich Pontius, VP of Design, Marker, Inc.
- Steven Gaynor, Principal Consultant, Pivoth Corp.
- Todd Miller, President, Isaiah Industries, Inc.
- Tony Bouquot, General Manager, Metal Building Manufacturers Association & VP at Thomas Associates, Inc.

“These industry leaders bring their knowledge and expertise to create new and diverse programming,” said Geller. “We appreciate their time and commitment to ensuring METALCON delivers the comprehensive and relevant education that our attendees have come to rely on each year.”

METALCON 2024 takes place from Wed., Oct. 30 to Fri., Nov. 1 at the Georgia World Congress Center in Atlanta. www.metalcon.com

PROVIA DRIVERS INDUCTED INTO MILLION MILE CLUB

ProVia (provia.com) has announced its induction of three of its truck drivers into its newly formed Million Mile Club, a prestigious group of high-performing, professional drivers. This inaugural group of inductees includes Chris Yoder, Jeff Schlabach, and Tim Gingerich. Chris was inducted after accomplishing 1 million consecutive miles, while Jeff and Tim were inducted after accomplishing 1.5 million consecutive miles. At a pace of 100,000 miles per year, it takes 10 years to drive one million consecutive miles. **RB**

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NEW PRODUCTS

S-51 Unveils New Clamp for Riverlock Profiles

S-51, the inventor of engineered, manufactured, metal roof attachments, introduced its new S-5-RC™ clamp for attaching a wide range of roofing accessories to the Riverlock™ metal roof profile. The two-piece design of the S-5-RC interfaces with the rib geometry and creates a mechanical interlock strong enough to permit most rooftop applications with certified holding strength, protecting the roof from corrosion and preserving the metal panels' thermal cycling characteristics. Applicable for small- and large-scale industrial, commercial and institutional projects, the clamp can be installed anywhere along the seam for placement flexibility. Installers can utilize the S-5-RC with rails or pair the clamp with the S-51 PVKIT™ solar solution for streamlined rail-less and penetration-free solar mounting to save time and money. Made of high-tensile structural aluminum to match Riverlock's long-lasting performance, the S-5-RC requires no maintenance or reinspection and is warranted for the life of the roof.

New Stanley's Control-Lock™ Tape Measures

Stanley has released the new Control-Lock tape measures that feature an integrated finger brake, providing users with maximum control and protection when extending and retracting the blade. Coming in lengths of 12, 16, 25, 26, and 30 feet, they're made to reach out to 12 feet. Features listed:

- An integrated finger brake that provides improved control of the blade when measuring and retracting

NEW PRODUCTS

for long life and superior durability, and the protected heavy-duty magnet is easy to clean and doesn't contact the screw so the fasteners spin true. The magnet will retain its strength for years to come. These new models join Malco's existing C-REXEX portfolio, which includes 6 mm and 8 mm; 7 mm and 8 mm; 8 mm and 10 mm; 5/16" and 3/8"; 1/4" and 5/16"; and award-winning SAWTOOTH C-REXEX drivers.

Malco Products Expands Line of C-REXEX Drivers

Malco Products, SBC, one of the nation's leading solution developers and manufacturers of a variety of high-quality tools for the building trades, today launched an extension of its line of award-winning, Clearable, Reversible Magnetic Hex Drivers: the Building Construction Series, which features deeper sockets for installing fasteners with higher head heights such as concrete anchors, pole barn screws and other common fasteners for roofing, siding and gutter applications. The C-REXEX Building Construction Series models are available in six lengths from 2" through 12". Reversible 1/4" and 5/16" hex sockets allow for quick changes between sizes, and the Building Construction Series drivers are designed to work effectively with painted fasteners, as well as specialized pulls in the internal sockets prevents fastener sticking. End-users can save valuable time and effort by having access to two reversible hex sizes in one driver with color-coded grooves for easy identification. These drivers are built with S2 hardened steel

Bosch: New Cordless Rotary Hammer Has Corded Power

Bosch has released a new cordless rotary hammer that it says has the power of a corded tool. The concrete rotary hammer is called the Proxactar 18V SDS-max 1.5/8" Rotary Hammer (GBH18V-40C) and outperforms its corded counterpart, the Bosch 11264EVS, according to Bosch. Features listed:

- Cordless Design: Delivers corded hammer performance, with 6.7 Ft.-lbs. of impact energy (EPTA) powered by a single 18V CORE18V 8 Ah or 12Ah battery, making concrete work easier.
- KickBack Control: Reduces the risk of sudden tool reactions in binding conditions.
- Soft Start and Controlled RPM: Adjusts the tool rpm and bpm for more controlled drilling and chiseling applications when working with softer materials like brick and tile.
- Anti-Vibration System: Helps to reduce tool vibration, due to the longer air cushion built into the hammer tube and dampers integrated in the handle.
- Lock-On/Lock-Off Button: Keeps the tool running when locked on (hammer mode only) and helps prevent accidental activation of the tool trigger when locked off.

The introduction of EnergyShield XR, a new polyiso insulation product specifically engineered to provide continuous insulation for foundation walls and under-slab use. EnergyShield XR expands upon their polyiso wall solutions to create a versatile, commercial and residential applications. "EnergyShield XR effectively insulates the building foundation to help improve energy efficiency and interior comfort for occupants," said Jen Frey, Senior Product Manager at Atlas. "It actively reduce energy loss through walls with exceptional loads from soil pressure."

NEW PRODUCTS

product has a very 5-ah battery in 20 minutes and have twice the amount of power to tackle some of the toughest applications on the jobsite without being connected to a cord," stated the press release. "Plus, the graphene battery cycles, which translates to 1200 charges on stand behind it." All cordless tools on the Cat 18-volt platform are compatible with the 18V, 5.0Ah graphene battery. Cat also said the Hammer Drill features "25 percent more power, provides 50 percent longer runtime, and adds 10 percent longer life, compared to traditional brushed motors." RB

www.ruralbuildermagazine.com 37

BY RURAL BUILDER STAFF



Sher-Bar TEC (left) provides a textured profile on rebar that's similar to uncoated "black bar" (right), ensuring high bond strength with concrete while also delivering helpful corrosion resistance to extend the life of concrete assets.



Sher-Bar TEC features enhanced bond strength with concrete compared to ECR, allowing grid congestion reductions and faster concrete pours compared to when using ECR.

■ SHERWIN-WILLIAMS INTRODUCES DAMAGE-TOLERANT TEXTURED EPOXY COATING FOR REBAR

Sherwin-Williams Protective & Marine has launched Sher-Bar TEC, a new coating technology for the concrete industry. Designed for an array of construction applications and environments, the textured epoxy coating (TEC) redefines standards for rebar coatings, offering increased bond strength, damage tolerance, and corrosion resistance for both horizontal and vertical concrete projects. These properties enable improved asset longevity and reduced environmental impacts associated with construction and maintenance.

"Sher-Bar TEC is a breakthrough in concrete and construction innovation," said Jeffrey Rogozinski, Global Director of Functional Coatings for Sherwin-Williams Protective & Marine. "The textured

epoxy coating has the potential to significantly extend the lifespan of critical infrastructure assets — offering a cost-effective solution that adds unprecedented value."

As a secondary coating, Sher-Bar TEC provides added protection for the industry's leading corrosion protection solution: epoxy-coated rebar (ECR), which is commonly referred to as "green bar." With a smoother surface than uncoated rebar, ECR results in reduced bond strength with concrete, necessitating the use of more rebar in projects. This additional rebar adds costs and weight, as well as on-site rebar grid congestion when pouring concrete. These drawbacks have limited the use of ECR worldwide, leaving structures susceptible to corrosion and decay.

Sher-Bar TEC, with its textured elements, offers significant improvements over both ECR and uncoated rebar, known as "black bar." Tests by independent labs and research universities have documented and demonstrated Sher-Bar TEC's superior performance in bond strength, durability and corrosion resistance. The research led to the development of the new ASTM A1124/A1124M-23 Standard Specification for Textured Epoxy-Coated Steel Reinforcing Bars, underlining the importance of TEC in the construction industry.

According to a Wisconsin Department of Transportation study, Sher-Bar TEC can reduce rebar overlap by 10% to 60%, compared to black bar and ECR. This reduction helps to lower project weights, raw material costs and logistical expenses while also potentially allowing for the use of higher grades of concrete.

Tests at the University of Illinois showed that cracks in concrete with Sher-Bar TEC-coated rebar were about half as wide as those with ECR bars — suggesting that less road salt and water will be able to infiltrate concrete and meet rebar where it could promote corrosion. Additional tests showed concrete with Sher-Bar TEC-coated rebar had lower levels of stress because the textured rebar was more engaged in the structure.

Sher-Bar TEC also provides favorable sustainability impacts. Made with up to 30% upcycled materials redirected from landfills, Sher-Bar TEC supports environmentally friendly practices and promotes the potential use of alternative cementitious technologies that could reduce the significant carbon emissions associated with concrete production.



■ REFRIGIWEAR INTRODUCES 3-IN-1 RAINWEAR JACKET

RefrigiWear has introduced a 3-in-1 rainwear jacket, an all-weather companion for unpredictable conditions. The innovative jacket is designed to provide customizable defense against the elements. It features a zip-out full liner that can be used independently as a standalone jacket, enhancing its usability for varying weather conditions.

On the outside, the rainwear shell boasts lightweight and comfortable protection with a stowable hood. These hoods are specifically designed to accommodate hard hats and provide full 180-degree peripheral vision. Combining the liner and shell creates a warm and 100% waterproof jacket with a 10-degree comfort rating, ensuring the utmost comfort and protection in any environment.

Designed for professionals in the roofing and construction industry, the RefrigiWear 3-in-1 Rainwear Jacket offers a practical and adaptable outerwear solution. It allows wearers to stay focused and comfortable in changing weather conditions with its independent functionality and combined performance. **RB**

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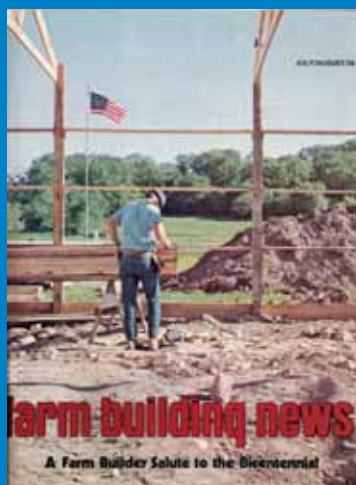
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RB September 2024



July/August 1976 Farm Building News.

FOR 50+ YEARS RURAL BUILDER has provided the news, trends and resources builders need. Originally it was called “Farm Building News.”

We’ve reprinted the following article from the Bicentennial edition for interest. To see statistics about farm building (rural building) today, go to www.ruralbuildermagazine.com and click on the CSI Annual and Market Report.

A Pre-Press Wrap-Up of Late News For Farm Builders

PULSE of the Farm Building Business

HOW DO YOU COMPARE WITH OTHER BUILDERS?

Our 1976 FBN farm builder survey is now complete, and we think you’ll be interested in the results—this is one of the few factual surveys available, and allows you to compare your firm with your counterparts across the country. Even the USDA doesn’t have a handle on the overall size of this industry, since most rural counties don’t require building permits for new or remodeled construction.

While the number of buildings erected is becoming less and less a measure of any builder’s total volume—due to the added size and sophistication of today’s farm structures—our survey shows the average farm builder now constructs *49 buildings a year*.

AVERAGE FARM BUILDER GROSSES \$835,000 A YEAR

Builders answering our survey indicated 65% of their business is now agricultural, 19% is commercial and industrial, and 16% is residential and recreational. (Recreational building is the biggest growth area for farm builders—one New England builder, for example, constructed more private horse stables last year than the past 5 years combined.)

Using the average of 49 buildings per firm, and using only a \$10,000 average for farm buildings, a \$40,000 average for

commercial/industrial, and \$20,000 for residential/recreational, that comes to an average gross volume of *\$835,000 per farm building firm*.

IT’S A 4 1/2 BILLION DOLLAR INDUSTRY

If we take that \$835,000 figure and simply multiply it times the 5,454 building firms that make up FBN’s “prime list”, it indicates that the farm building construction market now has gross annual sales of \$4,554,090,000!

And that figure’s highly conservative, considering the fact that it doesn’t include the grain bin industry, nor any of the “furniture” for farm buildings (in many cases the partitions, stalls, conveyors, feeders and other equipment for the inside of the building will top the cost of the exterior of the building, so the “furniture” figure could add to the amount substantially).

BIG GROWTH IN METAL FRAME BUILDINGS

One of the noticeable surprises in this year’s survey was the phenomenal increase in builders taking on metal frame buildings during the past 2 years. Our 1974 study indicated that 53.2% of the builders surveyed offered post-frame buildings exclusively, 21.7% offered both post and metal frame buildings and 11.5% built metal frame structures only. By compari-

son, our 1976 survey shows that ratio is now 40.6% for post-frame, 30.9% for both post and metal frame, and 28.5% for those constructing only metal frame structures.

We'll be giving you more of the conclusions to our '76 Farm Builder survey in future issues. One conclusion you can make now is that farm building is the growing-est industry in agriculture!

In honor of America's 200th birthday celebration in nation's capitol, this barn was erected as part of the Smithsonian Institute's Festival of American Folklife. It was part of a display honoring the agricultural history of our country.

Part of the Smithsonian Institution's Festival of American Folklife, the barn and accompanying stables helped honor agricultural life. **RB**



This artist's rendering of the Bicentennial Barn shows it as it sat on the National Mall, halfway between the Lincoln Memorial and the Washington Monument.

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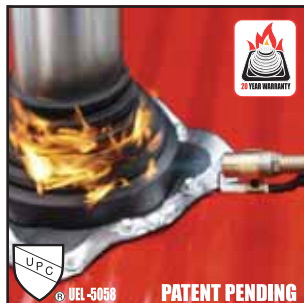
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Southeast elevation upon completion of the standing seam installation. All the standing seam panels were custom fabricated by Midstate Contractors, Inc.

1840s Barn Renovation With Timber Framing & Galvalume Roof

Midstate Contractors, Inc. is a family-owned and operated business in Marion, Ohio, founded by the Hooper family in 1982. According to the About page on the company's website midstatecontractors.com, the mission of the founder, Jerry Hooper, was "to preserve history by restoring the buildings representing that history." The page elaborates on his vision, "Today, our family and skilled craftsmen still take pride in the tangible beauty of courthouses, libraries, university buildings, homes and other historic structures. These buildings are representative of the history and people of the communities in which we live and work. They are a treasure and deserve to be restored and main-

tained for generations to come."

RESTORING A LEGACY FOR THE OWNERS AND COMMUNITY

Because of Midstate Contractors' unique qualifications, experience, and mission, the owners of the Barn at Stratford in Delaware, Ohio, chose them to tackle the restoration of their historic building, which they run as a popular event space. The Barn at Stratford barnatstratford.org is a busy hub in the town of Delaware. It's a favorite facility for weddings, corporate events, and other special events, so it was important that it be rescued, Project Manager Rick Collins explained.

The barn was built in the 1840s and

was used for its original purpose of housing livestock for nearly all of its existence, until recent years when it was turned into an event space. It's a sturdy structure built to last, but at nearly 200 years old, its age finally caught up with it.

The building had decayed and needed both structural and roof repairs. The original cedar shake roof had been replaced with a metal roof in the 1950s, but the metals and techniques used then are no match for today's quality, so after 70 years, the roof was in rough shape, leaking badly, and causing severe wood rot. The rot was actually much worse than Midstate workers expected, but its true condition became apparent after work got underway and they began exposing various areas



East elevation prior to Midstate beginning the roof restoration.



West elevation prior to Midstate beginning the demo of the existing roof.

that been inaccessible and hidden.

The owners knew the restoration would be an expensive and labor-intensive process, but they also recognized that it's a priceless piece of history, so they, the community, and Midstate Contractors all wanted to see it restored to its former glory.

MODERN CODE, MODERN MATERIALS, HISTORIC ARCHITECTURAL LOOK

The goal of the project wasn't just to repair the structure but to upgrade it to modern code requirements using modern materials while preserving the original, historic look. That's what Midstate Contractors specializes in and, with 40 years of experience in this niche, that's what made them the perfect fit for this project. Another thing that sets Midstate Contractors apart from other companies is that they're able to do the entire job rather than subcontract it, which allowed much more effi-

cient scheduling and coordination of the work. And finally, they fabricate many of their components from raw materials to make custom architectural parts, because they need to match the historical look.

While some of the commercial grade materials were used off the shelf, much of it was used to produce custom components. "We just get flat sheets of metal and bend it and form it to what we need to do," Bart Hooper said. "The wood came in rough form, and we cut it to shape. Some of the special brackets had to be custom made. That's generally what we have in a lot of projects that makes us different than everybody else. We'll find ways to make things happen and create it. We have the ability to make it to the width and length that we need to keep its historical significance."

It took two years of planning before Midstate even started the renovation, as they had to involve engineers and have the state approve blueprints and plans.

THE DETAILS:

- Contractor:** Midstate Contractors, Inc.
- Roof Pitch:** 8/12
- Varied timber frame posts:** Midstate Contractors, Inc.
- Trusses:** Midstate Contractors, Inc.
- Roof Panels:** Dimensional Metal Double lock 10'x21" Galvalume 24ga
- Gutters:** 6" 1/2 round Galvalume gutter by Classic Gutter
- Fasteners:** Simpson Strong Point Strong-Tie SDS

MAKING OHIO HISTORY

Midstate Contractors was recognized for their work on the barn and the contribution it made to historical preservation in Ohio with an award by the State Historic Preservation Office of the Ohio History Connection.

The award reads as follows:

AWARD OF MERIT

The State Historic Preservation Office of the Ohio History Connection commends the Delaware County Historical Society and Midstate Contractors, Inc., for the roof restoration of the Barn at Stratford, 2690 Stratford Road, Delaware, an outstanding contribution to historic preservation in Ohio.

The actual renovation took about seven months to complete. It began in the fall and finished in the spring. The owners wanted them to work over the winter so it would be ready for summer, their busiest time of year. Events still took place during renovation because it was important for the community that the availability



The interior of the Barn at Stratford prior to the demo of the existing timber framing.



Watertight temporary flooring was installed to ensure The Barn could remain open during the restoration.



Northeast elevation during the roof demo. At this point 50% of the existing timber framing, sheathing, and standing seam panels had been removed.



Progress of the roofing demo. This was completed one section at a time.

of the event space remain uninterrupted. That meant Midstate had to plan a way to replace the roof one section at a time, rather than having the entire barn roofless at one time.

One of the biggest challenges in the initial stages of the project was determining the scope of the work. Careful, detailed planning is crucial to success, as the quality of the prep work determines the quality of the finished project, Collins noted. “It starts at the preliminary stage,” he said. “It’s developing the scope of work, actually what you’re going to do, because a lot of people don’t know where to start. They come to see some old structure that’s failing but don’t know how to solve the problem. We’ve actually come in and done some jobs that other people have started and they just walked away from. You have to come up with a plan to attack — where to start, what to do. What’s the best way to spend the money that’s available.” The financial aspect is an important point to

consider because it does no good to have thorough planning for a scope of work that’s outside the client’s budget. That’s a lose-lose proposition for client and contractor.

DETAILS OF THE RENOVATION

Midstate did a full standing-seam roof and post-and-beam renovation. Over time, the failing bents caused the roof and ridge members to sag and push the exterior walls out at the eaves. Previous owners had work done to try to pull the walls in but it failed, so all the timbers from the bent girts to the ridge had to be replaced and new engineered steel plates added to maintain the historical character and meet today’s building codes.

During the project, the workers had to keep the building watertight so events could still be held, even while sections of the roof were open to the elements. To do this, Midstate installed a temporary watertight floor just below the bent girt

and began removing the existing roof and framing one at a time. Once each bay or section was safely removed, they began building an entirely new timber framing system using post-and-beam construction. The timber framing, rafters, purlins, and sheathing were built using rough sawn poplar.

On completion of the demo and timber framing, they began installing double-lock standing-seam panels. The panels were fabricated in-house using 24ga. Galvalume in 10’ lengths to maintain the historic appearance. In addition to the roof renovation, the original masonry/stone gable end required restoration, too. Midstate removed all the mortar joints on the south wall and repointed them with new restoration mortar to strengthen the wall and keep it watertight.

A GREAT SUCCESS FROM BEGINNING TO END

The owners and community were thrilled with Midstate’s work. The owners didn’t wait for the finished project to celebrate the renovation. They made the renovation itself an event. “They even started a Facebook page for this so the community could see progress photos and the very high profile on a on a busy road,” Collins said. “People would pull in and take pictures out of their car windows.”

The project is a great inspiration for other communities that want to preserve important historic structures before they’re lost to history. **RB**



Timber framing progress on the north side.



New timber framing just before sheathing is installed.



Installation of standing seam panels. Midstate began installing panels at the center of the roof to ensure the pattern is equal and consistent throughout the entire roof.



Midstate masons removed 100% of the mortar joints on the south wall and repointed them with restoration mortar to strengthen the wall and keep it watertight.



Timber framing, rafters, purlins, and sheathing were completed using post and beam construction.



Southeast elevation upon completion of the project. In this photo you can see the pattern created by alternating sizes of standing seam panels.

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The general description can include details about what the customer wanted, special elements, any other features that make it noteworthy.

These editorial placements are absolutely free!

WHAT WE NEED:

- Component List
- Brief Description
- Three to five attractive high resolution images (at least one must be the entire building).



Submission is not a guarantee of publication. We reserve the right to edit content.

If you have any questions about the Project of the Month, contact the editor:

Dan Brownell • dan@shieldwallmedia.com • 920-264-0787

TO SUBMIT ONLINE: shieldwallmedia.com/submissions

Q2 vs. Q1 Survey Results

We just came back from the first ever Post Frame Builder Show. One of the great things is the opportunity to talk to builders, dealers, manufacturers, and various professionals in our corner of the construction industry. One question that always comes up is “How is the industry doing?” Is business up or down, busy or slow, and what is next?

Many factors can affect the business climate in the short-term, especially in an election year. The general impression was that Q2 was slower than Q1, with no specific reasons given for the decrease. The story seemed similar across the various markets we serve.

Since we are generating data for the industry, this presented an excellent opportunity to validate or disprove what people were saying. In late June, we sent a survey on business climate, comparing Q1 and Q2. The results were interesting.

Rural Builder includes a wide cross-section of construction, different building types, end users, and is the broadest selection of contractors of our magazines.

Looking at data across the different areas, the perception among builders and contractors seems validated.

Post-frame construction seemed to experience the largest downturn of the groups we sampled. 9% reported that Q2 2024 was down over 25% vs. Q1 2024. This was the only group reporting a decrease of 25% or more. Interestingly, 45% of post-frame builders reported an increase of less than 25% for the same period. Post-frame also experienced similar results comparing Q2 2024 to Q2 2023 and in whether Q2 2024 met expectations.

The positive segments were roll forming/metal forming and stick-built. Both were positive or neutral, not reflecting a slow-down. **RB**

HOW DID YOUR GROSS SALES IN DOLLARS FOR Q2 2024 COMPARE TO Q1 2024?

Which of these roles do you fill in the construction process?	Increased significantly (>25%)	Increased slightly (<25%)	Approx. the same	Decreased slightly (<25%)	Decreased significantly (>25%)
Post Frame	0%	45%	18%	27%	9%
Metal Building (cold formed)	0%	40%	20%	40%	0%
Roll forming or metal forming	0%	57%	29%	14%	9%
Wood framed (stick built)	0%	40%	40%	20%	0%
Other building (sheds and carports)	0%	43%	29%	29%	0%
Manufacturing	10%	60%	10%	20%	0%

HOW DID YOUR GROSS SALES IN DOLLARS FOR Q2 2024 COMPARE TO Q2 2023?

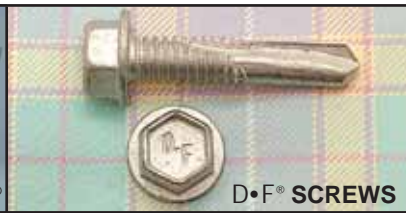
Which of these roles do you fill in the construction process?	Increased significantly (>25%)	Increased slightly (<25%)	Approx. the same	Decreased slightly (<25%)	Decreased significantly (>25%)
Post Frame	9%	36%	9%	36%	9%
Metal Building (cold formed)	20%	20%	20%	40%	0%
Roll forming or metal forming	29%	43%	0%	29%	0%
Wood framed (stick built)	0%	20%	40%	40%	0%
Other building (sheds and carports)	0%	57%	29%	14%	0%
Manufacturing	10%	40%	0%	50%	0%

HOW DID YOUR GROSS SALES IN DOLLARS FOR Q2 2024 COMPARE TO YOUR EXPECTATIONS?

Which of these roles do you fill in the construction process?	Increased significantly (>25%)	Increased slightly (<25%)	Approx. the same	Decreased slightly (<25%)	Decreased significantly (>25%)
Post Frame	0%	18%	27%	45%	9%
Metal Building (cold formed)	0%	20%	40%	40%	0%
Roll forming or metal forming	14%	29%	29%	29%	0%
Wood framed (stick built)	0%	0%	20%	80%	0%
Other building (sheds and carports)	0%	14%	29%	57%	0%
Manufacturing	10%	10%	60%	20%	0%

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