

Rural Builder

Serving The Construction Trade Since 1967

October 2024
Vol. 58, Issue 9

METAL ROOF PANEL TESTING

How Testing Is Done &
What The Ratings Mean

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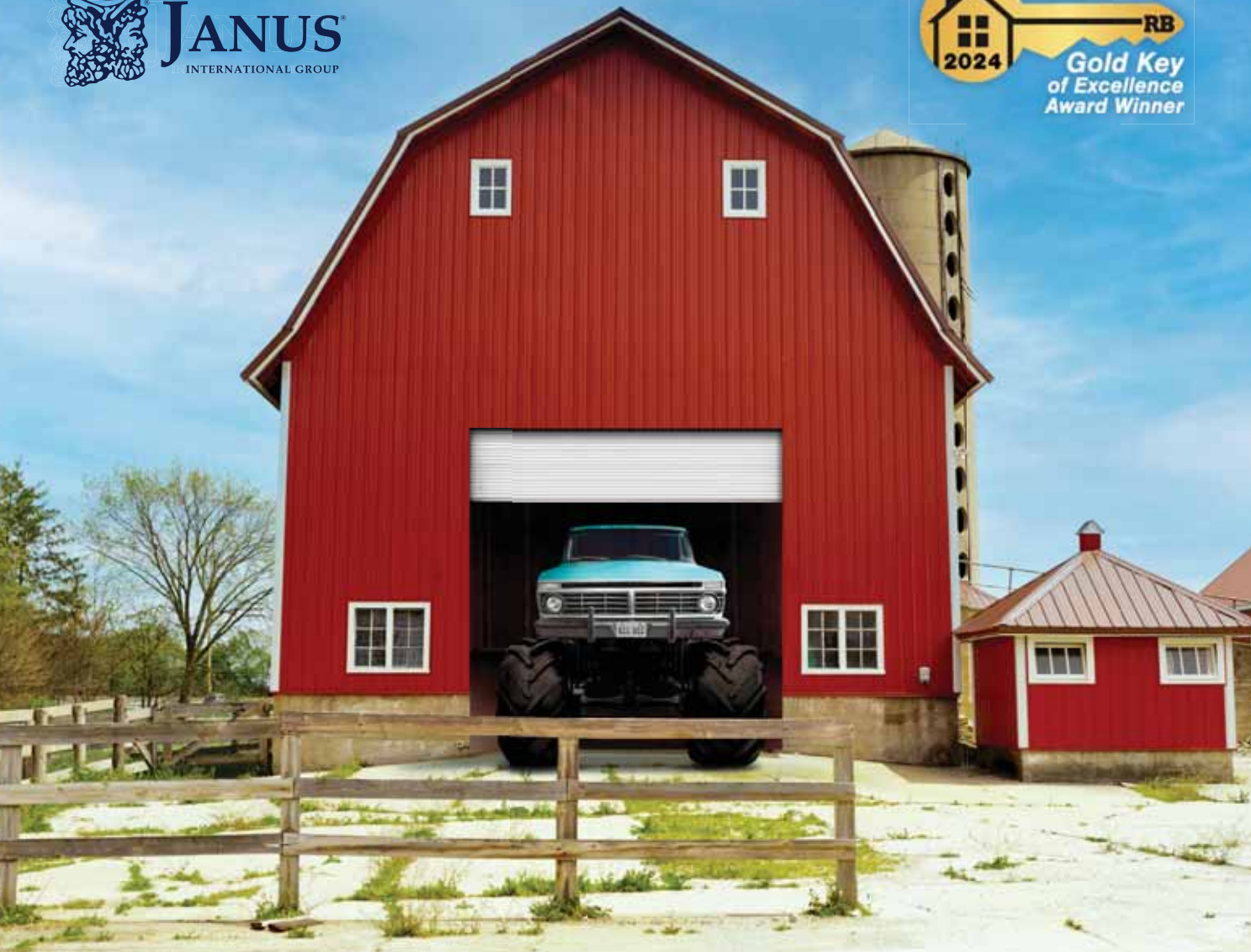


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The Survey Says...

The TV show *Family Feud* turned the line, “The survey says...” into a catchphrase. The show used the phrase as part of a game, but at Shield Wall Media, we take those words seriously because they help provide our readers with valuable information.

For quite some time, we have been taking reader surveys and publishing a one-page Construction Survey Insight article at the end of each issue of our magazines. This year, we published our first in-depth, full-length report, the 108-page *Annual & Market Report 2024: Economy Trends & Data for the Construction Trade*.

The report covers nearly the entire breadth of the low-rise construction industry, as our seven magazines are designed to cast a wide net. The report was distributed in June at our inaugural Post Frame Builder Show in Branson, and it has been mailed to all our print subscribers.

We’ve received a lot of positive feedback, which has reinforced our belief that the information is both needed and appreciated. You likely want to know how your business is doing compared to

your peers and competitors and to the economy in general and we think this information is a big help in providing that insight.

This data has not been widely available in the low-rise construction sector, likely for many reasons. It’s time-consuming and expensive to gather and analyze because it’s not easy to collect. And that data needs to be interpreted carefully to arrive at correct conclusions. That takes time and skill. But we decided the information was so important that it needed to be done., so we took the initiative to tackle the project ourselves. In other industries, subscribers are charged hundreds or thousands of dollars for reports of this depth. With the help of our sponsors, we were able to provide this information to our readers as part of their regular subscription. We offer our gratitude to them.

We will be sending out another reader survey to gather information for our next annual market report. Please help us help you by taking the survey. The more responses we receive, the more detailed and accurate the conclusions will be. We look forward to your feedback! **RB**

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Rural Builder (ISSN: 0888-3025) (Volume 58, Issue 9) is published ten times per year (February, March, May, June, July, August, September, Annual, October and December) by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to Rural Builder, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2024 Shield Wall Media LLC. Rural Builder and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Rural Builder assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to rural contractors and their suppliers throughout North America. Others may subscribe: \$29.98 for 1 year, \$55.98 for 2 years, and \$79.98 for 3 years in the U.S.; \$39.98 for 1 year, \$74.98 for 2 years in Canada.

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Grain bins manufactured by the Chief Agri
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Women Can Do It!

"It's not as scary as it seems; just be yourself and after a while you become just another one of the guys, then you all become a team."

BY LINDA SCHMID

Childhood experiences can leave a strong impression on us, though we may not know it at the time. That was true for Sarah Jones. She grew up peeking out her bedroom window at the bright lights emanating from the shop where she knew her dad was creating something with his welder, but she had no idea it would influence her career.

It didn't seem to anyone that her dad's occupation would impact her life. She had no interest in the trades or in school either. In fact, she says her choices weren't great in her younger years; she dropped out of school at 15, got her GED and became a mom at 17. She managed to make her way as a waitress for 10 years, but it was never really a choice so much as a pathway taken of necessity.

Jones never looked back until one day in 2017 when she was in a body shop and she repaired her own bumper, welding one little piece in place. Somebody said, "Hey, good job!," and that was it; she knew what she wanted to do.

STARTING DOWN THE PATH

She signed up to earn an associate degree at Linn-Benton Community College. While Jones felt that she wasn't expected to succeed based on her past, she did well in her classes from the start; she has a knack for welding.



Sarah Jones cutting down the angle iron in an asphalt silo.

One of her instructors mentioned the mikeroweWORKS Foundation Work Ethic Scholarship and Jones applied for it. The application process was fun, she said. Her sister helped her put together a video in which she talked about her life and her lack of motivation as a young person and explained her new-found commitment to a strong work ethic. Every scholarship applicant is required to sign the S.W.E.A.T. pledge (Skill and Work Ethic Aren't Taboo) and to live out the values encapsulated in that pledge. Jones' 10-year occupation as a waitress showed that she had grit, and her new determination to make it as a welder and become a role model for her son made her a great applicant for the scholarship. She won and

used the money to pay student loans.

Halfway through her degree program, Jones was hired on at Knife River. She had to do the full application process, pass their weld test and an agility test and get her CDL. The hard part for her was realizing she was that there were forty guys, and she was the only female in the room.

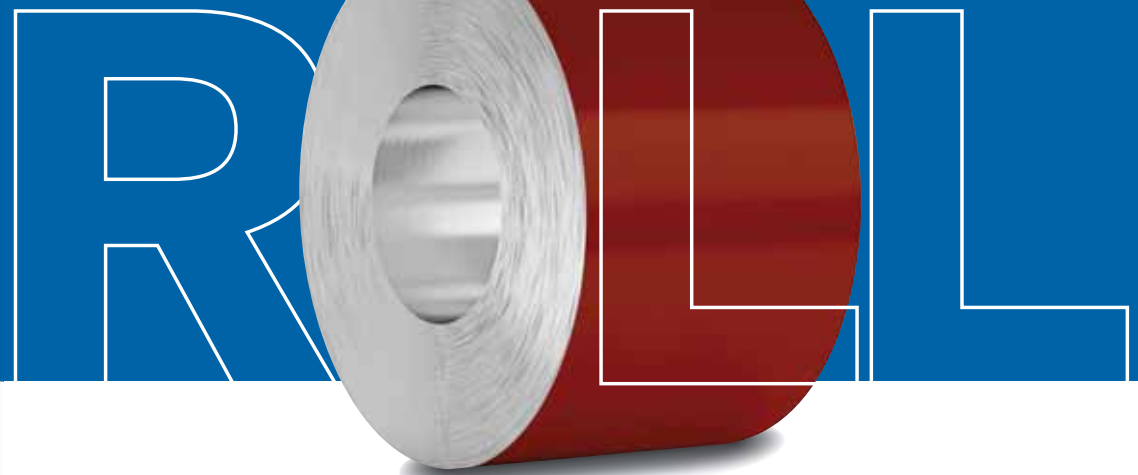
Women are conditioned to think this kind of work is not for them, that they don't belong in the shop, plus, as an introvert, it was quite a challenge for her.

"What I had going for me was that the guys didn't know how intimidated I was; I just held my head high and carried on," Jones



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."

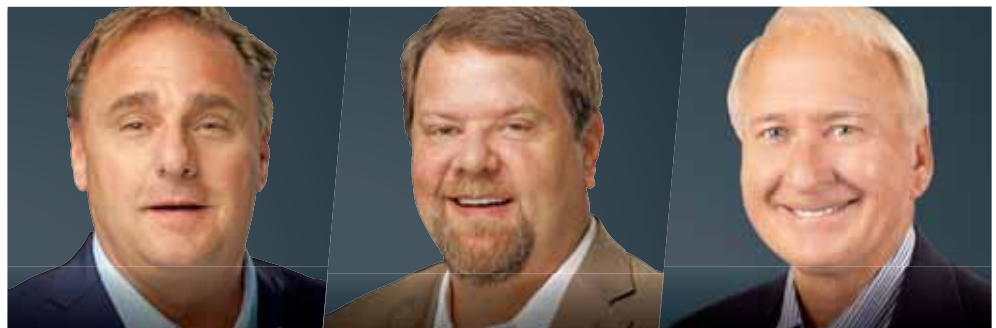
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The first hopper Jones built.

said. She completed her degree while working full time.

WORKING IN THE FIELD

Jones graduated with an associate degree in the top 5 percent of her class, and the college encouraged her to sign on as an instructor. Jones, however, wasn't ready; she felt she needed more real-world experience first.

While maintaining her confidence working in a male-dominated field was the hardest part of the job for Jones at first, she concedes that welding can be extremely challenging work. She recalls a job in an asphalt silo, climbing angle iron platforms, installing the next one while standing on the last one to get up so she could weld her anchor point and start the real work, fixing cracks while hanging upside down. It can be hot in places like that, too. The interior of a hopper can get up to 200 degrees on a 100-degree summer day.



Despite all of that, Jones enjoyed the work; she said it was an adventure.

"Women are stronger than they think they are," Jones said.

ACHIEVING THE GOAL

One example of a woman's strength: this shy, introverted welder went on to become an instructor at the technical college. Currently, she is part time, but she hopes to become a full-time instructor.

Jones believes that her work at the college will make it easier for other women to make the choice to take advantage of the great opportunities usually taken up only by men. In fact, a college recruiter told her to imagine what it would have been like walking into class on her first day and finding a woman instructor at the front of the room; how much more comfortable she would have felt. She agreed, and now she offers students the benefit of her experience.

"I tell my female students that they may have to toughen up a little; they will hear coarse language and jokes. But they do not have to put up with it if it is aimed at them personally," Jones said. "Men may say that their female co-workers are equals," she continued, "but they would not make remarks about 'Scotty's butt' or tell him that he should hand the tool to a man because he can do it better. Whatever behavior is allowed early on will continue, so in those cases, I tell students they should talk to their boss. They will not be treated as whistleblowers; they are protected. Everyone should treat every worker with respect."

Most of the time, though, Jones has found that if you pull your weight, guys will eventually accept you. You become one of them.

For Jones, her voyage to find this career feels circular. The little girl enchanted by the lights and creations coming from her dad's shop has grown up and created a satisfying career, sparked by those memories. **RB**



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Metal Roofing Wind Uplift and Resistance Testing

Understanding Testing Methods Helps Roofers Select the Right Panels for the Job

Metal roofing has earned a reputation as a material with superior structural strength, so it has increasingly become the preferred choice for residential, commercial, and industrial roofing, especially in areas prone to high winds or hurricanes.

Metal roofing is tested for a number of performance characteristics besides its ability to withstand wind damage, such as hardness, reflectivity, chalking, color change, air infiltration, chemical resistance, fire resistance, and salt spray corrosion resistance. Two of the most important tests, however, concern “wind uplift” and “wind resistance,” since they help determine whether a metal roof will actually remain intact during bad weather.

Wind uplift and wind resistance are related but have an important distinction. “Wind uplift” refers to a roof’s ability to stay attached to a roof without being compromised. The term “wind resistance,” however, is broader in that it also includes a roofing system’s ability to withstand impact damage from hail and flying debris.



Your manufacturer should explain the testing and how it relates to different projects. This information can typically be found on the company's website or in print materials. Shown: True Metal Supply's Tuff-Rib metal roofing. PHOTO BY TRUE METAL SUPPLY

THE IMPORTANCE OF UNDERSTANDING THE TESTS AND RATINGS

Knowing how the various tests are conducted and how they vary is important in choosing the correct panel for each job and for the installer to earn the customer's trust and confidence. “Metal panel testing and ratings are necessary to comply with some local building code requirements,” said Shannon Clark, of True Metal Supply. “So, understanding testing and ratings helps to ensure the installer is choosing the right product based on the project's requirements, the local building code requirements, and the geographical needs (such as high wind areas, hurricane-prone locations, etc.) This also helps establish the installer's credibility. Understanding testing and ratings enables installers to ef-

fectively communicate the value of quality assurance to their customers,” Clark added. “By being knowledgeable about various tests — such as fire resistance, impact durability, and weather performance — builders can explain how these ratings ensure the longevity, safety, and overall performance of the roofing system. This helps build trust with customers, reassuring them that the selected materials have been rigorously evaluated to meet high industry standards, ultimately protecting their investment.”

While at least a basic knowledge of ratings is essential, a deeper grasp is much better. “Think of it like tires,” said Scott Steele of Best Buy Metals. “They are all round, have tread, a specific size, and they go on rims. But what about speed ratings, the belt material used in construction,



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Understanding testings and ratings and their relation to local building codes and geographic needs helps establish the installer's credibility. Shown: True Metal Supply's Burnished Slate Tuff-Rib metal roofing, installed by FLOW Roofing.

PHOTO BY TRUE METAL SUPPLY

the hardness of the rubber, the profile height? There's a lot that goes into the level of understanding needed in order to make an informed recommendation for each client. It's also possible that new testing methods, or codes that require new testing methods, will occur.

Having a builder or contractor that is associated with or member of an organization like the Metal Roofing Alliance (MRA) or others can help keep them better informed," he said. "Alternatively, if the roofing contractor or general contractor is partnered with a manufacturer, they will benefit from their collective knowledge of testing results as well as their organizational memberships that keep knowledge of test methods and results up to date on a regional and national scale."

It's up to the manufacturers to pursue testing and ratings. "Manufacturers will choose what tests they'd like to have done, and they have the responsibility to provide the approval report to the customer," Clark said. "The manufacturer should also explain the testing and how it relates to different projects — this may be

via website, printed materials, etc."

COMMONLY USED TESTING AGENCIES

The three most common agencies that metal manufacturers use for wind uplift or design pressure (DP) testing are The American Society for Testing & Materials (ASTM), Underwriter Laboratories (UL), and Factory Mutual (FM). The ASTM and UL standards are the most widely used. The FM standard was developed by Factory Mutual, an insurance company that requires its customers to use its standards. The company does all testing in-house with company employees, as FM has a strong incentive to decrease losses due to damage claims. As a result, these tests are much more expensive than ASTM and UL tests, so they aren't used as much.

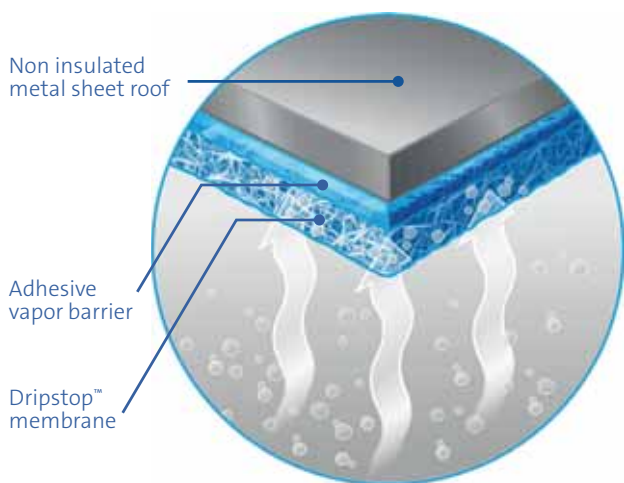
WIND UPLIFT TESTS

Section 1504 of the International Building Code (2021 version) covers four wind uplift test standards for metal roofing: ASTM



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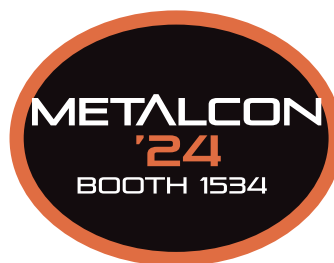
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E1592, UL 580, UL 1897, and FM 4474. The four tests have different testing methods and standards as outlined below.

ASTM E1592 (Standard Test Method for Structural Performance of Sheet Metal Roof and Siding Systems by Uniform Static Air Pressure Difference)

The ASTM E1592 standard tests panel spans between 1 and 5 feet, and sometimes up to 8 feet, on an open frame assembly, to the point of failure.



Stile Spanish Metal Tile, produced by Best Buy Metals, offers the natural beauty of clay tile roofing in lightweight steel material. Stile meets every code from Florida Building Code to Miami-Dade Hurricane Zone and Texas Windstorm. PHOTO COURTESY OF BEST BUY METALS

UL 580 (Standard for Tests for Uplift Resistance of Roof Assemblies)

UL 580 places the roof assembly in an enclosed 10-foot x 10-foot chamber. Suction is applied to the top of the panels while upward pressure is applied to the bottom to simulate simultaneous negative and positive pressure. The tests are conducted at 30 psf, 60 psf, and 90 psf increments. At 90 psf, the pressure oscillates between 90 and 105 psf. Depending on the psf at which the panel fails, it is assigned a rating of Class 15, Class 30, Class 60, or Class 90, earning the Class designation below the psf point of failure. In other words, if a panel fails at 70 psf, it's assigned Class 60. The testing stops at Class 90, even if the panel doesn't reach the point of failure.

The UL 580 test uses a safety factor of 2.0, which means that the Class number is double the actual limit allowed on a roof. So a Class 90 (which includes a 105 psf oscillating pressure) would have an allowable limit of 52.5 psf.

UL 1897 (Standard for Uplift Tests for Roof Covering Systems)

UL 580 testing stops at Class 90, with a 52.5 psf allowable limit. This is too low for some roof applications, so UL 1897 is designed to test to a higher allowable psf level. It's a continuation of the UL 580 test that can be performed immediately after the test is completed, so the UL 1897 test can be done using the same test panel.

The test pressures are increased until the point of failure.

FM 4474 (Evaluating the Simulated Wind Uplift Resistance of Roof Assemblies Using Static Positive and/or Negative Differential Pressures)

FM 4474 tests panel systems to the point of failure, but the testing is done in smaller increments of 15 psf. As mentioned earlier, FM tests are much more expensive than ASTM and UL tests, so they aren't used as often.

TAS 125 (Testing Application Standard 125)

TAS 125 testing is designed for metal roofing used in High Velocity Hurricane Zone (HVHZ) areas, such as Miami-Dade, Florida. In the state of Florida, all metal roofing panels are required to have a Florida Product Approval. The specific product approval required is determined by the wind zone in which the building is located. Florida has four wind zones, which are listed in ASCE 7-98.

Wind Zone 1: 110-119 mph

Wind Zone 2: 120-129 mph

Wind Zone 3: 130-139 mph and within 1 mile of coastline

Wind Zone 4: Winds above 140 mph

IMPACT DAMAGE TESTS

As previously mentioned, the term "wind resistance" is more

The Benefits of a Deep Understanding

If builders lack a deep comprehension of testing methodologies and rating systems, they may struggle to:

- Communicate effectively: Builder may misinterpret or oversimplify test results, which can lead to inaccurate product representations and customer dissatisfaction.

- Recommend appropriate products: Without a clear understanding of panel performance, builders may choose suboptimal materials for specific climates/weather conditions or building conditions.

- Manage customer expectations: No one ever wants to over promise based on incomplete knowledge of product capabilities. It's not good for business and can harm the reputation of the metal roofing manufacturer as well.

Conversely, a strong grasp of metal roofing testing empowers builders to:

- Match products to customer needs: By understanding the significance of different ratings, builders (or their metal roofing manufacturing partner) can recommend materials that align with specific customer requirements, such as durability, aesthetics, or energy efficiency.

- Build trust and credibility: Demonstrating expertise enhances customer confidence and loyalty.

- Manage risks: A thorough understanding of product limitations can help builders mitigate potential issues and avoid costly callbacks.

—Scott Steele, Best Buy Metals

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encompassing than “wind uplift” because it includes a roofing system’s ability to withstand impact damage from hail and flying debris. Common tests for evaluating a roof system’s susceptibility to impact damage are the UL2218 and ASTM E1886.

UL2218 Impact Test

With the UL2218 test, the roofing system must “show no tearing, fracturing, cracking, splitting, rupture, crazing or other evidence of opening.” If it tears or fractures, it fails the test. The following chart lists the comparative susceptibility to damage from four sizes of steel balls dropped from four heights and lists the panel’s corresponding Class rating. Some insurance companies offer lower premiums for Class 4 metal roofing.

Class	Steel Ball Diameter	Drop Distance
Class 1:	1-/14” diameter	12’0
Class 2:	1-1/2” diameter	15’
Class 3:	1-3/4” diameter	17’
Class 4:	2” diameter	20’

Supplier & Builder Resources

- Ace Clamp (aceclamp.com)
- Best Buy Metals (bestbuymetals.com)
- Chief Buildings (chiefbuildings.com)
- Coated Metals Group (cmgmetals.com)
- Drexel Metals (drexmet.com)
- Englert (englertinc.com)
- Everlast Roofing (everlastroofing.com)
- Flack Global Metals (flackglobalmetals.com)
- Frontier Metal (frontiermetal.biz)
- Hixwood (hixwood.com)
- Lester Buildings (lesterbuildings.com)
- Levi’s Building Components (levisbuildingcomponents.com)
- Little Harvey’s (4309@emailbyfax.com)
- McElroy Metal (mcelroymetal.com)
- Metal Exteriors (metalexteriors.com)
- PAC-CLAD Peterson (pac-clad.com)
- Progressive Metals (progressivemetals.com)
- ProVia (provia.com)
- Steel Dynamics (steeldynamics.com)
- True Metal Supply (truemetalsupply.com)
- United Steel Supply (unitedsteelsupply.com)



A deep understanding of roof testing and ratings can help ensure that installers represent roofing product capabilities accurately to their customers. Best Buy Metals was issued a Notice of Acceptance for its Stile Spanish Metal Tile (above) after it passed the required testing.
PHOTO COURTESY OF BEST BUY METALS

ASTM E1886

The ASTM E1886 test evaluates a roofing system’s susceptibility to impact from missiles, such as falling tree limbs and other wind-driven debris and simultaneously tests the system to oscillating wind pressures. This combined testing helps ensure a roofing system can withstand impact damage and reduce or prevent leaking.

CONCLUSION

These carefully designed and controlled tests lead to ratings that help roofers provide customers with quality roofing that meets the requirements of their specific buildings. Not only does this protect the structures, but also lowers risk of injury or death of occupants enduring extreme storms. **RB**

CALCULATING MINIMUM WIND UPLIFT DESIGN LOADS FOR SPECIFIC BUILDINGS

Test results can vary widely from one roofing panel system to another. What might be sufficient for one particular building may not be for another. The roof design needed to meet a building code or a particular design parameter depends on a number of factors, including site conditions, wind speeds, building exposure category, roof slope, mean roof height of the building, and roof zone.

Roof Zones

The wind uplift resistance of a panel can vary by roof zone, or where it's located on a roof. There are three roof zones, designated Zones 1, 2, and 3.

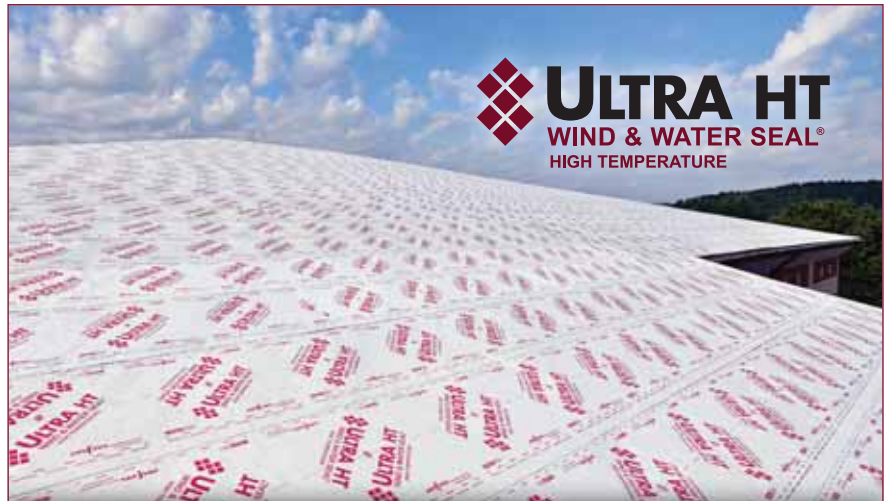
Zone 1: Field or interior areas of the roof more than 4 feet from edge or ridges of roof. These areas experience the lowest wind pressures of the three zones.

Zone 2: Edge or end areas within 4 feet of edge or ridges of roof. These areas experience pressures between Zones 1 and 3.

Zone 3: Corners of the roof. These areas experience the highest wind pressures.

ASCE 7 (American Society of Civil Engineers Minimum Design Loads for Building and Other Structures)

ASCE 7 is a standard used for calculating the requirements for a specific roof using an algorithm. Each building needs its own calculation, because each structure is unique and the factors affecting calculations can change. For example, the terrain surrounding a building can evolve over time, which could change wind patterns. Surrounding buildings may have been erected nearby on previously open fields or a wooded area may have been cleared, which may alter uplift ratings. The required rating may have increased since the original roof was attached, so no assumptions should be made and a new load calculated for each roofing job. **RB**



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Post-Frame Bidding Blues

How Much Time Do You Spend Putting Bids Together?

If you are like many builder/contractors, one of the things you do not look forward to is putting together a bid for a customer who doesn't know much about barndominiums and what they cost. Yet he or she has decided this is what they want, and while they are pouring out their heart's desire into their wish list, everything from floor to ceiling windows and Carrera marble countertops to claw-foot tubs, you are thinking that not only is this going to take a while to price out, it's likely a waste of time. The customer will probably not move forward with it when they see the numbers. Sound familiar?

WHAT ABOUT AN ESTIMATOR?

Mike Rinks, a builder of 30 years and co-owner of Symun Systems, says he can help. The basic Construction Maestro design and estimating software allows the user to create a custom pole barn or garage to their specifications and building style. It generates CAD drawings of the building shell, including posts, girts, purlins, windows, doors, and wall and roof sheeting layouts. It generates a materials list along with several other reports. However, the basic package does not include interior walls, or any functionality for HVAC, plumbing, or electrical.

Putting together a reasonably priced basic bid, if working on a small, simple ranch style barndo, can be done in 10 minutes according to Rinks. However, a turnkey cost breakdown of an entire project from start to finish is a different story. There are many factors to consider. If a customer already has a pretty good idea of what they want, a building design of the structure can be created in a day or two with the help of an additional software for advanced users called the Maestro Plotter™ module.



However, what slows down the turnkey bidding process according to Rinks, is that you are at the mercy of your subcontractors. Estimates are needed for the excavation of the site, a plumber, an HVAC contractor, an electrician, and any other subcontractors needed to complete the job. Other obstacles include soil testing, water tap fees or well drilling costs, building permit fees, perc test results or sewer tap fees, if applicable, the positioning of the barndo on the property to calculate the cost of excavation for finish grading, and the driveway. If subcontractors don't drag their feet, a bid could possibly be completed in a week.

Keith Dietzen of Keymark said, "If it took eight hours or two days preparing the takeoff for a 10-room barndo manually, you can reduce that to about 15 minutes with our software. SmartBuild can change that equation."

Basic construction for SmartBuild includes framing and finish, panels, cement, foundation, drywall, paint, and interior trim and generates material lists, pricing, and more. However, no HVAC, plumbing, or electrical is included, as the software has no logic for it.

Dietzen said that a contractor who does a live design session in which they work with the customer to get the layout of a project and works out the basic costs, then submits the documents to subcontractors, gets their costs, and adds it all up, can reasonably expect to provide a complete bid for the customer in a week to 10 days.

This lag is not confined to post-frame bidding, Rinks said, it is inherent in any large building that requires sub-contracted services.

Both Dietzen and Rinks admit that there is no perfect solution to putting a complete bid together, but both agree that

software can take a lot of mistakes and wasted time out of the process.

HOW DO CONTRACTORS HANDLE THE DISCREPANCY BETWEEN TIME SPENT AND BIDS WON?

While the majority of contractors may go through the process of getting a price on the whole barndo together, some post-frame builders have decided to keep it simple. They will bid for and build the barndo shell, subcontract out the interior walls and trim, and leave the client to figure out the rest. Other builders do the shell only. They avoid the hassles of putting together bids that include subcontractors' pricing and having to play general contractor.

Leaving out subcontractors means the client has to figure out the rest of the project for themselves, which will work for some people as they may have decided to take on the GC role themselves to save some money. They may even have experience in some subcontractor work and plan on doing it themselves. On the other hand, those who are looking for a turnkey home without doing their own general contracting are unlikely to hire a builder just for the shell, so if you take this route, you may not be eligible to bid on some of the opportunities out there. However, that could be the way to go if there is enough work like that in your area or you supplement it with other work, such as pole barns, sheds, remodeling, or other projects.

Perhaps a more practical approach that some companies use to cut down on wasted time is pre-qualifying customers before offering a bid. It can be useful to both customer and contractor to ensure that the customer is qualified before spending a lot of time and getting the would-be homeowner excited, only to discover that they don't have the income, downpayment, or credit to do what they have in mind. Helping the prospect to understand their situation, even if that means showing them that they will need to save money, improve their credit, or amend their plans

can actually be a service to that customer. Hopefully, they will remember your help and come back to you when they are ready to build or offer you the chance to bid on the more modest project and mention your services when someone they know is looking at building a barndo.

WORKING TOWARD MORE EFFICIENT BIDDING

Both Rinks and Dietzen agree that it is not feasible to compile basic estimates on the utilities or other subcontracted work and apply them to new projects that seem comparable.

"If the estimate is too high, no one will buy," Dietzen said. "If it's too low, you lose money. If enough estimates are inaccurate, you will end up going out of business."

The process time can be cut down by

outputting the CAD files for the permitting engineer to review in areas where that is required according to Dietzen.

Rinks said the best way to cut down on bid time is to build a relationship with each subcontractor you work with. Have a main subcontractor of each type and a fallback subcontractor; they understand that you need a fallback and often are happy to get a bit of extra work. Working with the same trusted people and building that trust and goodwill will mean they want to reciprocate and get you your bid quickly. **RB**



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One Size Doesn't Fit All

Improving Efficiency and Profits
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When Sylvain Cheff founded Cheff Construction in 1996, he and his wife, Nathalie Cheff, managed their entire agricultural and commercial construction business on paper. This included project management, placing orders for materials, accounting, pricing, and estimating jobs. As the company grew to include three of their children and about 15 other employees, they realized it would be impossible to continue expanding the business using manual processes and pen and paper.

Samuel Cheff, lead estimator at Cheff Construction and one of Sylvain and Nathalie's children, explained that the company had to turn down some significant projects because it didn't have adequate technology.

"We were at a point where we reached the maximum potential of our business with our current systems in accounting, project management, and office-to-field communication," he said. "The main reason for our push to integrate more technology in the business is that with the right processes, it could alleviate some of the workload and let us focus on more important things such as business development."

Cheff added that hiring employees in rural areas, where the company's projects are located, has been especially challenging amidst labor shortages.

"Technology could be the solution for us in the long term. It could help us in-



crease efficiency in the office and the field," he said. "Farming facilities are becoming much more technologically advanced to improve efficiency for both farmers and consumers. Farming has evolved, while construction technology is still a novelty."

One of the family's first investments was in digital software that would automate and simplify some of their processes when estimating project costs, which has helped them set accurate project budgets. However, they still needed a better way to track real-time financials to ensure they stayed on budget throughout each project.

Measuring a job's actual costs against the estimated costs is vital to ensure the job hits its estimated profitability. Every construction company, regardless of size,

needs this information to build a profitable, financially healthy business. Unfortunately, most contractors wait until after the project is completed to compare these numbers, leading to the inability to proactively course correct.

In addition to improving performance on current jobs, comparing estimated vs. actual costs empowers contractors to improve future estimating and pricing strategies. With the right systems, a bidding, building, and learning feedback loop helps business owners improve with every job they take.

Many contractors try to force this information out of generic accounting software and spend too much time and money creating workarounds and customizing the

software. They turn to point solutions, build spreadsheets, and hire costly external help to bubble up the needed data.

Fortunately, there is a better way. Modern construction accounting software is built to give growing businesses industry-specific accounting and financial management tools that equip construction professionals to control costs in real time, improve profits, and reduce overhead.

Modern construction accounting software:

- Is cloud-native. On-premise solutions (limited to the office) make it difficult to access and update your data. With a cloud-based solution, data is available anywhere, anytime, on the job site or in the office.
- Provides visibility into project margins, out-of-the-box systems for controlling job costs, and workflows specific to contractors.
- Includes built-in change order management, job progress and WIP reporting, progress billing, cost types and cost codes, and retainage tracking specific to construction.

“Construction accounting is a different ball game than traditional accounting,” said Yancy Lassiter, an experienced CFO in the construction industry and co-founder of CrewCost. “Understanding how each job is performing and how they impact your profitability as a company is imperative because it helps you improve or avoid the types of jobs that aren’t performing well and dragging your overall profitability down.”

“Having specialized construction software will save time for family-owned businesses like ours and increase efficiency and confidence in decision-making,” said Cheff. “Business owners can make informed decisions and have more peace of mind, knowing how their business is doing at any moment of the day.” **RB**

About the Author:

Chris Lee, *CrewCost co-founder and former construction business owner, combines his experience in tech and construc-*

tion to build products that help small and midsize construction contractors improve and streamline their business operations. His vision with CrewCost is to level the

financial playing field for small and medium-sized contractors by building modern and affordable accounting products that help them build profitably.



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My Journey to Hybrid Sales

How I Discovered the Value of Adding Social Media to In-Person Marketing

If I've learned anything in the 40 years I've been a sales rep in this industry, it's the value of building relationships.

I've been in the building material world my whole life. I grew up building grain bins and post-frame buildings with my dad, but most of my life has been selling products into this industry. I spent a short time as a purchasing agent for a lumber chain as a buyer. Then I realized that I got no juice from that. I really en-

joyed being in the world of sales and being outward with customers.

I love the industry. My career has been built representing manufacturers over about a 10- to 12-state area as an old-school road warrior, kissing babies and having burgers and fries in the evening with people and developing business through relationships, one customer at a time. I loved the road, loved the hotels, loved the flights, loved the rental cars,

which means I'm insane. But my wife was right about that too — about everything usually.

And then COVID happened. I'm a traveling guy, but all of a sudden, we hit that "two weeks of shutdown" that turned out to be much, much longer. I liked that two weeks off at the start because I had just come off 11 weeks on the road. So I was good with that. Nobody expected to see me. In fact, nobody wanted to see me.



And then for months, customers were saying, “You gotta call in because we’re not allowing anybody in the office.” I enjoyed that initial time off, but I quickly figured out that was not what Randy does. If I can’t see my people, how am I going to meet new people and build new relationships, because what I do is build relationships. I’m a B2B, long-term, relationship building kind of guy. It’s not just a quick two-hour presentation, and get an order, and go on down the road.

So I got involved with a Mastermind group, which is a peer mentoring organization. It involved people from all different industries. I highly recommend getting outside our normal circles. Get involved in associations within our industry, but also connect with groups outside our industry to get exposed to new ways

of doing things. The problem with staying isolated within our industry is that we develop groupthink.

LEARNING TO THINK OUTSIDE THE BOX

Anyway, in this group we had to do a video to the group twice a day, talking about what we’re doing, what’s going on. Everybody got used to doing more video and virtual things. Shortly after that, a couple of people in the group started doing podcasts. I really didn’t even know what podcasting was at the time. They said to me, “Do you want to guest on one?” Not really, I thought, but I said, “Yeah, I guess.” So I did, and the funny thing is, I found I really like to talk and found it kind of fun.

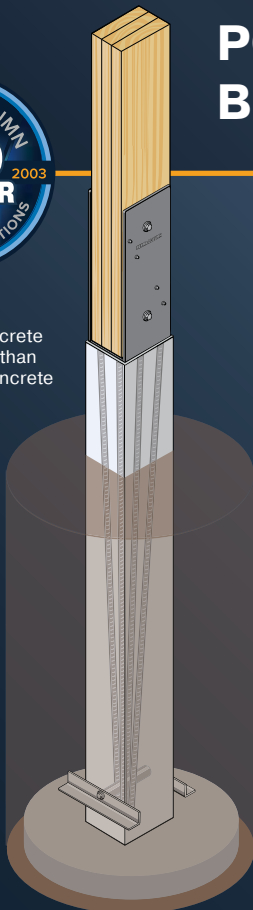
Then I thought, Why don’t I podcast myself? That way I can be in front of cus-

tomers when I can’t travel. While I was working on that, I started doing Zoom calls and meetings, and I was using Teams and Google Meet. I was doing Team meetings 10 times a day with customers and manufacturers. It’s so much better if we can see each other and we can really connect, way better than just on the phone.

I do video a lot now. I started picking up the phone, and if I wanted to call someone and ask what they thought about the samples I sent, I recorded a selfie video like this: “Joe, it’s Randy. What’s going on? Just checking in on the samples. What do you think? How do they look? I I think the one in the third box marked number three is the one that will really work for you.” And I start sending those selfie videos out, rather than doing what I would normally do in a phone call, which might

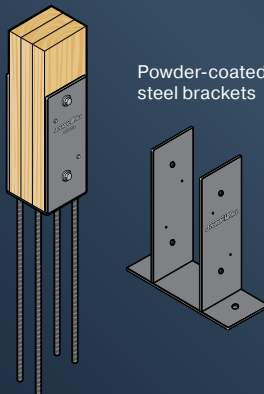


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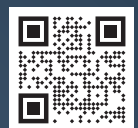
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go to voicemail, and then the person just quickly listens to it and it's gone.

The impact of clients actually seeing me talking to them personally on video was huge. I got great feedback from them, so I started doing a lot of that. Probably nobody else that you're competing against does that. It's a real game changer to set yourself apart from what others are doing.

THE POWER OF HYBRID APPROACH

I'm a firm believer that sales is all about building relationships. There's somebody who's a seller and somebody who is a buyer, and at the end of the day, it's two people building some confidence level with each other, and it's about making a deal. I see the value of building relationships, both virtually and in person. It's a hybrid thing.

My understanding of hybrid came from growing up on the farm with my dad. He sold Pioneer hybrid seed corn, which is taking the old seed and new seed and crossing them to develop seed that works for different situations, such as for drought areas, for cold climates, for warm climates, and such. So that's why I started "hybridizing" my sales approach. I still do old school, which is meeting in person, going with clients to a burger place in the evening or getting coffee and donuts in the morning, doing presentations at the shop, riding out to the job sites. Those things are still hugely important.

A FORCE MULTIPLIER

I love traveling. I can see five people in a day if I'm lucky and I really plan my schedule. I'm going to give the proper time to those people. I'm not giving them 13 minutes, then saying I've got to leave. That's why I schedule these meetings. But when I'm working virtually, using social media and podcasting, I can reach thousands in a five-minute time slot. Then I can jump on a Teams call and talk to 10 people at another company and do that for 30 minutes, then get a coffee and get on another Team call, then do a podcast with somebody. Boom, boom, boom, all



day long.

You can reach thousands and thousands of people in that same eight-hour period. Social media is a force multiplier. It can multiply what you're doing by 1,000-fold or 10,000-fold by continually putting your message out in front of people.

ONLINE VISIBILITY VERSUS WORD OF MOUTH

If you don't have a website where people can find you, you'll lack credibility compared to someone who does. If I'm a consumer, I'm much more likely to call a company with a website than one without. The assumption is that the company with a website is better, even if that's not necessarily the case. You might not like online marketing but it's hard to argue with its effectiveness. Although word-of-mouth marketing can be powerful, it has limitations that social media and digital marketing can overcome.

Recently, I was talking with a builder at a meeting who relies only on his reputation and local word-of-mouth advertising. He said, "Well, I'm a lifer. I've been doing this for 30 years. I'm well known, so I get all my business word-of-mouth, and that's the absolute best, right?"

No one will argue about the value of

getting business that way. But here's what can happen. You get a new builder who moves into the area. We'll call him Jimmy. He starts putting up some buildings, doing some nice jobs, and he's all over social media. He's posting every day about the new building he just finished and one he's got started and his plans for the Smith family, and a great new commercial building he just put up. People are commenting that Jimmy does such great work, and this is going on day after day and week after week.

What happens? He becomes the expert in people's eyes. He may not be anywhere near as good as the old-timer who has been doing it forever, but he's being recognized as the expert because he's establishing that by being on social media all the time. So when the day comes that a customer wants a building, who is he going to call? He's been seeing Jimmy and his work all over the place. He's elevated above the guy who might even be better but who is invisible online.

IF YOU AIN'T SHOWING, THEY AIN'T KNOWING!

There's a saying I really like: "If you ain't showing, they ain't knowing." One interesting thing I found from LinkedIn and

other sources is that about 95% of B2B customers aren't buying today. They're not interested in what you're selling right now. And I would guess that in the B2C post-frame market, even fewer customers are ready to buy a post-frame building today.

You have to be marketing today for the people who are ready to buy today, but those people who are ready to buy today were being prepped for that sale yesterday and last week and last month and last year. You need to be in front of these people so they've seen you 1,000 times over the last two or three or five years until they're finally ready to build.

What we're doing with social media is continually putting our message out there in a non salesy way. We're not asking for an order; we're not asking for anything. We're just saying, hey, I'm here, look at what we're doing, because when you tell people how good you are, you're bragging. But when someone else says how good you are, that becomes fact.

THE EXPONENTIAL IMPACT OF SOCIAL MEDIA

You might think it's not worth your time to do any social media with people outside your sales territory. After all, people in those areas are never going to buy from you. But there's something you're missing when it comes to social media. Let's say each one of my followers has 1,000 followers. Every time I post something, I reach their 1,000 people. Out of those people, if they're in this industry, they know somebody that's a follower in my world. I can almost guarantee there's going to be somebody, but that's only part of it. That somebody likes my post, shares it, and comments on it. Then say it reaches three people in my territory from that one person who shared the post. Let's say each one of those has 1,000 followers. And you can start extrapolating from there. The reach and impact become bigger real fast.

VISIBILITY EQUALS OPPORTUNITY

There's a saying that visibility equals

opportunity. Don't rely on having to do everything yourself all the time. Be visible through social media and let people come find you. Eventually, you become known and that builds credibility. Another thing I found interesting is that 70% to 75% of B2B buyers are influenced by social media. I think that's even higher in the B2C segment of the building industry.

HOW MUCH TIME DOES SOCIAL MEDIA TAKE?

Some people think I have to spend a lot of time doing social media. I do spend some time because, when you really believe it's important to do, then you spend the time doing it. I also believe in spending the money to have a full-time person doing marketing for me. She often prepares things, and I post them, and it looks

like I did it. But I do a lot of stuff myself too.

Many people have almost no social media presence, but here's the easy part. At a minimum, get on social media and share other people's stuff. If you're a manufacturer's agent like me, it's easy because I'll share things from every customer I follow. I'm not saying I don't miss something here and there, but make a point to share what they do.

Make a comment like, "What another great, beautiful building by the folks at Country Building in in Shiloh, Ohio." It takes just seconds to do that. If you're a builder, post a picture of your project, breaking ground. People love to see the action stuff. They like to see what's happening. Obviously, make sure your customers are OK with you doing that. Most



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of them are.

Follow your manufacturers and suppliers and have them follow you. Ask them to be involved with you and share what you do, and you share what they do. You don't have to be a content developer. There's a lot of content available just by sharing what other people are doing and commenting.

TAKE ADVANTAGE OF SOCIAL MEDIA OPPORTUNITIES

I almost never turn down an opportunity to guest on a podcast. I've been on some that have no connection at all to my business, but I do it because, at the very least, it's great practice. The more you do it, the better you get. Every time you do a presentation, every time you

guest on a podcast, you become a better guest, and the more shows you host, the better host you become.

If you can get a chance to guest on a podcast, here's what it's going to do. First,



it will establish your credibility and let people know that you're an expert. Second, you'll expand your reach dramatically. I've had the privilege of meeting incredible people I never would have met and become good personal friends with. Five years ago, I would have said there's no way I would ever be personal friends with these people, and now we chat by text every day.

CONTENT TIPS TO GET STARTED

Here are some tips to get started with social media. Be an opportunity seeker. There are so many opportunities for content — with your buildings, with your people,

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with what you do, the picnic you had for your group, whatever. For example, a while back, I was taking a long walk and I saw something I thought I might use someday, something to put in my library, so to speak. I saw a sign for boat launch, so I took a photo of a boat backing into the lake.

One day I wanted to do a post, but I was a little brain dead and didn't have any ideas, so I flipped through my photos and came across that boat launch photo. I posted the photo with the caption, "Don't wait for somebody to launch your boat. Launch your own boat." I saw the photo and that saying just popped into my head, so I used it. That's how easy it can be if you're always looking for ideas for posts.

Whatever you do, get engaged. The more engaged you are, and the more you give, the more you're going to get back, and the more people are going to come find you.

Keep your social media raw, organic, and natural. Don't try to make it pretty. Remember that done is better than perfect because perfect doesn't exist. The beauty of social media is that people don't want Hollywood-scripted perfection. They just want to see you talking or posting something. They want your thoughts, but they want them to be authentic. They want the real you.

Don't spend three hours on a post. If you have a photo and know what you want to say, you can post it in about 12 seconds. If you post something dumb occasionally, don't worry about it. People see it and they move on because we're a swipe-left society.

Always look for content. Post often and do videos. People want to see videos. Use the phone in your pocket. You can take many videos every day, especially at events like trade shows. It's quick and easy. Walk up to a friend and ask them what they think about the show. Talk to the show promoter for a few minutes. People want to see that stuff.

If you're a builder, the fact that you're at a trade show and actively engaged in the industry establishes your credibility as an expert and widens your circle of influence.

You're passively selling them every day on the fact they ought to buy from you without ever getting their face or asking for anything.

There's plenty of material to post every day. My challenge is that I have to settle down and not post as much as I would like to because I find stuff all day.

Finally, be a shameless self-promoter. I don't mean that in a negative, prideful way. I'm just saying you need to be your own brand ambassador. I represent many manufacturers and I have a rep agency, so I'm an independent salesman contracted to represent these companies. My agency is Source One marketing. I never call and say this is Randy of Source One marketing. I just say, I'm Randy. I sell the brand of Randy. That's what I sell everyday. And that's what you need to do, too, and one

of the best ways to do that is with social media. **RB**

This article is based on the social media seminar Randy Chaffee presented at the 2024 Post-Frame Builders Show in Branson, Missouri, June 19-20, 2024.

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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To be successful in the construction business, you must attain the field results you want to achieve. Therefore, what systems and standards do you have, maintain, train, and enforce that will almost certainly guarantee you will finish your jobs on time, make your customers happy, and make lots of money?

Hitting your field performance goals means you did exactly what you wanted to do, including your estimator pricing the work at exactly what it costs to build, your project manager doing what the contract requires, and your supervisor and foremen bringing projects in on budget without any punch-list items or callbacks.

Winning coaches have the right playbook, plays, and players who follow plays, which will produce positive results. In construction,

you also need the right tools, standardized techniques, and repeatable systems in place to make sure everyone does things the same way over and over. For example, you don't want your five foremen running their jobs, forming concrete, framing lumber, erecting steel, or hanging drywall differently from each other. You want them all to do things the same way to ensure consistent results.

WHAT WOULD GUARANTEE THAT YOU ACHIEVE RESULTS?

Managing construction projects is difficult, as there are so many moving parts totally out of your control. You don't have control over weather, complete plans, fair customers, perfect engineering, prompt payment, excellent supervision, workmanship, supplier deliveries, or field conflicts. And then add a multitude of unforeseen problems if you don't control how your foremen manage their crews or perform work properly.

In order to achieve winning results, you have to maximize the controls, standards, and systems you have in place, make sure they are implemented and followed, and then manage the process to make sure things happen the way you expect them to work on an ongoing basis. Your job as the owner or manager of a construction company is to follow the example of professional coaches and make sure your players do things the same way and are expected to follow your company standards. But first, you have to have systems that are written and people trained to follow them.

WHAT FIELD SYSTEMS WILL GUARANTEE THAT YOU ACHIEVE RESULTS?

When my construction coaching groups get together, we talk about their best business practices and compare notes. After working with hundreds of successful contractors, it is obvious why the top performers stay at the top of their game. They do the same things to ensure success. What five or ten things done perfectly would ensure the success of your field operations? The following is the field standards and systems I have observed that will help improve your field performance.

FIELD MUST-DO SYSTEMS

1. Establish and maintain updated detailed project budget:

a. Include cost codes, labor hour budget, subcontractor costs and scope, material budgets, and overtime allowed in budget.

2. Job cost labor scorecard management:

a. Update crew labor job cost scorecard weekly with labor hour budget, hours used, estimated hours to complete, and estimated final labor hours versus budget.

3. Hold regular project meetings:

- a. Pre-job turnover meeting
- b. Pre-job field start-up meeting
- c. Pre-job customer meeting
- d. Weekly customer meetings
- e. Biweekly with all subcontractors on job currently and required in next four weeks.
- f. Monthly all field supervisor meetings to review systems, performance results, and provide training.

4. Daily:

- a. Turn in labor and equipment timecard.
- b. Prepare daily field job report with photos.
- c. Document all delays, schedule changes, additional move-ins, and conflicts.
- d. Order all required materials to arrive three days prior to date needed.
- e. Meet with all subcontractors onsite two weeks prior to requiring them to start work.

5. Weekly:

- a. Update two- to three-week look-ahead schedule prepared by field superintendent or foreman and turned into office every Friday.
- b. Manage, schedule, and maintain company equipment and call off all equipment and rentals.

6. Weekly Performance Review:

- a. Onsite job walks with project manager, job superintendent,

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and/or crew foreman to:

- Review updated job and look-ahead schedule.
- Review labor job cost scorecard — labor spent versus budget.
- Perform quality control punch list.
- Prepare a punch list and complete all the items.
- Prepare a safety inspection report and remedy all the items required.
- Review current and potential change orders.
- Review completed work to verify percent complete for monthly job progress payment and subcontractor and supplier invoices.

7. General Field Standards:

- a. Never perform extra, change order, or free work without pre-approval.
- b. Project manager or general supervisor visit every job to make sure it is ready prior to scheduling crews.
- c. Project manager or general supervisor visit jobs prior to allowing crew to leave job to make sure they are completed with each phase, have no remaining unfinished items, and all current

punch list items are signed off and completed.

8. Develop, implement, and enforce job specific rules including:

- a. Clean-up daily standards, trash bins, temporary facilities, power, parking, protection of adjacent work, and damage to other's work.
- b. Schedule and performance requirements, crew size, deadlines, move-ins, mobilizations, warranty work, etc.
- c. Payment and invoice standards, allowable markup, paper-work requirements, deadlines, change order payments, lien release requirements, late payment requests, retention terms, and final payment requirements.
- d. Required deadlines for performance, notices, submittals and shop drawings, notices, documentation, and paperwork.

DEVELOP YOUR MUST-DO SYSTEMS AND STANDARDS

Get your project managers, field superintendents, and foremen and crew together to list your top field task systems which, if installed and monitored, will improve your field performance. For example, a concrete contracting company would want their crews to have standard field systems for the following: staying on budget, meeting the schedule, eliminating callbacks, forming concrete footings, forming concrete slabs, expansion joint spacing, bolt installation, steel embed bracing, concrete finishing details, concrete curing standards, pre-pour checklists, and slab edge details.

With your top company field standard systems in place, your superintendents and foremen can then be held accountable and responsible to always do things the company way. The project manager's job is to enforce and continually train these standards to make sure they are followed.

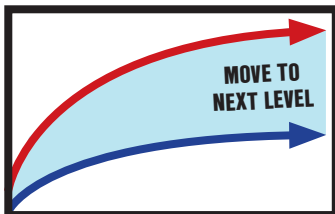
Make sure it's clear to your field supervisors that there's no choice whether these systems are followed or not. Take it down to the basics. If your foreman worked at McDonalds, would he get a choice how many pickles he put on hamburgers? Your company must be run the same as McDonalds if you want to ensure consistent results, performance, and quality.

Create "must-do" standard company systems for each area of your company that also must be followed. These systems will ensure your overall company functions tightly and in control, repeatedly producing the results you want. **RB**

George Hedley CPBC, is a certified professional construction business coach, consultant, and popular speaker. He helps contractors build better businesses, grow, profit, develop management teams, improve field production, and get their companies to work.

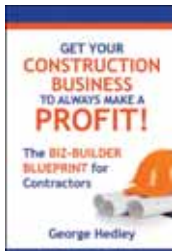


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Grain bins offer several advantages. They provide a controlled environment, protecting grain from moisture, pests, and spoilage for more effective long-term storage. They also save on third-party grain storage rental fees, allow for more predictable long-term grain storage costs, and allow farmers to time the market to get the best grain prices.

PHOTO COURTESY OF CHIEF AGRI

Grain and Feed Storage Structures

The Pros and Cons of Various Options

Storing and handling grain can be important on any farm and for a variety of reasons as well as for longer and shorter time periods. Feeding animals often requires having extra feed on hand when not using a feed source like grazing. Whether your client has dozens of animals or hundreds to thousands, they are likely to store feed.

Similarly, although for other reasons, if your client grows grain crops, they might be interested in storing some of their crop as well. The reasons for storing commodity grains vary from playing the market by holding grain until prices rise, to drying grain

and facilitating loading and unloading. If your client is interested in storing grain, a variety of options are available, depending on the period of storage and how often and why they might use that storage.

FEED STORAGE

Let's start by thinking about feed storage, as this is probably the most common storage of this bunch. Important things to consider when storing feed are keeping it dry, keeping pests out, and being able to easily dispense (unload) it. This can be done in a



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One option is to store grain on a concrete slab in a covered building. An advantage is that it can be a multipurpose structure for equipment storage as well.

dedicated, single-purpose structure such as a feed bin that's used year-round.

However, if a farmer only uses the feed storage for part of the year, for feeding out pigs or steers, for instance, then he might consider a different option, such as a pest-tight multipurpose building, in which the feed is stored on a concrete slab. The nice thing about a storage structure in which you store the feed on the concrete is that other than the time that you are storing feed there, the structure can be used for other purposes.

Although a feed bin only has a single purpose, it is more efficient for loading and unloading, whereas storing feed on a concrete slab in a building requires more time and effort to load and unload.

GRAIN STORAGE

If a farmer can't wait for his grain to dry to the necessary low moisture content in the field, then he may need to dry the grain while in storage (or take a price cut at the elevator). If he intends to dry the grain in storage, then he will need a structure that will provide ventilation — and probably heat, as well — for drying.

It used to be more common to see a small grain bin or two on

farms in Iowa when I lived there some 20 years ago, and I am sure there are still some left, but these are potentially expensive structures to build. They are useful both for drying and storing grain. Beyond drying grain and storing it to get a better price on the market, a grain bin can facilitate staging loads to leave the farm while harvest is underway using augers for loading and unloading grain.

Of course, grain bins are convenient, but they are an expensive investment. It is becoming increasingly common, even to the point of being the norm, for grain elevators to have on-ground (concrete) grain storage. At most elevators, these are typically large piles of corn with a low wall concrete around them, either covered or uncovered.

Just as overflow grain can be stored on the ground at an elevator, the same can be done on a farm as well in pest-tight building. An opening can even be created in the building's roof for an auger to facilitate the grain transfer. The disadvantage is that unloading is a bit more difficult than with a bin and will likely involve some skid steer use. The advantage to storing grain on a slab in a building is that the building can have multipurpose function, just like the feed storage option.



An auger facilitates loading a grain bin.

The decision about what to use and construct comes down to cost and farm needs, with the most versatile and low-cost option likely being the building on a slab. This option can even be a fabric roof to lower the cost even further if needed. The advantages are the multipurpose nature of these buildings with the major downsides coming in loading and unloading, as well as them not being as effective for drying grain.

Other considerations for grain storage and handling include easy cleanout and unloading to avoid the danger of falling into or getting trapped in a grain bin and risking suffocation from grain shifting unpredictably.

BENEFITS OF A GRAIN BIN

Having a grain bin on a farm has a number of advantages.

Climate Control, Protection, and Preservation

Grain bins provide a controlled environment, protecting grain from moisture, pests, and spoilage for more effective long-term storage.

Cost Efficiency

Owning a grain bin reduces the need to rent commercial storage space, saving money over the long-term. Having storage on the farm reduces time and transportation costs needed to haul grain to an offsite grain storage facility. Harvesting can be done faster by having a place to store grain immediately rather than making trips to an offsite storage facility. In addition, a grain bin allows owners to store grain so they can wait until market prices reach the desired level before selling. Finally, after the fixed initial investment to build a grain bin, it can last for decades, spreading the cost out over many years, and will create a more predictable cost of ownership per year. Over those same decades, however, the cost of offsite rental, transportation, and other expenses will increase with inflation, creating a growing expense and less predictable cost per year. **RB**

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HISTORY

“Pay it forward.” Those amazing words were issued from an investor when Herb Englert attempted to pay back the loan he had taken out to expand his company. It was the 1980s and he was expanding the aluminum gutter business he began in the 1960s into a vertically integrated company. It was a pioneering concept, providing roofers with a machine that “did it all”, a portable Rollforming machine and coil and everything they needed to be successful. In the company’s words they were “providing an extraordinary opportunity to ordinary people.” Their investing benefactor could see the good they were doing for the industry, and he told them to use his investment to bring more people into the industry. They followed his directive.

The company grew, developing environmentally friendly metal finishes, adding new locations and facilities across the country, adding on-line capacity, improving processes, and adding automated improvements as technology changed. Along the way they developed the RainPro Gutter System and seamless gutter machine, and Leafguard gutter protectors.

TODAY

The company is known for both the gutter and roofing supplies and products they sell to fabricators, distributors, and installers. They are expanding, and they have recently added a new 100,000 sq. ft. distribution warehouse in New Jersey to facilitate distribution around the country.

They partner with Geocel, S-5! and VanMark for many of their supplies, and their primary paint supplier is PPG.

CHALLENGES

James Hazen, the National Roofing Manager said that like many others in the industry and beyond, they were impacted by the COVID pandemic. In their case, they struggled to keep up with the volume of work; it quadrupled as builders tried to keep up with the home improvement and commercial construction demands and ensure they would not run out of supplies. Hazen said that having their own paint line helped, as it was one less thing that made them dependent on others during a time when workers and distribution capabilities were in short supply.



Their roofing and gutter business is growing, and Hazen said that growth, as positive as it is, always presents challenges. They strive to stay on top of support, warranties, and trends as they expand.

Recently they expanded their Kynar finish warranty to 40 years, and they have added more color options. Colors come and go, Hazen added. They watch the trends closely to inform those choices, and when they find themselves with too much of a specific color, they’ll offer specials to help keep inventory fresh and produce what customers want.

The architectural team watches the trends very closely providing monthly project volume projections which they use to inform their product choices. They are always trying to project into the future to know what will be in demand, checking with their clients and the community they work within for advice on something they would like to see. For instance, if they get a tip that there is a hot new product people are using in South Florida, they get busy working to provide it. Of course, they make sure that any new products still meet all the stringent testing requirements, such as those required around the country to include Notice of Approvals in Miami/Dade Counties

BUSINESS GOALS

Hazen said their goals are unchanging since the early days: creating extraordinary opportunities for ordinary people. Their top priority is to build the relationship with their customer, become

ing the resource and support that helps that customer make the most of their opportunities.

The biggest key to making that happen Hazen believes is in getting the word out to the industry about how Englert systems help their business and how their customer-focused team approach can help too. Their group has a lot of experience and time invested in the industry, including salesman and plant workers with almost 40 years in the business.

TOOLS FOR ATTAINING THOSE GOALS

How have they managed to maintain a customer-focused mindset while maintaining the level of quality needed in their products? One key is the high retention rate the company maintains. Their culture is about giving every employee a chance to be successful with the more experienced workers mentoring the less experienced.

“Make employees feel valued,” Hazen said, “from the big picture things like management communicating vision to employees and soliciting feedback, showing employees they belong and providing competitive benefits to the little things like bringing food trucks in for lunch and other team building events. This kind of culture is something you must work at every day,” he added.

Recruiting can be a challenge, often the skills they are looking for aren't attainable, but if the company finds a potential employee with a positive attitude and a personality they think would work well in their team, they are willing to take a chance on them and train them into the job.

WHAT'S NEW

Recently the company was acquired by Great Day Home Improvements, a family of brands that is mostly direct-to-consumer. Englert is one of the few business-to-business companies in the group.

The transition was smooth, Hazen said, and his team are incredibly happy with the prospects for the future.



“Englert’s new ownership group is very entrepreneurial, and we think they will be really ramping up to help the company expand with people and new branches so we will be less limited by geography,” Hazen said.

Hazen’s enthusiasm is not for the Englert group alone. He said, “I see that a lot of companies can have opportunities in the metal industry. Distribution, private equity, public companies, suppliers, and start-ups all can find their place and experience great growth in the industry.” **RB**



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Do More With Less

Replace Multiple Machines with a Single, Innovative Solution

Construction, building, landscape — regardless of the industry, contractors can agree on one thing; doing more with less is important for maximizing efficiency and profits. This is especially true for larger expenditures like equipment and labor. For example, what would happen to an operation's bottom line if it could replace a mini excavator, compact track loader (CTL) and telehandler with a single machine?

The idea is good in theory, right? Everyone who has had to rely on a multi-tool is well aware these devices rarely deliver high-quality results across functions. They usually offer passable performance on many things, but are far from spectacular at any of them. Every once in a while, though, a truly game-changing solution comes along.

With the introduction of crawler skid excavators to the market, contractors can harness the speed and agility of a CTL, the maneuverability and digging capabilities of a mini excavator and the reach of a telehandler all in a single machine. Here are the key features of crawler skid excavators that provide the mobility, versatility and speed to get the job done with limited equipment and crew requirements.

BOOM DESIGN

Boom design is key to optimal versatility. The mono-boom design is very common and provides ample power for digging and other applications, but has limited range of motion due to its rigid nature. When space is at a premium, contractors would be better served with a side-mounted, two-piece boom that offers greater

compactness and mobility. This design features an articulated arm with a total of five joints, including one between the second and third sections, that allows for limited side-to-side motion. Bending or straightening each joint in sequence results in a boom that can extend almost straight in any direction or fold back in on itself for maximum compactness.

What does this look like in practice? Say a mono-boom excavator and a similar-sized crawler skid excavator with a side-mounted, two-piece boom are both tasked with digging a trench. Both machines start their trench at a similar distance. However, as the bucket works back toward the machine, the mono-boom excavator must stop and reposition while the crawler skid excavator is able to continue digging — until the bucket is under the machine if necessary. By working from a single position, contractors save time and effort.

The crawler skid excavator's two-piece boom also needs less space to operate, opening up the use of powerful machines even in tight spaces and limiting the need for large work crews with handheld equipment or fleets of small equipment. Working against the blade with a mono-boom excavator, for example, requires laying the main part of the boom almost straight out with the dipper stick and bucket folded under. This position nearly doubles the overall length of the machine and requires a lot of clearance around the excavator for working or swinging. With a side-mounted, two-part boom, on the other hand, the bucket can be positioned directly in front of the blade or along the tracks for a compact 360-degree footprint that is only slightly wider than the body of the machine.

ATTACHMENTS FOR BETTER VERSATILITY

The crawler skid excavator's innovative boom design provides increased power and range of motion compared to other excavators, but that's only the first part of the equation. A variety of tools for applications from material handling to trenching for utility lines, demolition to forestry work allow operators to truly capitalize on the equipment's versatility.

By angling the first part of the boom back along the cab, operators create a compact profile that maximizes lifting power and increases overall stability, resulting in a machine that, pound for pound, vastly outperforms similar-sized excavators. This design allows for the use of larger skid steer buckets — up to .98 cubic yards (.75 cubic meters) — and enables the crawler skid excavator to operate as a CTL or skid steer as well as an excavator. The boom design also allows for the loader bucket to be braced against the blade for applications such as grading and ground leveling. This innovative feature stabilizes the bucket, distributing the forces to the frame of the crawler skid excavator and reducing stress on the boom, prolonging component life.

Operators can find more versatility by switching out a crawler skid excavator's bucket attachment for a set of forks to essentially become a highly maneuverable material handler. Unlike mono-



From a single position, a crawler skid excavator can dig then swing up and dump into a truck — all within an incredibly compact 9-foot (2.7-meter) radius.

boom excavators, the two-part boom provides a greater range of motion while maintaining level forks when retrieving stone or other materials and quickly and safely transporting them to the area where workers need them. With this ability, there's no need for wheelbarrow brigades, manually loading or unloading pallets or other time and labor intensive methods.

REVOLUTIONIZE YOUR JOBSITE

So, what's the bottom line? Simply this, crawler skid excavators not only have the potential to reduce the need for multiple machines on-site — whether that's excavators, telehandlers, backhoes or CTLs — they also provide an opportunity to revolutionize the jobsite.

Products that claim to replace X, Y and Z rarely live up to expectations. However, those products in the hands of innovative engineers laser-focused on improving the method — not just the machine — can lead to true ingenuity and game-changing productivity. **RB**

Peter Bigwood is the general manager for Mecalac North America. He has more than 30 years of industry and leadership experience with international equipment manufacturers. He serves on the board of the National Demolition Association, and previously served on the board of the Concrete Sawing & Drilling Association.

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Don't Pay the Price for Cheap Tools

Invest in Quality Tools to Reduce Injuries and Increase Efficiency

Industry professionals are looking for more and more job-specific tools that boost efficiency and ergonomics. They want to be able to show up to a jobsite and get the work done well the first time, as quickly and safely as possible.

Trade professionals working in the field know the importance of having the right tools for the job, as well as just how frustrating it can be to waste time and money on tools that break, wear out, or don't perform as expected. Furthermore, tools that are not used correctly or are of poor quality can also pose risks of injury and fatigue — not just for yourself, but for your coworkers.

BENEFITS OF ERGONOMIC TOOLS

Investing in high-quality, ergonomic tools that stand the test of time comes with a wide variety of benefits, including:

- **Preventing Injuries and Accidents:** Hand tools can cause injuries if they are not used correctly or are defective. For example, using a dull blade can increase the risk of slipping and cutting yourself, or using a tool with a frayed cord can expose you to electric hazards. These injuries can result in lost work time, medical expenses, and legal liabilities. By understanding and practicing hand tool safety, you're proactively preventing these accidents and

protecting yourself, your team and your work.

- **Improving Efficiency and Quality:** Safe and ergonomic hand tools enhance your work and contribute to your well-being. They can boost your productivity by alleviating physical strain and fatigue that hamper your performance and precision. For instance, a tool with a comfortable grip can enable you to exert more force and accuracy. Using hand tools safely can also prolong the lifespan and performance of your tools, as they are less prone to damage or malfunction.

- **Enhancing Your Reputation and Customer Satisfaction:** Using ergonomic



Use tools that appropriate for the task and material. Avoid using tools that are too big, small, or heavy for the job.

hand tools that improve safety can also reflect your professionalism and competence as a trade pro, showing that you care about your work and health. Customers are more likely to trust and recommend you if they see that you use safe, quality tools and follow your industry's best practices and standards. Ergonomic tools can also help you avoid costly mistakes and rework that can damage your reputation and customer satisfaction.

WHAT TO LOOK FOR

Here's what to look for when it comes to ergonomic tools:

- **Appropriate for the Task and the Material:** For example, if you're working with metal, use a cutter designed for cutting metal, not plastic or wood. Use a tool that is the right size and shape for the workpiece and the work area. Avoid using tools that are too big, small, or heavy for the job.

- **Ergonomic and Comfortable:** Look for tools with features that reduce hand fatigue and increase comfort and control. Consider shopping for new tools in person rather than online, so you can test the product, compare it with other options, and see how it feels in your hand.

- **In Good Condition and Well-Maintained:** Inspect your tools before and after each use, looking for any signs of damage, wear, or malfunction. For example, check

blades for sharpness, handles for cracks, and cords for frays. Clean, lubricate, sharpen your tools as needed, and store them in a dry and secure place. Replace or repair any defective or unsafe tools.

- **Reduce the Number of Tools You Need:** Smart pros know to look for tools that help them consolidate the number of items they need to bring into the field that weigh down their bag or belt, or force them to spend extra time looking for the right product on the job. Look for products that offer multiple functions in one, like a hex driver with a reversible socket that allows you to flip between common fastener sizes.

- **Get an Assist:** Power-assisted tools are often powerful not only in their designs, but in the fact that they help pros save time and headaches when it comes to repetitive tasks that could lead to stress injuries. A good example of an essential power-assisted tool is a shear, roofing seamer, or cutter that attaches to your cordless drill to quickly complete more jobs with less hassle.

FINAL THOUGHTS

Of course, in addition to using good quality tools that are specifically designed for ergonomics, always follow proper safety guidelines, use appropriate personal protective equipment (PPE), take steps to prevent accidents, and protect your hands.

It never hurts to return to the basics.



Consider shopping for new tools in person rather than online.

Consider investing more in the tools that you use frequently, particularly those can be sharpened, repaired and/or come with replacement parts for when the time comes. These higher-quality investments often pay for themselves by avoiding waste and the need to replace the entire tool.

Finally, as the old saying goes: you get what you pay for, and trade pros shouldn't have to pay for cheap tools with their money, time or health. Your safety and the safety of your team is well worth the investment! **RB**

Jon Olson is the learning and product training manager at Malco Tools, Inc. (malcotools.com).

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The *Rural Builder Source Book* is published by the team at *Rural Builder* and mailed to more than 31,000 subscribers.



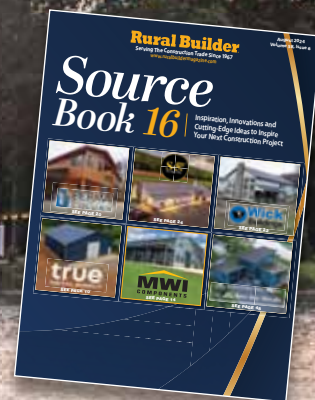


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Source Book 17 will consider new construction and retrofits that can serve as inspiration for rural builders.

What we are looking for is your best project, one that has not already been featured in an industry trade magazine. If your project is chosen, you can show prospective customers your accomplishment!

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Thank you in advance!

Dan Brownell, managing editor

If you have questions, contact Dan Brownell at 920-264-0787.

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Please fill in all fields relevant to your project or scan QR code below to fill out electronically and send completed form to:

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at least 3-4 photos (high resolution: 300 dpi)

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Others (Cupolas, Shutters, ect.) : _____

General description of the project:

(Please include a couple of paragraphs including what the customer wanted; what special elements set it apart)

PRODUCTS USED

DESCRIPTION

METALCON 2024

Highlights and Educational Programming



Atlanta Centennial Park. © 2021, GENE PHILLIPS, COURTESY OF ACVB & ATLANTAPHOTOS.COM

METALCON 2024 Returns to Atlanta

Georgia World Congress Center
285 Andrew Young International Blvd.
NW Atlanta, Georgia

Pre-show workshops begin Tues., Oct. 29
Show runs Wed., Oct. 30 to Fri., Nov. 1, 2024

METALCON (metalcon.com), the metal construction industry's only global event dedicated to the application of metal in construction and design, returns to Atlanta for its 2024 tradeshow and conference. This will be the event's seventh time in Atlanta. Contractors, architects, engineers, designers, developers, owners, fabricators, manufacturers, and suppliers from 50+ countries attend each year to learn and explore. Industry experts from 225+ leading companies showcase the latest products, solutions, and game-

changing technologies while sharing their knowledge.

Along with a robust exhibit hall, new programs, pavilions, and unique opportunities, METALCON will highlight metal-based design solutions, best practices, construction technology, codes and standards, and sustainability, creating a dynamic and immersive experience. Also new this year, METALCON has attained Florida contractor continuing education accreditation.

METALCON EDUCATIONAL OPPORTUNITIES AND PROFESSIONAL DEVELOPMENT

From intensive pre-show workshops beginning on Tues., Oct. 29 to 35+ free educational sessions conveniently located inside the exhibit hall to inspiring keynotes, top industry experts will share their knowledge with attendees who are eligible to earn nearly a year's worth of continuing education credits (CEUs), including AIA learning units, among others. 2024 sponsors include Mill Steel Company (premier level), Flack Global Metals (diamond level), CIDAN Machinery Inc., (diamond level), and others, along with long-time partner, the Metal Construction Association (MCA).

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Kickstart the Mornings with Engaging Sessions

On Wednesday at 8 a.m., join others for “Building Smarter: The Impact of our Changing Weather and Climate on Construction.” Then on Thursday at the same time, don’t miss out on the choice between two compelling sessions: “The New World of Metal: How Technology and AI Can Affect the Metal Industries” or “Metal Composite Material (MCM) Building Code Fire Requirements.”

Keynote Speakers

Keynotes include former National Football League Most Valuable Player and Super Bowl Champion quarterback, Joe Theismann, who will present his “Game Plan for Success” on Wed., Oct. 30 at 9 a.m., drawing parallels between winning in football and in business.

On Thurs., Oct. 31 at the same time, Dr. Anirban Basu, Chairman and CEO of Sage Policy Group, Inc., a Baltimore-based economic and policy consulting firm, will present “The Good, The Bad, and The Ugly: Financial Outlook and Trends for Metal Construction.”



A seminar at the 2023 METALCON show in Las Vegas.
NEUBEK PHOTOGRAPHERS

On the closing day of the show at 9 a.m., Dr. Melissa Furman will present “Relevant Leadership: Navigate, Empower, Transform.” Furman continues to captivate and inspire audiences, building on the phenomenal success of her 2022 session, which has garnered over 41,000 views on YouTube. She will empower attendees with actionable strategies to enhance critical leadership capabilities such as self-awareness, adaptability, and trust building.

State of the Industry

Join industry experts and leaders from the MCA for a special State of the Industry panel presentation on Wednesday at 11:45 a.m., to discuss current and future opportunities and challenges



Attendees at the 2023 METALCON show in Las Vegas.
NEUBEK PHOTOGRAPHERS

facing the metal construction industry such as recent technical developments, upcoming regulatory issues, resiliency in a turbulent building market, the superior sustainability of metal substrates and more.

Metal Mastery Area Offers Training for Metal Roofing Installation

By Mark Swagerty, Exhibit Sales Manager, METALCON

Metal roofing continues to claim a larger part of the market and with that growth, there is a demand for more qualified installers. METALCON is offering the opportunity to obtain hands-on experience, observing and installing metal roofing on the trade show floor. For those interested in learning how to install various types of metal roofing, METALCON will offer a variety of opportunities.

New to the tradeshow in 2024 is the Metal Construction Association’s Metal Mastery area (metalcon.com/mastery). “Metal’s growing popularity and market share requires that contractors and installers understand the nuances and proper techniques for forming panels and installing metal roofing systems,” said Judy Geller, Vice President, METALCON. “Understanding such factors leads to improved contractor efficiency and heightened building owner satisfaction.”

In this series of clinics, presenters from the Metal Construction Association (MCA) and Metal Roofing Alliance (MRA) will discuss industry best practices for the installation of metal shingles, standing seam roofing panels, retrofit systems, and demonstrate proper techniques for onsite roll forming and machine maintenance.

“MCA is getting more and more inquiries about metal roofing,” said Jeff Henry, MCA Executive Director and coordinator of the Metal Mastery area. “Contractors have shown great interest in learning more about the proper installation techniques for metal roofing systems. METALCON provides an excellent opportunity en masse.”

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Hands-on training at the METALCON Training Zone.
PHOTO COURTESY OF METALCON

The MRA cites data from two independent research sources, FMI and Freedonia, showing the share for residential metal roofing in the United States continues to grow. The newest market data indicates that metal is now capturing roughly 18 percent of the residential roofing market. Statistics show “the re-roofing market is strong for metal roofing, which may also be due to the increasing frequency of weather-related disasters, which is growing demand for more resilient, longer-lasting building materials.”

Renee Ramey, MRA executive director, said, “It makes sense that homeowners who have lived through devastating climate disasters and have experienced costly repairs or the need to reroof completely, would choose stronger, longer lasting, and more durable materials designed to better withstand severe weather extremes. We are seeing this proven out in various market research studies covering the U.S. and Canada.”

Returning to the trade show floor is the popular METALCON Training Zone, where John Sheridan of Sheridan Metal Resources will head up demonstrations and education using a variety of mockups and materials including painted steel, aluminum, zinc, and copper. Sheridan’s training will focus on proper detailing and tool usage.

“We’re excited about conducting the METALCON Training Zone again,” Sheridan said. “We have help from Drexel Metals, Diamond Steel, and Malco Tools. Our European presence will be with Roofinox stainless steel products from Austria, Mazzonetto aluminum products from Italy, and VM Building Solutions from Belgium. Our hands-on training sessions will be in English and Spanish.”

Adjacent to the Training Zone is more metal training and certification offered by the National Roofing Contractors Association (NRCA). “NRCA PROCertification is the roofing industry’s official badge of excellence for roof system installers,” said Jared Ribble, NRCA Vice President, Certification. “With NRCA PROCertification, the standard for roof system installation has been set, proving certified installers have the skills and extensive experience

required to deliver quality installations. PROCertification is designed to recognize and verify the expertise of experienced roofers, thereby promoting professionalism and ensuring high-quality workmanship across the industry.

“The certification not only benefits individual roofers by enhancing their credibility and career prospects, but also serves as a mark of quality assurance for contractors and clients. Employees can confidently hire certified roofers, knowing they meet the industry’s highest standards, which helps in reducing the risk of installation errors and potential liabilities. NRCA PROCertification aims to foster a more skilled, reliable, and safety-conscious roofing workforce, which in turn contributes to the overall advancement and reputation of the roofing industry.”

This demand will certainly increase the opportunities for those capable of installing metal roofing. Visiting the Metal Mastery area at METALCON is a great place to be introduced to or brush up on installation techniques.

Metal Mastery Demo Sessions

Wed., Oct. 30; Show Hours: 10 a.m. – 5 p.m.

- Standing Seam: 11 a.m. – 12 p.m.
- Retrofit Systems: 1 p.m. – 2 p.m.
- Metal Shingles: 3 p.m. – 4 p.m.

Thurs., Oct. 31; Show Hours: 10 a.m. – 5 p.m.

- Retrofit Systems 10:30 a.m. – 11:30 a.m.
- Metal Shingles 12:15 p.m. – 1:15 p.m.
- Roll Forming 2 p.m. – 3 p.m.
- Standing Seam 3:45 p.m. – 4:45 p.m.
- Fri., Nov. 1: Show Hours: 10 a.m. – 3 p.m.
- Roll Forming – Live demonstration – 9 a.m.

Learning Centers

Check out METALCON’s free education sessions. These 60-minute sessions from 10:15 a.m. to 2:30 p.m. on Wednesday and Thursday are organized into three centers on the show floor: Best Practices, Technical Know-How, and the New Building Performance Learning Center. Attendees can earn up to 12 hours of CEUs.

Additionally, METALCON continues to offer in-depth workshops this year on the Tuesday, Wednesday, and Thursday of the show to provide cutting-edge education and training that cannot be found elsewhere. For a small fee, attendees will be armed with new information, fresh ideas, and strategic direction to address some of the major issues facing the construction industry today, including:

- Impact and Utilization of AI on the Construction Industry
- Utilizing MCM in Modern Design Including Fire Prevention
- Metal Roof Installation Training Certificate Program
- Rollforming for the Metal Construction Industry
- Metal Roofing from A (Aluminum) to Z (Zinc)

- Low Slope Detailing Workshop — Certificate Course
- Mergers and Acquisitions Essential Workshop

S-5! to Present Three Seminars with Continuing Education Credits

S-5!, a supplier of metal roof attachment solutions, will present three accredited educational sessions.

• **Thurs., Oct. 31, 8:30 a.m.:** Rob Haddock, CEO/founder of S-5! and director of the Metal Roof Advisory Group, will present “Metal Roofing From A (Aluminum) to Z (Zinc).” Known as the best “crash course” available for all in-industry personnel, it includes technical information presented in a common-sense fashion that makes the art and science of metal roofing clear, concise, and understandable. Contractors, salespeople, architects, specifiers, roof consultants, engineers, building owners, and maintenance staff will all benefit from attending.



Rob Haddock, CEO/founder of S-5!, will present a crash course on metal roofing called “Metal Roofing from A (Aluminum) to Z (Zinc).”

• **Thurs., 1:30 p.m.:** S-5! Research and Development Director Ricardo Barroso will present the technical session, “Holding Strength Comparison Between Short Rail and Direct Attachments on Racking Systems on Metal Rooftop for Solar Applications.” Barroso oversees product development, compliance, and application engineering at S-5! and will review wind uplift load test data to compare a commercial short rail with a direct attachment metal bracket on an exposed-fastened metal roof panel. He will analyze the engineering calculations and discuss the financial benefits of adopting a more robust uplift resistance system.



Ricardo Barroso, Research and Development Director of S-5!, will present “Holding Strength Comparison Between Short Rail and Direct Attachments on Racking Systems on Metal Rooftop for Solar Applications.”

• **Fri., Nov. 1, 10:30 a.m.:** sales expert David Stahler of S-5! will present “Sales 101: Successful Sales Strategies from Cross-Selling to Up-Selling.” Selling products or services has never been more challenging. It takes extensive



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knowledge, a deep understanding, a well-developed strategy, and the ability to build relationships. Stahler brings nearly 30 years of experience in sales, marketing, business development, and change management, applying a results-driven, sales-oriented approach.

METALCON Training Zone

Back by popular demand and proudly sponsored by Sherwin-Williams, the METALCON Training Zone returns to offer hands-on training for roofing contractors. This dedicated area features live demonstrations and education using a variety of mockups and materials such as painted steel, aluminum, zinc, copper, and other exotic materials. Training will emphasize precise detailing and the use of appropriate tools, equipping contractors, remodelers, and other professionals to elevate their skills, ensuring the best, most efficient, and cleanest



Sales expert David Stahler of S-51 will present "Sales 101: Successful Sales Strategies from Cross-Selling to Up-Selling."

work when installing various metal roof systems (conducted in English and Spanish).

For Architectural Design Professionals: The Design District@METALCON

The Design District@METALCON, sponsored by PPG and produced in partnership with AEC Daily, offers an unmatched opportunity for architectural design professionals to immerse themselves in the world of metal design and construction with curated education, targeted networking, and access to innovations that can elevate their expertise and inspire their approach to the application of metal. Explore the agenda and education sessions led by esteemed thought leaders, award-winning architects, and industry experts.

Future Leaders of METALCON

Join the future leaders of the industry! METALCON 2024 is the gateway to unparalleled opportunities for future leaders' professional growth, networking, and education. Future Leaders is a



Exhibitors demonstrating installation techniques at the METALCON Training Zone. PHOTO COURTESY OF METALCON

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A team member of Ever-Green Construction Roofing, of Bozeman, Montana, shows how to cut this roofing panel. PHOTO COURTESY OF METALCON



Metal and Mimosas networking. NEUBEK PHOTOGRAPHERS

program for rising stars, up-and-comers, management trainees, apprentices and others, roughly ages 40 and under, ready to take their career to the next level.

"Collectively, these events offer abundant opportunities for participants to exchange ideas and forge valuable connections all in one central location," commented Judy Geller, METALCON Vice President. "This is a cornerstone benefit

that METALCON uniquely offers."

MORE NETWORKING THAN EVER

METALCON is introducing a variety of networking events to foster communication and collaboration among industry peers. From the lively Metal Mash Up Welcome Party and engaging speed networking to international matchmaking

opportunities and insightful Metal Minds in Motion Roundtable discussions, attendees can also enjoy simulated golf sessions at The Back Yard and unwind at the 19th Hole Reception. Metal and Mimosas will be back following the success of last year's launch of the women's program. These events offer abundant opportunities for participants to exchange ideas and forge valuable connections.

Women in Metal Construction

Opening day kicks off at 7.30 a.m. on Wednesday with Metal and Mimosas. Women can enjoy a morning filled with the perfect blend of breakfast, networking, and discussion while gathering alongside fellow inspiring and collaborative women who are shaping the industry and encouraging success. Space is limited and available on a first-come, first-served basis. Women can register online.

Speed Networking at The Exchange — New This Year

Later on Wednesday at 3 p.m., METALCON will host an engaging speed networking event at The Exchange, a designated area on the show floor dedicated to networking. Meet more industry professionals in one hour than in one day! Connect with potential partners, clients, and peers in a fun, fast-paced environment. Share and receive valuable insights and ideas with like-minded professionals. Form meaningful connections that can lead to future collaborations and opportunities. Pre-registration is required.

Metal Minds in Motion Roundtables

Also taking place at The Exchange on Thursday at 3 p.m., the Metal Construction Association will host a series of insightful roundtable discussions on topics such as "Adding Metal to Your Business"; "Workforce Development in Metal Construction"; "New to Metal? — A Beginner's Guide to Metal Construction"; and "Metal Myths Busted: Separating Fact from Fiction in Metal Construction" and other timely topics related to industry

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challenges and opportunities.

International Matchmaking Forum

Also on Wednesday at 3 p.m., the International Matchmaking Forum will provide an opportunity for international exhibitors and U.S.-based distributors to connect and engage in personalized, pre-scheduled one-on-one meetings. Discuss and be among the first to do business with the newest products and solutions in the industry. Register online.

UNWIND WITH METALCON ENTERTAINMENT AND SOCIAL EVENTS

Metal Mash-Up Welcome Party

Wednesday wraps up with a welcome party on the show floor in the central aisles beginning at 4 p.m. Don't miss this opportunity to meet industry colleagues and make new connections.

The Back Yard

Each day during show hours, attendees can escape to The Back Yard, a relaxing

new area on the show floor. Throughout each day, attendees can play simulated golf and compete for prizes, awarded on the final day of the show. On Thursday afternoon, the 19th Hole reception will take place. Attendees can unwind and wrap up their day networking with colleagues at this special event.

METALCON AWARDS

METALCON Top Product Awards

On Thursday at 2:30 p.m., top product award winners recognizing the most innovative products and technologies shaping the metal construction industry will be announced. Apply online.

METALCON Hall of Fame Awards

Also at this time, the prestigious Metal Construction Hall of Fame Awards will honor visionary leaders in the metal construction industry. Now in its eighth year, the Hall of Fame identifies contractors, manufacturers, and friends of the industry who make a difference each year. "We eagerly anticipate our return to Atlanta, a premier destination for METALCON," remarked Judy Geller, METALCON Vice President. "We have a host of new networking opportunities, exciting hands-on training sessions, new educational programs, and exceptional keynote speakers lined up. Be sure to visit The Deck, conveniently situated near registration, to meet our team, network, or simply unwind."

METALCON Honoring Veterans Through Semper Fi & America's Fund (The Fund)

Each year, METALCON gives back to the local community where the show takes place. METALCON is proud to announce its ongoing partnership with Semper Fi & America's Fund (The Fund), a non-profit organization dedicated to helping veterans in all branches of the military. On the closing day of the show, a check presentation ceremony will be held at The Deck at 1 p.m., together with local representatives of The Fund. **RB**



Networking at Metal and Mimosas. NEUBEK PHOTOGRAPHERS



Networking at METALCON. NEUBEK PHOTOGRAPHERS

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NEW PRODUCTS



S-51 Unveils New Clamp for Riverdeck Profiles

S-51, the inventor of engineered, manufactured, metal roof attachments, introduced its new S-5-RC™ clamp for attaching a wide range of rooftop accessories to the Riverdeck's 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 mount most rooftop applications with the certified holding strength, protecting the metal panels' thermal cycling characteristics. Applicable for small- and large-scale industrial 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 Riverdeck's long-lasting performance, the S-5-RC requires no maintenance or repainting 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



Malco Products Expands Line of C-RHEX 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 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-RHEX 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, a specialized polish 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

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 Proxact 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 dampeners added in the handle.
- Lock-On/Off Button: Keeps the tool running when locked on (hammer mode only) and helps prevent accidental activation of the tool trigger when locked off.

NEW PRODUCTS



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, material-leading portfolio for both 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.



NEW PRODUCTS

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ASC Machine Tools' high speed line.

■ ASC MACHINE TOOLS OFFERS HIGH SPEED PURLIN AND CHANNEL LINES

METALCON Booth 1634

ASC Machine Tools' high-speed purlin and channel lines can achieve up to 300 feet per minute (FPM) with its flying hydraulic post-cut shear, which allows for continuous processing without slowing for each cut. The rollformer can be designed for manual or fully automatic part changeovers for maximum efficiency. Customers have the flexibility to customize their systems to meet their specific production needs and improve overall efficiency.



Malco Tools' new mechanical lock hand seamer.

■ MALCO TOOLS SHOWCASES NEW MECHANICAL LOCK HAND SEAMERS AND PROGRESSIVE PROFILING BENDER SET

METALCON Booth 707

Malco Tools' new Mechanical Lock Hand Seamers in 1-1.5" (FSHS), and 2"

(FSHS2) sizes are its recommended seamer for closing mechanical lock panels by hand. They're designed for seaming both the first (90°) stage and second (180°) stage locks of a mechanical seam.

Malco's Progressive Profiling Bender Set (FSP1) eliminates the need to use two separate tools to form 1.5" male and female profiles, significantly reducing the time and hassle for the trade pro. Trade pros can create both profiles with precision and consistency, ensuring a perfect fit and a flawless finish.



Soffit produced by Metal Rollforming Systems' new Soffit Rollformer.

■ METAL ROLLFORMING SYSTEMS INTRODUCES A NEW SOFFIT ROLLFORMER

METALCON Booth 1007

Metal Rollforming Systems will introduce its new soffit rollformer. The MRS Soffit Line, developed with customer input, features a versatile design using 20.125" coil stock to reduce costs. Key features include a concealed fastener "S lock" lap, standard rib height, and a top rib flat for easy fastening. Innovations like nail slots and weep holes support horizontal installation. With production speeds over 150 feet per minute, MRS customers can produce more efficiently. MRS also offers service, support, and warranty.

■ PAC-CLAD OFFERS BOARD AND BATTEN CLADDING SYSTEM

METALCON Booth 815

The PAC-CLAD Board and Batten wall cladding system provides a timeless design aesthetic for commercial and residential applications. It uses a concealed fastener



Pac-Clad Board and Batten wall cladding.

system for clean lines and a rhythmic pattern of alternating wide vertical boards and narrower elevated battens. Board and Batten panels blend smoothly into various architectural styles. Whether creating a cozy and inviting facade or a bold and striking statement, Board and Batten exterior wall panels remain a versatile tool for architectural creativity. Available widths include 12 and 16 inches in either 24 gauge steel (30 ft. max length) or .032 gauge aluminum (22 ft. max length).



Sheffield Metals' five new textured low-gloss CoreLine finishes.

■ SHEFFIELD METALS PRESENTS FIVE NEW TEXTURED LOW-GLOSS CORELINE FINISHES

METALCON Booth 1823

Sheffield Metals' CoreLine brings together the ultra-premium paint system benefits of PVDF, like improved color retention, impressive fade characteristics, and brighter colors, while also providing a low-gloss, gritty, textured finish to im-

prove grip retention and walkability.

CoreLine features five new textured, low-gloss (TLG) finishes for the Sheffield Metals' standard 24-gauge color chart: TLG Black, TLG Dark Bronze, TLG Medium Bronze, TLG Charcoal Gray, and TLG Moonstone, which is a gray, shimmer, slate-looking finish.



Levi's new black CoVent Exhaust Fan.

■ LEVI'S EXHAUST FAN NOW AVAILABLE IN BLACK

METALCON Booth 738

Now available in black, the CoVent Exhaust Fan Vent is designed for metal roofs and is ideal for bathroom and attic venting with 3" or 4" flex hoses. Not suitable for dryer vents. Comes packed and ready for installation.

■ AKZONOBEL INTRODUCES CERAM-A-STAR EXPRESSION STANDARD PALETTE

METALCON Booth 1515

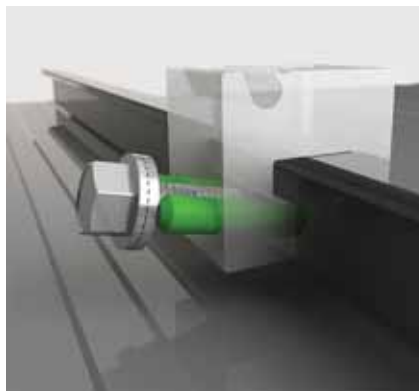
CERAM-A-STAR® Expressions technology captivates with the visual appeal of a print in a textured finish for added depth and dimension. This tough, durable exterior finish builds on the superior performance of CERAM-A-STAR® 1050, the leading silicone-modified polyester paint system in North America.

Expressions has an authentic wood-grained feel and is backed by an industry-



AkzoNobel's CERAM-A-STAR® Expressions with wood-grain finishes inspired by natural and weathered wood and burnished metals.

leading 40-year film integrity warranty. Now available in a standard palette, it features 20 prints inspired by natural and weathered wood and burnished metals, in a range of modern, neutral colors to warm, inviting tones. The Expressions Standard Palette reduces complexity when selecting distinctive prints, bringing unique projects to life.



AceClamp offers an alternative to set screws with a pre-assembled, push-pin, self-locking clamp.

■ ACECLAMP PRESENTS PUSH-PIN, SELF-LOCKING CLAMP

METALCON Booth 729

AceClamp® offers an innovative alternative to set screws with its patented push-pin design and self-locking mechanism. The push-pin design is engineered to

provide a strong and reliable connection. This ensures that the clamps hold firmly in place. The self-locking mechanism ensures the clamp stays secure without back out from seismic vibration or wind flutter.

Clamps come pre-assembled, reducing installation time and labor costs while safeguarding metal roof panels from damage. Versatile and adaptable to various roof types, AceClamp® provides the "Power of Pre-assembled" for reliable and efficient rooftop solutions.



MFM Building Products' Ultra HT Wind & Water Seal fire-rated, self-adhering underlayment.

■ MFM BUILDING PRODUCTS SHOWCASES CLASS A FIRE-RATED UNDERLAYMENT

METALCON Booth 414

Ultra HT Wind & Water Seal® is a high temperature rated self-adhering underlayment composed of a cross-laminated, non-slip polymer film laminated to a high temperature rubberized asphalt adhesive rated to 250°F. It is engineered for use with a metal roofing system where extreme heat is generated. Ultra HT is a Class A fire-rated membrane for use with 24 gauge steel UL classified roofing panels. This 45-mil underlayment is 36"x67' and comes with a 10-year warranty. **RB**



For more titles, check out Shield Wall Media online: www.shieldwallmedia.com

PLAN YOUR VISIT

Be sure to visit these exhibitors at METALCON, October 30-November 1, 2024



Bay Insulation Systems

Booth #837

PO Box 9229
2929 Walker Drive
Green Bay, WI 54308
920-406-4000
920-406-4242 (fax)
dtomchak@bayinsulation.com
www.bayinsulation.com

Bay Insulation Systems is a leading supplier of metal building insulation and systems in North America. With 25 facilities strategically located throughout the United States and Canada, our Experience, Quality and Service are second to none. At Bay, we use NAIMA 202-96 fiberglass blanket and superior quality vapor barriers to produce custom-laminated insulation that meets the NIA Certified Faced Insulation® Standard 404.2-2024.



Beck Automation LLC

Booth #815

814 Fee Fee Road
Saint Louis, MO 63043
314-576-9736
314-227-2104 (fax)
sales@beckautomation.com
www.beckautomation.com

Beck Automation offers complete controls systems and production management software packages for the metal forming industry. Streamline your operations

with our cutting-edge robotics solutions including folder tending, material handling, weld systems, and enhance your plant's efficiency. We pride ourselves in our customer service, work ethic, and customer support.

BETCO®



BETCO

Booth #907

Marketing@betcoinc.com
John Barnard, Director of Sales

BETCO is your total solutions provider, offering consultation, design and construction of custom buildings of all shapes and sizes since 1984. Our craftsman buildings are skillfully designed with detail from the slab up, utilizing the latest innovation and technology for every phase of every project. BETCO offers premium components including secondary structure (purlins), interior and exterior wall panels, roof panels and more that can be used for endless construction applications. Choose BETCO.



CIDAN Machinery Group

Booth #1323

665 Hwy 74S, #350
Peachtree City, GA 30269
770-692-7230
sales-us@cidanmachinery.com
cidanmachinery.com

Imagine a world where your tools don't just work—they inspire. At CIDAN Machinery, we believe in being your One-Stop Partner, offering folding machines, shears, coil forms, roll forming, automation, software, and unmatched service and support. Join us in Shaping Tomorrow's World today.



DBCI

Booth #809

Marketing@dbci.com
Dennis Owens, VP of Sales

DBCI has remained a leading manufacturer and marketer of commercial-grade steel curtain roll-up doors and self-storage doors, components and solutions. DBCI continues to provide our customers with the highest quality products and services in the industry. We know value is just as important as quality, so we design our doors and hallways to be economical, yet strong, efficient and durable. DBCI remains true to its commitments of partnership, innovation and the manufacturing of superior products.



Direct Metals, Inc.

Booth #910

1719 Baseline Court
Fort Myers, FL 33905
855-800-8878
239-599-8545 (fax)
dave@directmetalsinc.com
www.directmetalsinc.com

DIRECT METALS INC (DMI) supplies long life fasteners for exposed fastener and standing seam metal roofs. The #12 diameter SCAMP 304 SS cap self-drill or Type 17 point carry a 40-year warranty to match metal roof panel warranties and are available with powder coat paint for color match. PANCLIP Pancake & Wafer head screws and panel clips for standing seam metal roofs are available in a variety of profiles. Accessories include metal roof pipe flashings, sealants, butyl mastic, solid and vented foam closures, and polycarbonate panels.



Freudenberg Performance Materials LP

Booth #1534

3500 Industrial Drive
Durham, NC 27704
937-660-6646
info@dripstop.com
www.dripstop.com

For over 25 years, Dripstop™ has been the absolute best way of dealing with condensation on non-insulated metal roofs. It has been tried and tested in every climate condition. Dripstop™ absorbs condensation as it forms and traps it in the specially designed pockets in the membrane and thus preventing dripping from the roof.



Dynamic Fastener

Booth #533

800-821-5448
www.dynamicfastener.com

Dynamic Fastener offers same-day shipping of screws, painted rivets, anchors, flashings, safety equipment, hand tools and power tools. In-house custom painting of screws and rivets, with one or two-day lead time. A stock level of 145 million rivets including over 325 different rivets that are prepainted - in handy bags of 250 pieces. Dyna-Guard snow retention system for metal roofs. The company's free, 140 page, full color, Tool and Fastener Hand Guide provides engineering data, details product offering and pricing. Locations: Kansas City (Main office), Kansas City (Annex), Chicago, Houston, Las Vegas, Memphis, St. Louis, and St. Paul.



Booth #1607

877-742-7507
info@sharkskinroof.com
www.sharkskinroof.com

Kirsch Building Products is focused on developing and marketing premium "building envelope" products that provide engineered long term performance value, energy savings, and reduce labor costs. The Sharkskin® line of premium roof underlayments are designed primarily for all pitched roof installations of concrete/clay, slate, metal, and asphalt composition shingles, etc. providing "Industry Leading" High-Temp, 12-month UV and High Wind Uplift Resistance. Sharkskin Ultra SA® is an air and vapor barrier used in wall and deck assemblies. Sharkskin "The Ultimate Underlayment".



Levi's Building Components

Booth #738

400 Burkholder Drive
Ephrata, PA 17522
877-897-7020
717-656-2558 (fax)
info@levisbuildingcomponents.com
www.levisbuildingcomponents.com

Levi's Building Components is your one-stop shop for fasteners, snow guards, closures, venting, underlayment, roof boots, sealants, tin snips, gloves, metal wrap, blue film, and other roofing components. Check out our broad selection of fasteners, including FastGrip™, Metalgrip™, EZGrip™, ProZ™, ProCap™, and Pancake Head. To finish your project, we also supply premium structural and deck screws. For quality, value, and service, turn to Levi's for your metal roofing accessories.



Malco Tools, Inc.

Booth #707

14080 Hwy. 55
Annandale, MN 55302
www.malcotools.com

Malco Tools, Inc. is one of the nation's leading solution developers and manufacturers of a variety of high-quality specialty hand tools for the building and construction trades. Backed by over 70 years of history, Malco offers hundreds of tool innovations for trade professionals. Headquartered in Minnesota, Malco manufactures tools that are built to last, rigorously tested and backed by a limited lifetime warranty.



Roofing Ventilation & Accessories

Marco Industries

Booth #1134

4150 S 100th E Ave., Ste. 301
Tulsa, OK 74146
800-800-8590
918-622-4536
info@marcoindustries.com
www.marcoindustries.com

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



Marion Manufacturing, Inc.

Booth #534

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sales@marionmanufacturing.com
www.marionmanufacturing.com

Form your future with a machine from Marion Manufacturing, Inc. Trim Machines, Panel Machines, Shears, Decoilers, Hemmers, Rebar Hot Heading Lines, Flashing lines and more. Let us help you add the value to the metal!



Metal Rollforming Systems

Booth #1007

4511 N. Freya Street
Spokane, WA 99217
888-284-6794
509-467-5631 (fax)
info@mrsrollform.com
www.mrsrollform.com

Metal Rollforming Systems designs and manufactures industry leading rollforming equipment and accessories. Our complete in-house design and manufacturing facility allows us to price our equipment at a very competitive price, making us a leader in rollforming equipment manufacturing. MRS' product lines consist of single and double deck rollformers, single and multi-trim rollformers, slitters, sheet stackers and much more. We take great pride in our customer support both before and after the sale.



BUILDING PRODUCTS CORP.

MFM Building Products Corp.

Booth #414

525 Orange St.
Coshocton, OH 43812
800-882-7663
740-622-6161
info@mfmmbp.com
www.mfmmbp.com

MFM Building Products manufactures a complete line of self-adhering waterproofing products for metal roofing applications. These products include steep-slope roofing underlayments rated to 250°F, and specialty flashing tapes engineered to seal metal roof seams and exterior penetrations. These membranes can also be used under vertical applications such as metal wall panels and parapet walls. MFM manufactures all of our products in the USA with a focus on product quality and value. Stop by the MFM booth for more information.



Mill Steel Company

Booth #915

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

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



PAC-CLAD | Petersen

Booth #715

1005 Tonne Road
Elk Grove Village, IL 60007
800-722-2523
info@pac-clad.com
pac-clad.com

Petersen, a Carlisle company, manufactures PAC-CLAD architectural metal cladding systems in multiple gauges of steel and aluminum. PAC-CLAD products include multiple wall panels, standing seam roof panels, soffit panels, perforated metal, coil and flat sheet. All are available in a Kynar-based 70% PVDF Fluoropon coating in 46 standard colors.



Paragon Computing Solutions

Booth #811

20 S Reamstown Rd
Stevens, PA 17578
866-971-0940
sales@goparagon.com
www.goparagon.com

Experience Paradigm ERP, a streamlined management system that allows you to seamlessly manage inventory, manufacturing, delivery, and accounting for your roll-forming business. The system can be further extended with integrations to popular control software and building design packages, providing an integrated, paperless process flow throughout the complete design, order, production, and delivery lifecycle of an order.



SmartBuild Systems

Booth #507

PO Box 20627
Boulder, CO 80308
303-443-8033
303-443-8033 (fax)
kdietzen@keymark.com
https://smartbuildsystems.com

SmartBuild is the construction industry's only complete design system for all-metal buildings. Our user-friendly, web-based software quickly generates 3D models, material lists, pricing, proposals, and construction documents for almost any steel structure including BARNDOMINIUMS. SmartBuild supports post frame, sheds and carports. SmartBuild's Roofing Passport does metal roofing.



ST Fastening Systems

Booth #1747

6357 Reynolds Road
Tyler, TX 75708
800-352-4864
800-352-3940 (fax)
stfasteningsystems.com

ST Fastening Systems manufactures steel frame, and post-frame fasteners for use in agricultural, industrial, commercial and residential metal roof and sidewall applications. Products have unique engineered design innovations and are enhanced with a superior proprietary powder coating paint system.



SWI Machinery, Inc.

Booth #547

85 Howell Ave
Fairburn, GA 30213
770-766-0880
info@swimachinery.com
www.swimachinery.com

SWI Machinery is known for state-of-the-art sheet metal machinery that provides superior, dependable solutions for both large and small organizations throughout the industry. SWI's line of Simplex and Duplex folders, Marxman manual and automatic slitters, recoilers, uncoilers, including our CX5 multi-station Auto Decoiling & Storage System are fast, flexible, and easy to operate. Each features advanced reliable mechanical design and has a reputation of robust, high quality construction that allows for decades of trouble-free operation with minimal maintenance. Our mission is to provide high up-time equipment at a competitive price. Stop by and visit SWI Machinery at Metalcon and see our fully operational CX5 along with

Marxman S1220, Plus and Pro, Duplex with sheet loader, recoiler, various uncoiler models, and other quality SWI Machinery.



Trac-Rite Door

Booth #1639

314 Wilburn Road
Sun Prairie, WI 53590
800-448-8979
tr@tracrite.com
www.tracrite.com

Trac-Rite, a 100% employee-owned company with over 40 years of experience, is North America's most trusted door manufacturer. We specialize in high-quality, 100% USA-made steel roll-up doors designed specifically for the self-storage and boat/RV industry. Our commitment to excellence goes beyond doors- we also provide all necessary components for door and hallway/conversion projects. With our durability and unmatched customer service, Trac-Rite is your partner for superior self-storage solutions.



Trachte Building Systems

Booth #1102

314 Wilburn Road
Sun Prairie, WI 53590
800-356-5824
tbs@trachte.com
www.trachte.com

Trachte Building Systems designs, manufactures & erects a full line of durable, pre-engineered, customized steel self-storage systems. Offerings include single & multi-story buildings, door & hallway systems, interior partitions & corridors, portable storage units, & boat/RV storage solutions. Trachte's knowledgeable sales team is dedicated to helping owners make informed decisions. With over 120 years of manufacturing experience, Trachte is a 100% employee-owned company committed to excellence.



Triangle Fastener Corporation

Booth # 1631

1925 Preble Ave.
Pittsburgh, PA 15233
800-486-1832
www.trianglefastener.com

TFC offers a full line of fasteners, sealants, and power tools for the metal roofing industry. We specialize in supplying rare fasteners and accessories used in a wide range of applications and job-site support, 27 stocking locations and 7 paint facilities. Technical support, inventory management, and delivery programs are available.



United Steel Supply

Booth # 1829

248 Addie Roy Road, Suite C200
Austin, TX 78746
512-263-0954
www.unitedsteelsupply.com

Welcome to United Steel Supply, your first choice for steel. United Steel Supply provides high quality flat rolled steel coils. We offer superior customer service, competitive pricing and just-in-time delivery, allowing us to achieve the highest level of customer satisfaction. United Steel Supply furnishes Galvalume®, galvanized and prepainted steel coils for metal roofing and siding applications to the agricultural, commercial, industrial and residential markets. Brands: 22-, 24-, 26- and 29-ga. flat rolled 40-year painted coil inventory. Acrylic coated in 22-, 24-, 26- and 29-ga.



The only publication dedicated to the effects of weather and climate on roofing systems.

Roofing Elements

Magazine deals with the physical environment and how "Elements" like heat, moisture, wind, and sun affect roofing systems. The Elements need to be considered in every aspect from material choice and design to installation techniques. **Roofing Elements Magazine** provides both industry white papers and institutional knowledge from the experts who learned their trade in the real world.



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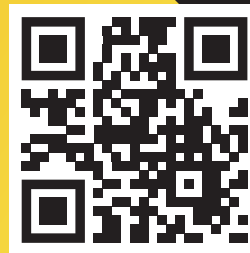
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YOUR VOTE COUNTS!

GOLD KEY

of Excellence Awards



**VOTE
ONLINE**

In July, *Rural Builder* magazine will present its **Gold Key of Excellence Awards** for the 42nd time. Help us determine the names of suppliers of building materials and/or construction equipment who do the best job of providing you with all of the services and products you need to run your business successfully. You can select up to three suppliers from the following list or nominate someone new in the spaces provided below. **TAKE A MINUTE TO SUBMIT YOUR VOTE TODAY!**

CRITERIA TO CONSIDER WHEN MAKING YOUR CHOICES INCLUDE:

- Quality of customer service
- Product quality
- Within budget
- On-time delivery
- Warranty procedures
- No surprises

- | | | |
|---|---|--|
| <input type="checkbox"/> A.J. Manufacturing Inc. | <input type="checkbox"/> Frontier Metals | <input type="checkbox"/> Progressive Metals |
| <input type="checkbox"/> Acu-Form | <input type="checkbox"/> Golden Rule Fasteners | <input type="checkbox"/> Red Dot Products |
| <input type="checkbox"/> AceClamp | <input type="checkbox"/> Graber Post Buildings Inc. | <input type="checkbox"/> RetroFitClip |
| <input type="checkbox"/> AkzoNobel | <input type="checkbox"/> Hershey's Metal Meister | <input type="checkbox"/> rFoil Reflective Insulation |
| <input type="checkbox"/> Amerilux International | <input type="checkbox"/> HD Quality Builders | <input type="checkbox"/> Richland Laminated Columns |
| <input type="checkbox"/> Ameripak Inc | <input type="checkbox"/> Hitz Halter | <input type="checkbox"/> Rigidply Rafters |
| <input type="checkbox"/> AMS Controls | <input type="checkbox"/> Hixwood | <input type="checkbox"/> Roll Former Corp. LLC |
| <input type="checkbox"/> Apple Outdoor Supply | <input type="checkbox"/> I Beam Sliding Doors | <input type="checkbox"/> Roper Whitney |
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| <input type="checkbox"/> Classic Equine Equipment | <input type="checkbox"/> Maze Nails | <input type="checkbox"/> Stoll Metal Works |
| <input type="checkbox"/> Coated Metals Group | <input type="checkbox"/> Metal Sales | <input type="checkbox"/> SWI Machinery |
| <input type="checkbox"/> Combilift | <input type="checkbox"/> McElroy Metal | <input type="checkbox"/> T&H Lemont |
| <input type="checkbox"/> Daystar Systems LLC | <input type="checkbox"/> Metal Rollforming Systems | <input type="checkbox"/> Thermal Building Concepts |
| <input type="checkbox"/> Deliverance Powered Safety Hammers LLC | <input type="checkbox"/> MFM Building Products | <input type="checkbox"/> Timber Technologies Solutions |
| <input type="checkbox"/> Direct Metals Inc. | <input type="checkbox"/> Mid South Aluminum | <input type="checkbox"/> Trac-Rite Doors |
| <input type="checkbox"/> DripStop™ | <input type="checkbox"/> Mill Steel Company | <input type="checkbox"/> Triangle Fastener Corporation |
| <input type="checkbox"/> Dutch Tech Inc. | <input type="checkbox"/> MWI Components | <input type="checkbox"/> Tri-State Lumber |
| <input type="checkbox"/> Dynamic Fastener | <input type="checkbox"/> New Tech Machinery | <input type="checkbox"/> True Metal Supply |
| <input type="checkbox"/> East Coast Fasteners | <input type="checkbox"/> Palram Americas | <input type="checkbox"/> United Steel Supply |
| <input type="checkbox"/> Englert Inc. | <input type="checkbox"/> Perma-Column LLC | <input type="checkbox"/> Ventco by Lakeside |
| <input type="checkbox"/> Everlast Roofing, Inc. | <input type="checkbox"/> Pine Hill Trailers | <input type="checkbox"/> W.E.H. Supply |
| <input type="checkbox"/> Express Barns | <input type="checkbox"/> Planet Saver Industries/ GreenPost | <input type="checkbox"/> Wick Buildings |
| <input type="checkbox"/> FastenMaster | <input type="checkbox"/> Plyco Corporation | <input type="checkbox"/> Wildcat LLC |
| <input type="checkbox"/> FootingPad | <input type="checkbox"/> Post Protector | |

Can't find your favorite suppliers above? Then nominate a supplier in the space provided below. (Company Name, Location & Website)

Your name: _____

Company: _____ Location: _____

(Your information will remain confidential.)

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IMETCO new General Manager
Robert Gregory

■ NEW GM AND ARCHITECTURAL SALES REPS JOIN THE IMETCO TEAM

IMETCO (Innovative Metals Company, Inc.) has engaged Robert Gregory as general manager, a role in which he expects to introduce sophisticated manufacturing technologies while overseeing business development to ensure an excellent customer experience and improve operational efficiencies.

Gregory reports, “This is a great company striving to be the most customer-centric manufacturer in our market. IMETCO understands that our success is directly dependent on the success of its customers.”

According to Joe Mellott, IMETCO president, “Robert [Gregory] has risen through the ranks from plant-floor machine operator through management. He knows this business inside and out, and has the communications skills necessary to motivate operational excellence and promote business development.”

The company also recently added three architectural sales reps to its team, and is looking forward to deeper penetration in their respective markets. Sam Sloan will be responsible for sales in Colorado and Utah. Representing customers across New England will be Joel McLaughlin. Doug Matthews is the new architectural sales rep for the deep south, including Mississippi, Arkansas, southern Alabama, northern

Louisiana, and western Tennessee.

IMETCO is a manufacturer of premier metal products for the building envelope, offering a comprehensive range of high-performance metal roofing, wall, and deck systems and accessories.

■ S-5! ADDS NEW LEADERSHIP TO MANAGE GROWTH

S-5!, an authority on metal roof attachment solutions, has added new leadership to its Colorado Springs corporate office to manage growth in research and development.

As the S-5! Research and Development Director, Ricardo Barroso is responsible for managing the product development, compliance and application engineering teams, ranging from implementing testing and product development procedures to deploying products internationally. A Brazilian native, he brings expertise to developing attachment solutions, primarily for exposed-fastened roofs specific to the Spanish and Latin American markets.

Barroso has a background in metallurgical and materials engineering and earned his Bachelor of Science, Master of Science and Master of Engineering degrees from Colorado School of Mines and Auburn University. With more than 15 years of experience in product development, manufacturing, process engineering and application engineering, Barroso is lauded for his achievements in research and development for custom-designed, engineered and tested products.

Before joining S-5!, Barroso worked in the oil and gas industry for the largest pipeline manufacturer in the industry, living abroad in South America, North America, Europe and Africa. Throughout his career, he held management positions in product development, engineering and manufacturing before moving into research and development.

He is actively involved in the industry and represents S-5! as the Technical Contact for the ASTM E-06-57 Committee on Performance of Buildings, where he is the lead writer of the Metal Roof Attachments

Specifications.

“I am happy to be part of such a collaborative team and a company whose core values align so well with my professional beliefs,” said Barroso. “My approach is, I do not give my team fish, but I enjoy helping them catch them.”

■ GUARDIAN ROOFING DONATES ROOF

The women of Guardian Roofing, Gutters & Insulation have helped install a brand-new roof in partnership with the Seattle Chapter of National Women in Roofing (nationalwomeninroofing.org) and Rebuilding Together of South Sound (rebuildingtogetherss.org) as part of She Build.

“The She Build is a powerful collaboration between the members of the Seattle Chapter of National Women in Roofing and Rebuilding Together South Sound. Together we are committed to helping other women in need by replacing their roof so they can have a safe and healthy home. This is more than just construction; it’s a statement that we build stronger, together,” said Guardian CEO Lori Swanson.

As an Owens Corning Platinum Preferred Contractor, Guardian was able to tap its charitable giving program, Platinum Gives Back, to solicit donated Owens Corning shingle products for the new roof. The overall scope of this year’s She Build project included the removal of the old roof system, a complete resheathing of the entire roof decking, upgrading the ventilation, and a new asphalt shingle roof system.

“In advance of the installation, Fields Roof Service, also based in Western Washington, prepared the home with the roof tear-off and resheathing. Beacon Roofing Supply made the project possible with the delivery of materials, and then the team of Guardian technicians were able to bring the She Build project home quickly and efficiently considering the weather and effects of our springtime rain,” continued Swanson.

In support of the project and as part of

their commitment to empowering women in the construction industry, Guardian launched a safety and installation training program for their team so they could put these skills to work at this year's 'She Build event.

"We choose to encourage community participation and empowerment among our team members and the She Build event brings together our team, its partners, and community organizations who are dedicated to advancing the housing and community issues affecting women," says Swanson.

Women-led and women-focused, She Build provides critical repairs for women-headed households and women-focused community spaces to empower women to maintain safe and healthy homes, make a difference in their communities, and build a supportive community network. Participants come to the builds with a myriad of experiences and skills to share and learn from each other.



Cydney L'Hoste, Elevate Structures' new Regional Director for its Atlantic Region.

■ CYDNEY L'HOSTE APPOINTED ELEVATE STRUCTURES' REGIONAL DIRECTOR OF BUSINESS DEVELOPMENT FOR ATLANTIC SALES TERRITORY

Cydney L'Hoste, current Director of Pre-Construction and former Construction Project Manager, will take responsibility as the Regional Director of Business Development for Elevate Structures' Atlantic Sales Territory, including Delaware,

Florida, Maryland, North Carolina, New Jersey, Pennsylvania, South Carolina, Virginia, and West Virginia.

Elevate Structures is a leader in innovation and design for the self-storage industry with a nationwide team of experts who design, procure, and install metal building components for single-story, boat and RV storage, and multi-story self-storage buildings. It is the exclusive provider of the patented Alpha Framing System, engineered to significantly shorten construction time for multistory construction and eliminate concrete staining on partition panels.

Cydney has spent years providing excellent service to Elevate's customers. Her knowledge in value engineering, design, and pricing, as well as managing physical construction in the field gives her the expertise its customers can rely on when

building.

Elevate's President, Richard Allen states, "With a positive outlook, natural advocacy for our customers, and deep experience, we believe Cydney is uniquely positioned to support customers from concept to completion. She will replace Kevin in this role, and they will partner to create a seamless customer transition."

Kevin Neal, Elevate Regional Director of Business Development for the Atlantic Sales Territory, has resigned to pursue other opportunities. Kevin will continue working with Elevate during a transitionary period to ensure that our customers' needs are fully met on current and in-process projects. Allen emphasizes, "We are very appreciative of Kevin's insight, experience, and contributions over the past 17 years and wish him success in all his future endeavors." **RB**

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (required by Act of August 12, 1970: Section 3685, Title 39, United States Code). 1. RURAL BUILDER. 2. (ISSN: 0888-3025) 3. Filing date: 9/2/24. 4. Issue frequency: Monthly except January, April, June and November. 5. Number of issues published annually: 8. 6. The annual subscription price is 29.98. 7. Complete mailing address of known office of publication: Shield Wall Media LLC 1990 Godfrey Dr., Waupaca, WI 54981. 8. Complete mailing address of headquarters or general business office of publisher: Shield Wall Media LLC 150 Depot St., Iola, WI 54945. 9. Full names and complete mailing addresses of publisher, editor, and managing editor. Publisher: Gary Reichert 1990 Godfrey Dr., Waupaca, WI 54981. Editor: Daniel Brownell 1990 Godfrey Dr., Waupaca, WI 54981. Managing Editor: Gary Reichert 1990 Godfrey Dr., Waupaca, WI 54981. 10. Owner: Shield Wall Media LLC, Gary Reichert 150 Depot St., Iola, WI 54945 and My Time Media Americas, 1675 Broadway, 20th Floor, New York, NY 10019. 11. Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None. 12. Tax status: Has Not Changed During Preceding 12 Months. 13. Publisher title: RURAL BUILDER. 14. Issue date for circulation data below: August 1, 2024. 15. The extent and nature of circulation: A. Total number of copies printed (Net press run). Average number of copies each issue during preceding 12 months: 0. Actual number of copies of single issue published nearest to filing date: 0. B. Paid/requested circulation. 1. Mailed outside-county paid subscriptions/requested. Average number of copies each issue during the preceding 12 months: 150. Actual number of copies of single issue published nearest to filing date: 160. 2. Mailed in-county paid subscriptions/requested. Average number of copies each issue during the preceding 12 months: 30,650. Actual number of copies of single issue published nearest to filing date: 29,713. 3. Sales through dealers and carriers, street vendors and counter sales. Average number of copies each issue during the preceding 12 months: 0. Actual number of copies of single issue published nearest to filing date: 0. 4. Requested copies distribution through other classes mailed through the USPS. Average number of copies each issue during the preceding 12 months: 0. Actual number of copies of single issue published nearest to filing date: 0. C. Total paid/requested distribution. Average number of copies each issue during preceding 12 months: 30,800. Actual number of copies of single issue published nearest to filing date: 29,873. D. Non-requested distribution (by mail and outside mail). 1. Outside-County Non-requested copies. Average number of copies each issue during the preceding 12 months: 0. 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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

Oct 16-18, 2024

Construction Specifications Institute (CSI) National Conference 2024

Hyatt Regency Houston, Houston, Texas
www.csiresources.org

Oct 18, 2024

Women in Construction Leadership and Networking Conference

Renaissance Arlington Capital View, Arlington, Virginia.
<https://womeninconstructionconference.com>

Oct 20-23, 2024

2024 International Code Council's Annual Conference, Expo + Hearings

Long Beach Convention Center, Long Beach, California.
www.iccsafe.org/events/welcome

Oct 21-23, 2024

Midwest Roofing Contractors Association Conference & Expo

Saint Paul RiverCentre, St. Paul, Minnesota.
www.mrca.org

Oct 23-25, 2024

RoofCON

Orange County Convention Center, Orlando, Florida.
<https://roofcon.com>

Oct 27-29, 2024

Construction Management Association of America CMAA 2025

San FranciscoMarriott Marquis, San Francisco, California.
www.cmaanet.org

Oct 30-Nov 1, 2024

METALCON

Atlanta Convention Center, Atlanta,

Georgia.

www.metalcon.com

Nov 6-8, 2024

2024 Design-Build Conference & Expo

Hilton Anatole, Dallas, Texas.
<https://dbia.org/conferences>

Nov 7-9, 2024

Build Show LIVE

Austin Convention Center, Austin, Texas.
www.buildshowlive.com/en/home.html

Nov 10-12, 2024

Special Tools & Fasteners Distributors Association (STAFDA) Annual Convention & Tradeshow

Music City Center, Nashville, Tennessee
<https://stafda.org/conventions>

Nov 12-15, 2024

Greenbuild 2024 Conference

Pennsylvania Convention Center, Philadelphia, Pennsylvania.
<https://informaconnect.com/greenbuild>

Nov 20, 2024

Offsite Construction Summit

Georgia International Convention Center, Atlanta, Georgia
<https://offsiteconstructionnetwork.com/atlanta-2024>

Dec 9-11, 2024

Construction SuperConference

The Cosmopolitan of Las Vegas, Las Vegas, Nevada.
<https://constructionsuperconference.com>

2025

Jan 15-16, 2025

Garage, Shed & Carport Builder Show

Greenville Convention Center, 1 Exposition Dr., Greenville, South Carolina. <https://garageshedcarportbuilder.com/show-registration>

Jan 20-22, 2025

MCA Winter Meeting

Westin Cape Coral Resort Cape Coral, Florida.

<https://metalconstruction.org/index.php/events/winter-meeting24/winter-meeting-2025>

Jan 28-29, 2025

BLD BizCon North

Rivers Edge Convention Center, St. Cloud, Minnesota.
www.bldconnection.org/events/bizcons

Feb 8-12, 2025

2025 ASHRAE Winter Conference

Hilton Orlando Headquarter Hotel, Orlando, Florida.
www.ashrae.org/conferences/2025-winter-conference-orlando

Feb 9-12, 2025

SprayFoam 2025 Convention & Expo

Daytona Beach, Florida.
www.sprayfoam.org

Feb 17-19, 2025

FGIA Annual Conference

Hyatt Regency Minneapolis, Orlando, Florida.
<https://fgiaonline.org/events/115/future-fgia-events>

Feb 18-19, 2025

BLD BizCon South

The Meadows, Altoona, Iowa.
www.bldconnection.org/events/bizcons

Feb 19-21, 2025

International Roofing Expo (IRE)

Henry B. González Convention Center, San Antonio, Texas.
www.theroofingexpo.com/en/home.html

Feb 25-27, 2025

National Association of Homebuilders (NAHB) — International Builders' Show (IBS) 2025

Las Vegas Convention Center (LVCC), Las Vegas, Nevada.
www.buildersshow.com

Feb 25-27, 2025

ABC Convention 2025

Las Vegas, Nevada.

<https://abcconvention.abc.org>

Mar 5-7, 2025

Southeastern Lumber Manufacturers Association (SMLA) 2025 Spring Meeting & Expo

Hyatt Regency, Savannah, Georgia

www.slma.org/events/2025-spring-meeting-and-expo

Mar 6-9, 2025

2025 IIBEC International Convention & Trade Show

Rosen Shingle Creek, Orlando, Florida.

<https://iibecconvention.org>

Mar 9-11, 2025

Construction Management Association of America CMAA Focus25 Annual Conference

Las Vegas, Nevada.

www.cmaanet.org

April 2-4, 2025

Frame Building Expo (FBE)

Hilton Knoxville, Knoxville, Tennessee.

<https://nfba.org/aws/NFBA/pt/sp/building-expo>

April 2-4, 2025

NASCC: The Steel Conference

Kentucky International Convention Center, Louisville, Kentucky.

www.nascc.aisc.org/future-past-conferences

Apr 7-9, 2025

AGC Annual Convention, The Construction Association Convention

Hilton Columbus Downtown, Hyatt Regency Columbus, and Greater Columbus Convention Center, Columbus, Ohio.

www.agc.org/future-agc-meetings

Apr 10-12, 2025

IDA's Spring 2025 EduCon and Tradeshow

<https://doors.org/event/idas-spring-2025-educon-and-tradeshow>

April 22-25, 2025

2025 Inside Self-Storage World Expo

Caesars Forum Conference Center, Las Vegas, Nevada

www.insideselfstorage.com

May 5-7, 2025

MHI 2025 Congress & Expo

Rosen Shingle Creek, Orlando, Florida

www.congressandexpo.com

May 17-21, 2025

Construction Financial Management Association (CFMA) 2025 Annual Conference & Exhibition

Kissimmee, Florida.

<https://cfma.org>

May 19-20, 2025

Cold-Formed Engineers Institute Annual Expo

Raleigh, North Carolina

www.cfsei.org

June 4-6, 2025

Florida Roofing & Sheet Metal Expo

Gaylord Palms Convention Center, Kissimmee, Florida.

www.floridarooft.com

June 25-26, 2025

Post-Frame Builder Show

Spooky Nook Sports Lancaster, Manheim, Pennsylvania.

www.framebuildingnews.com/postframe-builder-show-registration

Sept 8-11, 2025

FABTECH

McCormick Place, Chicago, Illinois.

www.fabtechexpo.com

Sept 28-30, 2025

WSRCA Western Roofing Expo Convention & Trade Show

Paris Las Vegas Hotel & Casino, Las Vegas, Nevada.

www.wsrca.com

Oct 1-2, 2025

Construction Rollforming Show

Dayton Convention Center,

Dayton, Ohio

<https://rollformingmagazine.com/construction-rollforming-show-registration/>

Oct 19-21, 2025

Construction Management Association of America CMAA 2025

Nashville, Tennessee.

www.cmaanet.org

Oct 21-23, 2025

METALCON

Las Vegas Convention Center,

Las Vegas, Nevada

<https://metalcon.com/about-metalcon>

Nov 9-11, 2025

Special Tools & Fasteners Distributors Association (STAFDA) Annual Convention & Tradeshow

Phoenix Convention Center,

Phoenix, Arizona.

<https://stafda.org/conventions>

2026

Jan 20-22, 2026

International Roofing Expo (IRE)

Las Vegas, Nevada.

www.theroofingexpo.com/en/home.html

Feb 17-19, 2026

National Association of Homebuilders (NAHB) — International Builders' Show (IBS) 2026

Orange County Convention Center, Orlando, Florida.

www.buildersshow.com/future-show-dates

Sept 27-29, 2026

WSRCA Western Roofing Expo Convention & Trade Show

Paris Las Vegas Hotel & Casino, Las Vegas, Nevada.

www.wsrca.com



Hobby Shop

M&Z Builders

The owner needed a building to store his lawn care and excavating equipment and also have room for a hobby shop. This shop is a ladder-frame structure on concrete, with a loft in the one corner, a bathroom, and stone wainscot on the front.

The shop features a finished wraparound porch with ceiling fans, for a space to hang out with family and friends. The shop not only met the owner's expectations, it exceeded them. **RB**



THE DETAILS:

Building Manufacturer: Hixwood

Building Size: 50'x80'x16'

Location: Cadott, Wisconsin

Roof Pitch: 4/12

Foundation: Concrete wall

Trusses: Precision Truss

Roof Panels: Hixwood SR100 28ga

Wall Panels: Hixwood SR60 29ga

Fasteners: 3-1/4" Metabo Nailer nails, and East Coast steel panel screws

Ventilation: Flex-O-Vent ridge vent

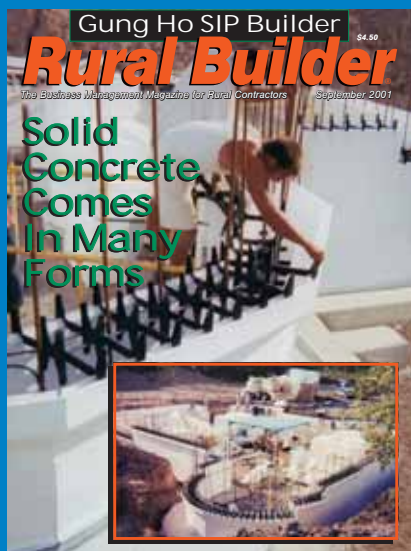
Insulation: Owens Corning R-21 Batt

Overhead Doors: Midland Door

Walk Doors: Plyco

Posts: Hixwood 2"x6" ladder frame

Windows: Silver Line



Rural Builder, September 2001 Edition

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

We'll publish a brief news story about you, your organization, and your projects in return!

Concrete's Solidity Comes in Many Forms

Ask anyone to name the building material which best conveys a sense of solidity, and most will say concrete.

Until recent years, however, that impression left off when the foundation or basement walls were poured.

Lately, more and more commercial building and home owners have been ordering up walls that go all the way to the roof line. They've seen how concrete can make a big dent in utility bills, provide strength and durability, shut out noise, and contribute to a dry basement.

They have also seen that a concrete home or other building doesn't have to resemble a cold, gray, concrete fort but can be dressed up as snazzily as any other building.

Of course, the concrete in question is the kind that gets poured into insulating foam forms which stay in place once its cured.

The advantage to a builder goes beyond the fact that he doesn't have to strip off the forms. "We can pour concrete to -15 degrees F," says Marc Robinson, whose MDR Construction discovered the joys of building with insulating concrete forms (ICFs) seven years ago.

"Ease of construction is another advantage," says Robinson. "It doesn't take a large amount of skilled labor. A three-or-four-man crew can do most ordinary buildings."

"And the energy efficiency of the building is better than with wood, not because of the R-value but because there is very little air infiltration with concrete."



TechBLOC forms for the Buffalo house came in 16-in. x 48-in. panels, which are stacked and then spreaders and rebar are installed.

Robinson cites studies reporting five to seven air exchanges per hour for wood-frame homes, compared to once per hour with concrete homes.

"You can get a break on your mortgage rates in some areas of as much as a half percent. You can cut your utility bills 50 percent, which adds up quite quickly," Robinson continues.

Robinson, whose company operates out of the Rochester, New York, suburb of Spencerport, first learned about ICFs in material a manufacturer mailed to him. He didn't care for the big investment and quota the company required of its dealers. "But I liked the idea, and I found there were many manufacturers of ICFs."

Today, there are about 45 of them, he notes, including Reward Wall Systems, the

one MDR most prefers. But he emphasizes that no single forming system is ideal for every job, and his company has used many others, including a system by TechBLOC and one by Therm-O-Wall. There is another he has studied – by Standard ICF Corporation – which he wants to try soon.

While MDR uses the products of several companies and the assembly of an ICF wall is essentially the same from one company's product to the next, each has peculiarities that set them apart. Some systems have one-piece corner forms, which eliminate cutting and fitting on the job site, others don't. "On some projects with lots of corners that you would have to custom cut, you wouldn't want to use a no-corner form," says Robinson.

Some have easy-to-use points for fastening drywall and other finish materials, others don't. "If the building is to have vinyl siding, for example," Robinson says, "I'll use Reward Wall."

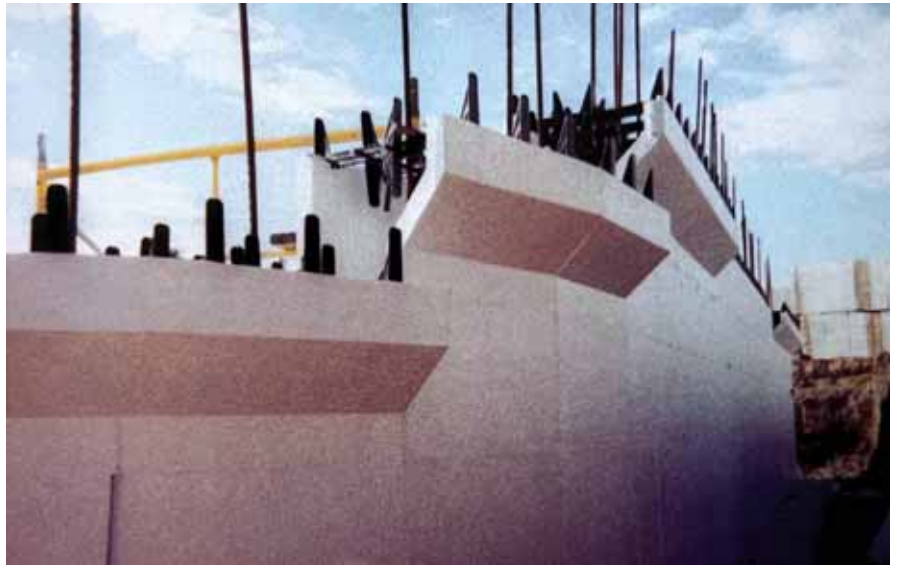
Other ICFs are a post-and-beam style in which the concrete in the wall is not the same thickness all the way through. "No system is less strong than the others, but some customers don't like that idea," he explains.

Primarily, though, MDR prefers forms that arrive at the job site already assembled, with spreaders or connectors already in place. These devices, usually plastic, bridge the gap between the two sides of the foam form, holding them in place.

The connectors or spreaders and the rebar which is installed inside the forms do most of the work of holding the forms in place during the concrete pour. Exterior wood reinforcements are incidental, believes Robinson. "It's all in the engineering," he explains.

Of course the pour is usually made in two stages, one up to about 4-ft. high and finishing to the specified 8- or 10-ft. height when the truck has worked its way around the building to the starting point. By then the concrete poured first has begun to firm up and help support itself.

At least one forming system is designed



Forms for the Buffalo house include support ledges for natural stone which makes up much of the exterior finish.

for a full 10-ft. pour in a single stage, adds Robinson, and it creates a true post-and-beam wall. In this system, the foam extends all the way through the wall at given points. MDR has used the system but finds many customers have difficulty believing it can be strong enough.

Foam thickness is 2-1/2 in. on each side of the finished concrete wall in the Reward Wall system, and Robinson does not add additional insulation. "I built a funeral home near here, 6,000 sq. ft. slab-on-grade. Two years later I asked the owner about their utility bills. They said it was better than expected; monthly bills \$20 in the summer, highest winter bill \$175 for forced air gas."

A home owner can save \$300 a year in utility costs even if just the basement is created with ICFs, he contends.

In business 20 years, MDR primarily builds banks, office buildings, churches, and restaurants, preferring commercial work to residential. "It's a faster pace," says Robinson. "You're in, you're out, there's not so much hand holding. They know what they want done, and that's it."

Commercial projects also bring advantages to ICF construction that residential work doesn't, he believes. "The higher you

go with concrete block, the more expensive it becomes. But with concrete forms, it's less labor intensive, so you can go up faster and cheaper." And since ICFs employ the same types of foam insulation used in EIFS finishes, there is one less step in adding an exterior surface.

"And there is no chance for water to penetrate and get behind the foam."

Robinson expects to experiment soon with a new concrete additive he has heard about. Called Fiber Mesh, it is a reinforcement added to the mix at the ready-mix plant and is said to eliminate the need for rebar. It can be used with any forming system, according to Robinson, and should make construction of wall forms easier, cheaper, and faster, because there will be no need to buy, bend, and install rebar.

If Robinson has one overriding wish, it is for more ICF customers. "I estimate about 15 percent of our business is with ICFs, but we're working on it." Part of his marketing effort is to build a Habitat for Humanity home using insulating concrete forms, with the hope of attracting lots of media attention in his region.

"Habitat also likes the energy efficiency part of it," he says. **RB**

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Rural Builder Readers: Show Attendance and Trade Associations

This is show season. This issue has METALCON coverage and, at the time I am writing this column, our Construction Rollforming Show is next week. It seemed fitting to have this issue's CSI column about trade shows and associations.

We generate a lot of data through our surveys. It is important to remember that this is a biased sample and represents, primarily, readers of our magazines. This is just one item of the data we collect that we do not publish in the CSI-Annual & Market Report.

If you have ever wondered what associations Rural Builder

subscribers join or which shows they attend, here is the answer.

For association membership, several other associations were listed on the survey. Any with less than 0.5% membership were deleted from the table presented here.

For Rural Builder subscribers, the most well attended shows are:

1. METALCON
2. Frame Building Expo
3. Construction Rollforming Show
4. Post Frame Builder Show
5. International Roofing Expo **RB**

	SURVEY RESPONDENTS WHO RECEIVE THESE MAGAZINES:										
	Rural Builder	Frame Building News	Metal Roofing	Rollforming	Garage, Shed & Carport Builder	Roofing Elements	Metal Builder	Metal Construction News	Metal Architecture	Fabricator	Roofing Contractor
WHAT TRADE SHOWS DO YOU ATTEND OR PLAN TO ATTEND IN THE NEXT TWO YEARS?											
Construction Rollforming Show	8.0%	5.0%	8.5%	7.5%	4.5%	4.0%	3.0%	5.0%	2.0%	2.0%	3.5%
Garage, Shed & Carport Builder Show	3.0%	2.5%	3.5%	2.0%	2.5%	1.0%	0.5%	1.0%	0.0%	0.5%	0.5%
Post Frame Builder Show (new in 2024)	7.5%	8.0%	7.5%	5.5%	6.0%	3.0%	2.5%	4.0%	0.5%	1.0%	1.5%
METALCON	10.5%	8.0%	13.0%	9.0%	8.0%	6.0%	5.0%	7.0%	3.5%	2.0%	5.0%
Frame Building Expo	9.5%	9.0%	9.0%	6.5%	7.5%	4.0%	3.0%	5.5%	1.0%	1.0%	2.5%
International Roofing Expo	6.0%	3.5%	7.0%	4.5%	4.0%	4.5%	2.5%	5.0%	2.5%	1.5%	3.5%
Florida Roofing & Sheet Metal Expo	4.5%	3.0%	5.5%	4.5%	2.5%	2.5%	3.0%	3.5%	2.0%	0.5%	1.5%
Western Roofing Expo	2.0%	1.0%	3.5%	2.5%	1.0%	1.5%	1.5%	3.5%	2.0%	0.5%	2.0%
Fabtech	1.0%	1.5%	1.5%	1.5%	1.0%	0.5%	1.0%	2.0%	2.0%	2.0%	0.5%
International Builder's Show	2.0%	2.5%	3.5%	1.5%	1.5%	1.0%	2.0%	2.5%	2.0%	0.5%	1.5%
Regional or State Farm Shows	3.5%	3.0%	3.0%	2.5%	3.0%	1.0%	0.5%	1.5%	0.0%	1.0%	1.0%
WHICH NATIONAL TRADE ASSOCIATIONS DO YOU BELONG TO?											
ABC - Associated Builders & Contractors	1.5%	0.5%	1.0%	0.5%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
AIA - American Institute of Architects	1.0%	2.0%	2.5%	0.5%	1.0%	0.5%	0.0%	2.0%	2.5%	0.5%	1.0%
MBMA - Metal Building Manufacturers Association	1.0%	0.5%	1.0%	0.5%	0.5%	0.5%	1.0%	1.5%	1.0%	1.0%	0.5%
MCA - Metal Construction Association	1.5%	0.5%	2.0%	1.0%	0.5%	0.5%	0.5%	2.5%	1.5%	1.0%	1.5%
NAHB - National Association of Home Builders	2.0%	1.5%	2.5%	1.0%	1.0%	0.5%	0.5%	0.5%	0.0%	0.0%	1.0%
NFBA - National Frame Builders Association	5.5%	4.5%	5.0%	4.0%	5.0%	3.0%	1.5%	2.5%	0.5%	0.5%	1.5%
USGBC - US Green Building Council	1.5%	1.5%	1.0%	0.0%	0.5%	1.0%	0.0%	0.5%	0.5%	0.0%	1.0%

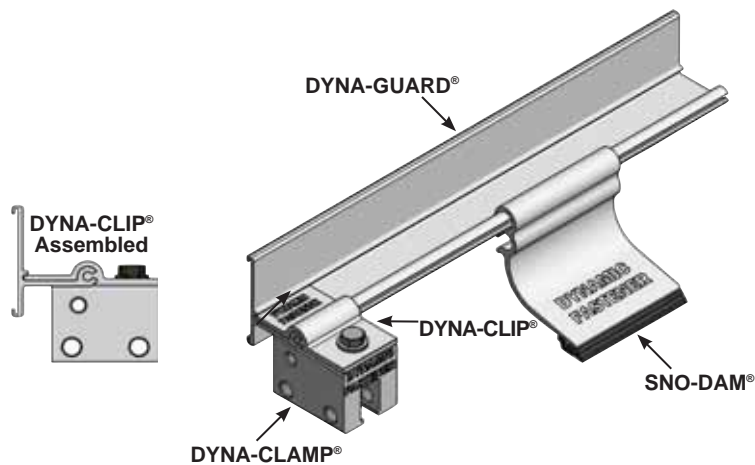
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