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Vol. 58, Issue 10

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Just Say No

I have been fortunate enough in recent weeks to deal with government and pseudo-governmental bureaucracy and intrusion. Please remember that the BOI (Beneficial Owner Identification) must be submitted prior to January 1, 2025. The website to submit this is www.fincen.gov/boi.

The other item was a Workers Compensation Audit. You can thank them for this publisher's letter and the reminder regarding the BOI. During the audit, they forwarded a list of "required information." On the list were two problematic items. They requested a P&L for our company and our disbursements, including those to principals.

My response, quoted from my last email to them was, "I fail to see how our P&L or our ledger/disbursements are relevant to your request. So without an explanation, I will not be supplying them." They accepted that, and made no attempt to explain why they need what they asked for.

I immediately start asking questions. The first and most aggravating question is, *Who would else receives that information?* When organizations, agencies, or people ask for information,

please start saying no.

I went to the doctor for a knee injury. They asked about my alcohol consumption. I responded with, "Do you think I was drunk and twisted my knee falling?" They asked if I had been depressed. I responded, "Only because my knee hurts." They asked if I had guns in the house. I responded, "Do you think I shot myself in the knee?"

The BOI is unfortunately unavoidable. It's completely unnecessary, since they have all of the information other places, but unavoidable. Much of the intrusion into our businesses, privacy, and life is avoidable, but we're too used to being cooperative and following directions.

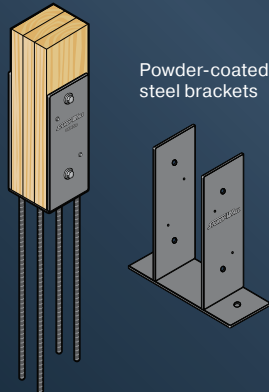
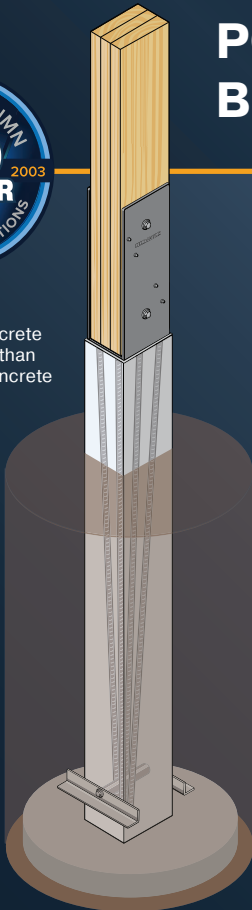
Where and when appropriate, please start saying, No, that is not your business. I tend to be a smart alec, so I answer that way. You can be polite, but ask why they need what they request. If there is pushback and they don't get the information they are seeking, maybe the intrusions will get less. If it's not their business, please just say no.

—Gary Reichert, Publisher

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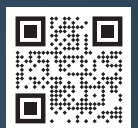
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ON THE COVER:

Quonset hut timber-frame garage by
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Gary Reichert,
 Publisher, Shield Wall Media



Skip Long Years of School, Make Good Money

This Business Owner Encourages Women to Join the Trades

BY LINDA SCHMID

Emma Frick did not have the traditional childhood. As a dairy and herd manager, her dad moved the family from farm to farm, so Emma and her brothers grew up playing with animals and being homeschooled. Frick did not care for school, but at least her homeschooling program involved a lot of hands-on activity, which she preferred.

WHAT DO YOU WANT TO DO WHEN YOU GROW UP?

As a kid, she had many ideas about a profession. She considered jobs such as violinist, artist, veterinarian, missionary, and singer. Electrician was not even a thought.

However, by the time she graduated high school, Frick had become more of a pragmatist. She decided that the artsy jobs would be too unreliable. She didn't want to work in an office. She didn't want to go to school for 10 years, but she wanted to make good money. That is when she considered the trades.

Her friend's dad is an electrician, and he told her that the money is good, and while there weren't many women in the field, women were treated equally. He also

said that it is a reliable job; it will always be needed and because of the amount of problem solving involved dealing with different buildings from different time periods and the physical aspect of crawling into different places, it would be very difficult for AI and other machines to take it over.

JUST 2 YEARS OF PREP

That did it for Frick; she signed up at Ridgewater College in Hutchinson, Minnesota. It was nearby and has a good reputation. Her boyfriend at the time, Justin Frick (now husband) listened to Mike Rowe's podcast, "The Way I Heard It," and told her about the mikeroweWORKS Foundation Work Ethic Scholarship.

Applying for the scholarship was a very positive experience Frick said.

"There are several essays and a video, lots of hoops to jump through," Frick said. "All these hoops were checking to see how dedicated you were in accomplishing the goal. There were lots of hoops, but it was well worth it."

As far as the S.W.E.A.T. Pledge goes, Frick said she liked it, and one particular tenet of the pledge resonates with her still: 'I do not follow my passion. I bring it with



me.' "That is me," Frick said.

She was very excited that the Foundation had picked her out of the crowd as one of the scholarship winners. It meant she didn't have to pay for all of it herself, which would have entailed taking out loans.



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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WORKING IN THE FIELD

Her first job out of college was as an apprentice electrician for Kranz Electric. She worked on residential projects mainly and it required a lot of problem solving. It was right up her alley! Her boss Tyler Kranz saw how determined she was to learn and succeed and he cheered her on and allowed her to learn on the job. She also got experience at Muth Electric between school years and after Kranz.

She relocated to North Carolina, a plan she made with Justin, but she said it was scary just showing up there with her brief resume in hand. She found a job, but she was dissatisfied with the company culture. She thought there must be something better out there, so she found it!

She went to work at a smaller company with 10-15 employees that boasted an HVAC side to their business. They did

specialized jobs, working on million dollar mansions as well as jobs for Habitat for Humanity, which hires professionals for plumbing and HVAC. She enjoyed the variety and continued to learn.

During her career she sometimes heard people say things like, “the new guy is a girl! What’s with that?” However, once they saw that she knew what she was doing, they started to respect her and gave her no more flack.

A COMPANY OF ONE’S OWN

In April of this year, Frick opened her own electrical company, Champion Electric (championelectricnc.com). It took a few months to get to a place where she is comfortable with what’s in the bank, but a couple of big jobs came in and she was able to bank the proceeds.

Opening her own business is the best

decision she ever made Frick said. She likes working for herself and setting her own hours.

It takes a certain type of person to run a company.

Frick said, “You need drive and ambition. It’s not just going to fall in your lap. You need to be organized, handle finances, legalities, and manage jobs. You need people skills and you need to wear a lot of hats and be good at it all, or at least be competent in all of it.”

An advertisement for Chief Buildings. At the top left is a logo for the '2024 Gold Key of Excellence Award Winner' featuring a house icon and the letters 'RB'. To the right is the 'CHIEF BUILDINGS' logo in white text on a red background with a stylized arrow. Below the logos is a photograph of a large, modern red metal building with a white garage door and a small white door. In the foreground, there is a small wooden shed and some yellow equipment. At the bottom of the ad, the slogan 'Trusted. Tested. True.®' is written in white, with the website 'www.chiefbuildings.com' below it.

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However, she maintains that if you have that drive to succeed and you put in the work, there’s almost no way to fail in this field. She particularly encourages women to get out there and get hands on.

If there were at least one class in every high school where kids could try things hands-on and the opportunities were laid out for them, she believes more people would join the trades.

In the meantime, Frick sees a bright future where her company gets bigger and she has several trucks with employees she can trust to do the job right.

She also hopes to see a greater proportion of women in the field. “50/50 is the ideal,” she said. **RB**



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Tension Fabric Buildings

Uses and Benefits

Building needs are variable and everchanging, but one thing is certain; there is always a need for weather-protected spaces. That said, there are two different approaches: temporary/semipermanent and permanent.

While some ancient civilizations built permanent stone structures, nomadic peoples had “fabric” (animal skins and later textiles) on frame structures, such as the yurts of the Mongolian Steppe. These structures were designed to withstand even the harshest climate and weather conditions, including wind, rain, snow, and intense heat, humidity, and sunlight, all while meeting the sheltering needs of a mobile people. There are nomadic groups today that still use these structures.

A VERSATILE, DURABLE SOLUTION

A modern twist is the fabric-on-steel frame structure — also known as a tension fabric or hoop building — which has greater strength and versatility than its predecessors. From long-term job sites to covered agricultural and storage buildings to recreational spaces and more, tension fabric buildings can fulfill many needs.

The specific need sometimes dictates a solidly built, weather-proof building constructed quickly and economically for semi-permanent use and removed after just 10 or 20 years — or even less. On the other hand, that same building might be erected for longer, more permanent use, such as 30 to 40 years or more. This flexibility is a key benefit of tension fabric buildings. The ability

This Sioux Steel Pro-Tec tension fabric building is totally enclosed, which allows it to be used for grain storage. The fact that it is used to store a product that's highly susceptible to the weather illustrates how well the fabric cover performs.

PHOTO COURTESY OF SIOUX STEEL.

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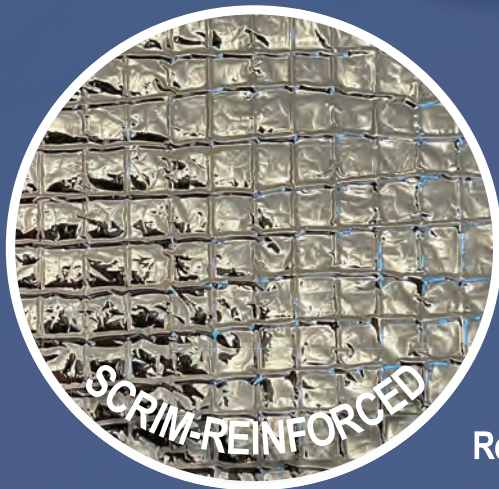
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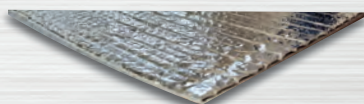
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to construct, take down, and rebuild them elsewhere is a unique feature of these structures.

The types of situations in which a tension fabric structure might be an excellent option vary and include everything from

semipermanent uses such as sports fields, livestock buildings, and vehicle storage, to fairly short-term uses such as events and disaster relief. The types of construction and fabric may vary with these uses, as the need for a rapid build (and decon-

struction) and roof longevity vary as well. Additionally, the sizes available are almost unlimited, from the space needed to park a single vehicle to the size of multiple sports fields is possible with this type of construction.

Simple open-ended canopies are a staple of tension-fabric construction and can be used to provide weather protection for a variety of storage needs. Everything from hay bales to equipment, machinery, and construction materials can be parked or stored under these buildings.

Even though they're "temporary," (let's call them semipermanent), these buildings often boast warranties of 50 years on the frames and 20 to 30 years on the roofs covering. That's impressive on a structure that be erected quickly yet take down and rebuilt on another site if needed. And if the cover is maintained or replaced, it may last as long as many conventional builds. Considering that many buildings are demolished before their useful life ends, a tension fabric building may be a bonus in that it can be reused on another site.

A tension fabric building's lifespan can be extended with a concrete slab foundation, with or without walls (masonry, concrete, or otherwise). With these features, a tension fabric building with a high-quality cover becomes a permanent building. Adding a concrete slab and walls increases a tension fabric structure's potential uses. Also, the ends can be enclosed and the space heated and/or cooled and ventilated to make it even more versatile.

ADVANTAGES OF TENSION FABRIC BUILDINGS

While there are potential downsides to this type of construction (mostly limitations in climate control), they offer customers many advantages, including a lower initial cost and faster build compared to a conventional building, coupled with reasonable longevity. But there are other benefits as well. Because the covers are generally translucent, they are essentially daylight, which can cut down significantly on lighting needs and costs.



A major advantage of a tension fabric structure, like this one by WeCover, is that it allows natural light, which not only saves on lighting costs, but is good for livestock health.

PHOTO COURTESY OF WECOVER.



Tension fabric structures, like this Sioux Steel Pro-Tec Building, are ideal for temporary event and entertainment shelters, as they're sturdy and can be quite large, yet they can be erected and taken down relatively quickly. PHOTO COURTESY OF SIOUX STEEL.

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In some cases, tension fabric buildings can even be insulated without sacrificing all of its natural light. Several options are available. Some have double layers, with an inner insulation layer that allows some light to pass through. Another option incorporates some fully translucent panel sections to allow light while the other insulated panels are opaque.

A greenhouse made from steel tubing with a transparent poly cover is an ultimate daylit example providing nearly complete light penetration. Generally, the clearer the material and the more light penetration it offers, the shorter the cover's lifespan due to the degradation caused by UV rays. For reference, a clear poly used on greenhouses may last around five years, while coated fabric covers on more substantial structures may exceed 30 years of service.

Another key feature of tension fabric structures is that they are clear span, providing open spaces with high vertical clearance. This makes them ideal for covered sports venues. Additional recreational uses include pavilions, bandshells, and various other covered outdoor gatherings.

With the strength of a steel frame and the weatherproofing of modern coated fabrics, a tension fabric building is a good option to be able to offer customers who would benefit from them. Other than cost and building longevity, though, there may be additional factors to consider, including how it will be treated if it is classified as a temporary structure according to local codes and regulations. A temporary classification may mean that it qualifies for a shorter capital depreciation schedule but may also restrict occupancy and loads.

While tension fabric structures aren't always the best solution, in certain cases they may offer the best all-around qualities for a customer's needs. **RB**

RESOURCES

- Legacy Building Solutions (legacybuildingsolutions.com)
- Sioux Steel (siouxsteel.com)
- WeCover (wecover.net)

Tension Fabric Structure Coverings: Options and Considerations

Fabric tension buildings are available with several cover options. The best choice for a particular building will depend on several factors, including weather, application, lifespan, and cost.

Weather: In areas with harsh winters or extreme UV exposure, heavier weight and more UV-resistant materials like polyvinyl chloride (PVC) are better suited than lighter weight options like polyethylene (PE). PVC is also more flexible, so it doesn't become as brittle in cold temperatures.

Application: If a structure is intended to store perishable materials such as grain or weather-vulnerable items like machinery, waterproofing and UV protection are a priority. However, if it's intended for livestock, the amount of translucency and daylighting could also be a high priority, creating a need for a balance between durability and light. For greenhouses, clear polyethylene is best because it allows sunlight to pass, yet is UV-stabilized. However, it has a much shorter lifespan compared to reinforced fabrics.

Lifespan: For temporary structures, a less-durable material like PE might be adequate. For a longer lifespan, the heavier-duty PVC is preferable. The tradeoff, however, is that PVC has much lower translucence, so it provides little daylighting.

Cost: PE is typically less expensive than PVC. PVC has a higher initial cost but may have better long-term value.

Tension fabric buildings can be built with a concrete slab foundation and with or without walls.

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Polycarbonate Panel Types and Applications

This Material's Numerous Benefits Make it a Clear Choice for Builders

Polycarbonate is a transparent thermoplastic that's ideal for many construction applications because of its unique properties. It's an exceptional alternative to glass because it's lightweight, strong, and durable, overcoming many of glass's disadvantages. While you may already be using polycarbonate in your building projects, there may be additional uses to consider.

POLYCARBONATE PANEL FEATURES

Versatility: Polycarbonate panels can be used for a wide range of uses construction, often providing many of the advantages of glass, while eliminating its disadvantages, such as its brittleness and heavier weight.

Transparency: Polycarbonate can be as clear as glass, providing superb light transmission while providing strength.

Impact Resistance: Polycarbonate is as much as 200 times stronger than glass, making it ideal for high-impact or high-security applications.

Durability: Polycarbonate is resistant to extreme temperatures and weather conditions. While it is resistant to many chemicals,



Corrugated panels are a durable and weather-resistant roofing and siding option for industrial and agricultural buildings. They are designed primarily for their functional benefit than for aesthetics.
PHOTO COURTESY OF AMERILUX INTERNATIONAL.

it is susceptible to others.

Lightweight: Polycarbonate is much lighter than glass, making it easier to transport and install.

Resistance to Extreme Temperatures: Clear polycarbonate withstands temperatures from approximately -40°F to 248°F. Within these temperature ranges, it doesn't become brittle in the cold and doesn't warp, buckle, deform, or become softened by heat.

Insulation: Multiwall polycarbonate panels feature air spaces, which provides excellent insulation and energy efficiency.

UV Protection: Depending on its intended application, such as covering a greenhouse, some polycarbonate has an extra layer of UV protection, which filters out harmful rays from the sun and protects the polycarbonate from breaking down.

POLYCARBONATE PANEL APPLICATIONS

Solid Panels

Solid panels are a single thickness, like a single pane of glass but are stronger and lighter. They have high impact resistance and are often used where transparency and strength are most important.

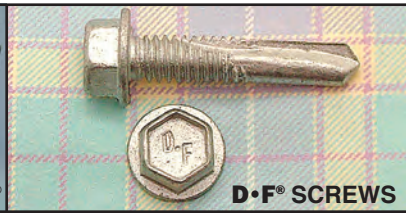
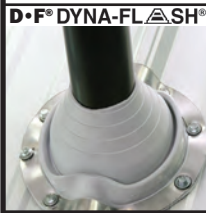


Polycarbonate panels provide both natural light and all-weather protection for outdoor gatherings on patios, decks, and pergolas.

PHOTO OF EZ GLAZE ROOF PANELS COURTESY OF PALRAM AMERICAS.

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Applications

Skylights and Glazing: Solid panels are ideal for transparent or translucent roofing, allowing natural light while providing impact resistance.

Canopies and Awnings: Solid polycarbonate provides protection from the elements while featuring natural light.

Interior Partitions: Solid panels can be used for office partitions where light transmission is important.

Safety and Security Windows: They are also used in areas requiring extra strength, such as banks, schools, and prisons.



Multiwall polycarbonate panels feature air spaces between layers, provide excellent insulation to increase energy efficiency and reduce heating and cooling costs. PHOTO COURTESY OF AMERILUX INTERNATIONAL.

Multiwall Panels

Multiwall panels have multiple layers with air spaces between them that create thermal insulation. They provide good strength yet are lightweight.

Applications

Greenhouses: Multiwall UV-protected panels are often used for greenhouse roofs and walls because they allow light transmission, provide thermal insulation that helps maintain ideal temperatures with less energy, and filter out UV rays that could harm both plants and people.

Skylights: These panels are used in skylights, such as in public areas like sports arenas and commercial structures, where both natural light and thermal insulation are desirable.

Soundproofing: Because multiwall panels have air spaces, they can help deaden sound, in areas where quiet spaces are needed.

Cladding and Facades: Multiwall panels are used for exterior facades where both light and insulation are needed.

Corrugated Panels

Corrugated panels are ridged or wavy and are flexible yet

strong. They are commonly used for roofing and siding because they drain rain and water well. They also have a high resistance to impact, which is important for these areas, which are so vulnerable to storms and high winds.

Applications

Roofing for Sheds and Warehouses: Corrugated panels are a durable and weather-resistant roofing option for industrial and agricultural buildings, as they are designed primarily for their functional benefit than for aesthetics.

Carports and Pergolas: They are also used in some smaller, special-use residential structures.

Textured Panels

Textured panels have a rough, patterned surface that diffuses light and reduces glare. They're translucent, rather than transparent, to allow both natural light and privacy.

Applications

Privacy Panels: Textured panels are ideal for windows or partitions in which light is needed but visibility needs to be reduced, such as in bathrooms or offices.

Patios and Balcony Roofing: These panels provide diffused light while maintaining privacy.

UV-Protected Panels

UV-protected panels have a coating that protects them from yellowing, brittleness, and degradation because of UV-light.

Applications

Greenhouses: UV-protected panels extend the life of greenhouse roofing by reducing the brittleness that leads to cracking and resisting discoloration. They also reduce UV light, which helps protect plants and screen people from skin and eye damage.

Outdoor Glazing and Roofing: UV-protected panels are also good for other outdoor structures exposed to sunlight, such as stadiums, conservatories, and pergolas.

Facades and Windows: These panels can be used in building facades and windows that need extra protection from the damaging rays of sunlight.

Flame-Retardant Panels

Flame-retardant panels are either manufactured with or are treated with flame-retardant substances to prevent them from burning or help slow the spread of fire. Some flame-retardant panels, but not all, also reduce the release of toxic gases during a fire.

Applications

Fire-Resistant Partitions: Flame-retardant panels can be used in areas that require fire-rated materials.

Machinery Covers: These panels are used in industries with fire hazards. The polycarbonate covers provide both visibility and fire protection.

Colored Panels

These panels are available in a wide variety of colors, providing an attractive look as well as functionality. They are available in both opaque and translucent options, based on the amount of light needed.

Applications

Architectural Design Features: Colored panels are used in partitions, facades, and other elements where vibrant color and durability is desired.

Roofing: These panels add color to exterior roofing and decorative structures while offering weather resistance and shade.

Flexible Panels

Thinner polycarbonate panels can be bent without breaking, which makes them useful for curved or irregularly shaped structures.

RESOURCES

- Amerilux International (ameriluxinternational.com)
- Everlast Roofing (everlastroofing.com)
- Klar (klar.us.com)
- MWI Components (mwicomponents.com)
- Onduline (onduline.com)
- Palram Americas (palram.com/us)

Applications

Curved Roofs and Skylights: Flexible panels are used in curved roofing structures and domes.

Architectural Features: They are ideal for custom designs with non-standard shapes.

Polycarbonate panels have a wide range of interior and exterior applications in construction, and are growing in popularity, making it a favorite construction material due to its advantages and lower long-term cost. **RB**

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The Garage Shed & Carport Builder show, produced by Shield Wall Media, is a “don’t miss” business building and networking event for everyone in the industry.

“As a targeted business-to-business trade show, the Garage, Shed & Carport Builder show brings businesses in the small residential building market together and has proven to be beneficial to companies on both sides of the aisle,” said Missy Beyer, Director of Events. “Exhibitors enjoy the opportunity our shows give for them to interact one-on-one with the decision makers and attendees come away more knowledgeable and with connections that equate to their company growth.

“As a family-friendly show, the GSCB show makes it easy for those traveling along to be included and comfortable on the show



The Garage, Shed & Carport Show is a premier event for finding new suppliers and services, networking, and growing a shed business.

floor and not squirreled away waiting for their family members to return from the event. Watching family-owned businesses walk the show with the next generation of owners is always a treat and helps us to see the future of the industry firsthand,” she noted.

Because the show is a business-to-business event, exhibitors can expect that attendees are those making buying decisions for their companies, and attendees can anticipate having time to network and make sound buying decisions without competing with non-customers for time with exhibitors.

- Find the products and services you need while making valuable industry contacts.
- Free guest passes are available from exhibitors up to two weeks prior to the event.
- Learn from experts at the free morning informational sessions.
- Greenville is a family-friendly city and provides a great opportunity for a working vacation.
- The region is known as a shed “hub.”
- The show has a central family rest stop and children’s play area.



The Greenville Convention Center is the home to the 2025 Garage, Shed & Carport Builder Show.



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2025 GARAGE, SHED & CARPORT BUILDER SHOW PREVIEW



Falls Park on the Reedy River, in downtown Greenville, South Carolina.

INFORMATIONAL SEMINARS

Informational sessions run each day with topics important to attendees ranging from financial and marketing sessions to sessions on moisture control and metal properties. Visit our website at garageshedcarportshow.com to see the most up-to-date schedule of speakers.

ADMISSION AND PREREGISTRATION

General show floor admission with education classes included: \$50. Families are welcome; children under 14 are admitted free with an adult. To register for the show online, visit garageshedcarportshow.com.

SHOW HOURS

Exhibit Hall Hours

Wednesday 1/15/2025

11:30 a.m. – 5:30 p.m.

Informational Sessions 8 a.m.-11 a.m.

Happy Hour

4:30 p.m. – 6:00 p.m.

Exhibit Hall Hours

Thursday 1/16/2025

8:30 a.m. – 12:30 p.m.

Informational sessions 8 a.m-11 a.m.

ENTERTAINMENT

The James Radford Band, featuring country music, will perform during Happy Hour on Wednesday evening.



James Radford of the James Radford Band.

AIRLINE TRANSPORTATION

The Greenville-Spartanburg International Airport is a short distance from the convention center, approximately 11 miles from the show.

TRAIN, BUSES, SHUTTLES, AND OTHER TRANSPORTATION SERVICES

The Amtrack station is 4.5 miles from the convention center, with several shuttle and rideshare opportunities available to the show. See the GSCB show website for more information.

A free downtown trolley provides service every 10 to 15 minutes, and several businesses have electric and pedal bikes for rent.

For information about transportation services available, go to visitgreenvillesc.com/travel-info/getting-around.

HOTELS

For the most up-to-date information on hotel discounts for the show, visit our website at: garageshedcarportshow.com.

No Solicitation Policy

To provide a distraction-free environment for our exhibitors, sponsors, attendees and staff, the Garage, Shed, Carport Builder Show has a strict no-solicitation policy. We do not allow solicitation by attendees or any unauthorized party in any designated show areas. The Garage, Shed, Carport Builder Show reserves the right to deny access or remove any individual in violation of this policy without refund. **RB**

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January 15-16, 2025

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REGISTER BELOW OR ONLINE: www.garageshedcarportbuilder.com/show

4TH ANNUAL GARAGE, SHED & CARPORT BUILDER SHOW

Please fill out and mail with payment by December 6th to: GSCBS Registration, P.O. Box 255, Iola, WI 54945.

(Please Print)

Name(s): _____

Company: _____

Address: _____

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Phone (required): _____

Email: _____

ADMISSION FEE:

\$50.00 PER PERSON

Quantity: _____

Total Enclosed: \$ _____

Tickets also available at the door.

Have you ever been the low bidder on a construction project you wanted but didn't get awarded the contract? Bidding lots of jobs is not enough to guarantee a steady flow of profitable work in today's competitive marketplace. Successful general contractors, subcontractors, and suppliers have learned that their bid is only one of many required steps in the sales cycle.

As a commercial general contractor, we bid several jobs every month to keep our pipeline full. For each project, we receive about 100 subcontractor bids for the 30 subtrades usually required. On average, less than 10% of these bidders ever call us to present their bid, review their proposal, offer value-added ideas, or offer even to meet with us for any reason. When we don't hear from our valued subcontractors, we assume they don't have more to offer except their price. And when someone finally does call, the only sales pitch offered is "Do you have the bid results yet?" or "How do we look?" When I get this question, my first sarcastic thought is *This is not a convincing reason to hire your company. I also think you'll look even better if you do more than the minimum required, lower your price, or do the job for free!*



DO YOU SELL MORE THAN PRICE?

Most contractors and subcontractors are proud of their quality work, reputation, and personal service. And today's financial demands, project complexities, and tight schedules require project owners to often look for more than low bid providing the minimum per plans and specifications. But if customers aren't aware of the added value or differentiating factors contractors can offer, the buyer has no choice but to evaluate, select, and award contracts based on price. As a professional business coach to the construction industry, I talk to hundreds of contractors in all parts of the country every year. I recognize the top things that successful contractors, subcontractors, and suppliers do to get more than their share of the available profitable work. See how your company compares to this list of 10 winning strategies.

1 Written Marketing and Sales Plan

Companies that plan their future, create their future. Sit down and write your sales and marketing plan. Include your annual sales and profit goals, customer targets, market areas, project types and sizes, customer contact frequency, plan to meet with customers, strategies to differentiate your company from the competition, proactive bid follow-up system, bid-hit-win tracking, website and social media initiatives, conference attendance, going to sporting events with customers, and the action steps to achieve the results you want to hit.

2 Marketing Budget

Companies that invest in their future make more money than those who don't. Create an image, logo, website, brochure,

What's Your Plan to Win More Work?

10 Strategies for Success



WE'RE ON A ROLL



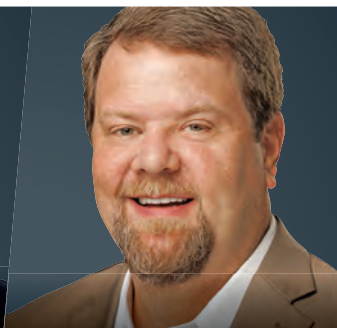
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and marketing materials to build a positive perception of who you are, what you stand for, and what you specialize in. Invest at least \$20,000 to \$35,000 per year on marketing, mailings, email newsletters, flyers, customer events, meals, ballgames, golfing, thank you gifts, and postcards to send out to customers. Note: this small amount does not include the cost for salespeople or estimators. Remember: any marketing is better than no marketing. But be consistent and diligent with your ongoing drip-drip-drip process.

3 Customer Relationship Program

Identify your top 20 current and potential customers you want to focus your sales efforts on. Commit to invest spending time with each of them at least once every two to three months in a relationship-building setting. These times together include meals, association meetings, golfing, fishing, hunting, charity events, or professional and college sporting events. Make sure you stay in touch with customers who can and will make you the most money. Go and see them at least four times per year. You

can't build a trusted relationship unless you invest time to develop a relationship by getting to know each other.

4 Target Marketing Mailing Program

Keep a database of your loyal, repeat, potential customers, and referring parties. Use a proactive CRM software program like HubSpot, Unanet, Pipedrive, Leap, or Follow-Up CRM to keep track of your contacts, meetings, bids, proposals, and follow-up activities. Send or email something to your entire customer target list every two to three months to keep your name in front of them, pique their interest, inform them of your unique qualifications, and tell them what you can do for them. Keep the constant customer strategy simple. Send out emails, updates, photos, videos, articles, postcards, flyers, new product updates, project announcements, birthday gifts, holiday cards, and fun things to make them smile.



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5 Expertise, Specialty, or Niche

Successful contractors are known for being the best at something. Some are known for project types, difficult jobs, fast track, design-build, or technical expertise. To be perceived as the best contractor in your expertise, your customer must be told often and understand what services or project types you specialize in. If you market your company as a jack of all trades that builds any type of project for any type of customer, you will not be perceived as an expert in any project type. Let them know what you focus on and are best at, and then tell them why over and over again.

6 Sales and Presentation Skills

Winning great jobs requires professionalism, knowledge, and confidence. Firms who are awarded more jobs than their competitors are well trained and competent in sales and presentation skills. They show up at the project interview ready to impress with their team rehearsed, dressed like pros, and ready to ask for the

YOUR VOTE COUNTS!

GOLD KEY

of Excellence Awards



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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 |
| <input type="checkbox"/> ASC Machine Tools Inc. | <input type="checkbox"/> Janus International Group | <input type="checkbox"/> Royal Crowne Cupolas |
| <input type="checkbox"/> Atlas Building Products | <input type="checkbox"/> JTS Sales | <input type="checkbox"/> S-5! |
| <input type="checkbox"/> Aztec Washer Company | <input type="checkbox"/> Kevmar Manufacturing | <input type="checkbox"/> Shed Windows & More |
| <input type="checkbox"/> Bay Insulation | <input type="checkbox"/> Kirsch BP Sharkskin | <input type="checkbox"/> Sherwin-Williams Coatings |
| <input type="checkbox"/> Beck America Inc. | <input type="checkbox"/> Lakeside Construction Fasteners | <input type="checkbox"/> Smart Build Systems |
| <input type="checkbox"/> Best Buy Metals Knoxville | <input type="checkbox"/> Leland Industries Inc. | <input type="checkbox"/> Snap-Z |
| <input type="checkbox"/> Bradbury Group | <input type="checkbox"/> Levi's Building Components | <input type="checkbox"/> Speed Lap |
| <input type="checkbox"/> Building Products Development | <input type="checkbox"/> Little Harvey's | <input type="checkbox"/> Steel Dynamics |
| <input type="checkbox"/> Burrow's Post Frame Supply | <input type="checkbox"/> Malco Tools, Inc. | <input type="checkbox"/> SteelGrip SAMM Inc. |
| <input type="checkbox"/> Capitol Forest Products | <input type="checkbox"/> Marco Industries | <input type="checkbox"/> Starwood Rafters |
| <input type="checkbox"/> Chief Buildings | <input type="checkbox"/> Marion Manufacturing | <input type="checkbox"/> Stockade Buildings |
| <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: _____

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order. They use photos, charts, CPM schedules, graphs, power-point presentations, photos, examples, customer testimonials, value-added propositions, cost saving ideas, and lots of visual props to get their point across. Remember, a picture is better than a thousand words, and people retain what they see versus what they read.

7 Right Place at the Right Time

Estimators are more than price calculators and bid givers. They are also in the sales business and must spend lots of time developing confidence and trust with their customers. To be in the right place at the right time, you must be in your customer's office at least once a week. Successful estimators create partnership relationships with customers by spending time working with them on value engineering ideas, solutions to difficult problems, and seeking better ways to build projects. Are you a price giver or problem solver? Customers want to hire people who solve problems for them and make their life easier and stress free.

8 Referral Solicitation Program

The easiest way to double your sales is to ask loyal customers for a referral. Referrals don't come often without asking, and when asked, customers will give. A simple checklist is all it takes to remind you when and who to ask. Call your last 10 customers and take them to lunch to thank them for the work. Then at the end of lunch, ask them for a referral. I guarantee you'll get all the work you can handle if you spend more time in sales than you do worrying about ordering materials and scheduling your crews.

START EARLY

By Gary Reichert, Rural Builder publisher

For about half my career, I was in a different industry and worked in a situation where about 30% of our business was generated through the bid process. The one key I found was to get in the process early. The earlier you enter, the better the chances of success.

1. Being the first one in allows you to set the tone and have some control over how the specifications are written. Often, I would provide text that was copied and pasted into the actual bid package. That can help guarantee a focus on your strengths and competitive advantages.
2. Being in early allows you to get a feel for what the organization is really looking for. Specs are written, but knowing why the specs are written is as important as how they are written. Understanding the why allows you to provide options.
3. Relationships take time. Getting in early and providing resources allows you to build trust and make the specifier or customers life easy. All other things being equal — and they never are — this relationship helps them choose your bid.

Based on my experience in a different industry, if I did my job, the actual bid process was primarily an academic exercise. Being the first one assisting the buyer in the process leaves everyone else playing catch up.

9 Active in Industry and Community

Successful companies are seen by everyone, everywhere, all the time. They are active in their industry associations, local charities, and community organizations. They serve on boards of directors and give time and money to make things better for the people around them. When you are perceived as a helper and giver, people will notice and call you to help them build their projects too.



10 Cutting-Edge Technology

Leading companies use the latest tools, techniques, software, and technology to stay ahead of their competition and lead their customers. They show the future to customers instead of complaining about change. What are you waiting for? What are your competitors doing that you should be doing? Perhaps you need to implement fully integrated project management software to manage your projects and communicate with customers instantly. What can you be the first to use? The longer you wait, the farther behind you get. Contractors who are still waiting to use the new technologies and systems will fall behind and not win many contracts going forward.

To increase your chances of winning more than your share of profitable jobs, consider implementing these 10 tips. Make your bid only one small part of the selling process and join the list of very successful companies. **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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BY LINDA SCHMID

Improving Post Repair for Post-Frame Buildings

Strengthening the Foundation

GETTING STARTED

What do you do when a virtually un-addressed problem is staring you in the face? You develop a product to resolve it of course! In 2018, Steve Beach saw that there were a lot of post-frame buildings that were 40, 50, 60 years old that were in decent shape except for one thing: the foundation. Of course, a bad foundation can cause a lot of other problems: sliding doors that don't slide, walk doors that don't open or close properly, and walls that move in the wind.

Beach had a lot of experience with post-frame construction. He'd been involved in the industry since the '90s, and he had his own company, Savage Building Systems. He began working on a solution for the damaged foundations, one that his business could use to help clients. Beach developed a column repair sleeve and he began working on this project part-time on the weekends. Mike Smith, who was looking for a new opportunity, joined him. They worked this way for about a year, but they found that they were turning down more work than they were completing, so in 2018 they went full time.

Since they had no experience designing, developing, and manufacturing a new product, they relied on manufacturers to make the product. This was a constant challenge. Busy manufacturers could not always be relied upon to deliver the product when needed, so the goal became to take control of the process by producing the product themselves.

In December 2023, the goal was met; Anthem Built began manufacturing its column repair sleeve on its own premises in Varna, Illinois.

CHALLENGES AND OPPORTUNITIES TODAY

Like any other, the company has its challenges; for example, procuring enough steel. They keep more in stock these days; a



The Team: Jake Beach, Michael Smith, Steve Beach, and Luke Beach.

lesson they learned from the COVID-19 era.

They find that their biggest challenge is also their biggest opportunity ... getting the word out to builders about their column repair system and what it can do for them.

Beach said, "In the past, it could take a week to do this type of repair," referring to fixing the foundation posts on a post-frame building with wood in the ground. "But now with our column repair sleeves, it can be done in a day," he said.

This product has been wonderful for Beach and Smith, allowing them to help more customers.

"We are builders, not marketers," Smith said, "so the challenge for us has become translating our enthusiasm for this product to other builders, to open their eyes to the possibilities," he added.

The company is now looking for good builders who are interested in this opportunity. They currently have three companies who use their repair products. Anthem provides them with train-

ing and tools needed to become proficient installers.

“Many builders are likely turning away would-be customers because they think repair of post-frame foundations is going to be time-consuming and messy, but most of the time this solution requires no excavation,” Beach said. “This is a great opportunity to expand an existing business,” he added.

Savage Buildings has installed upwards of 15,000 column repair sleeves and they receive plenty of referrals. Smith said that once customers’ friends and neighbors realize that you have saved the old building, they want you to come and look at their old building.

The company serves Illinois and parts of Indiana. They have builders in Wisconsin, Minnesota, and Pennsylvania. The Pennsylvania builder covers New York, New Jersey, and Ohio and recently an Iowa builder signed on with them.



Repair Sleeves.

EMPLOYEES AND CULTURE

Smith, Beach, and Beach’s sons Jake and Luke are the main players in this family business, and they work well together. They have their challenges like any business, but everyone shows up, does their job, and they all pull together to make 100% customer satisfaction their focus.

Their business philosophy is to do what they say they will do, get there when they say they will get there, get the job done, and do it well. This is not something written in a mission statement framed on the wall Smith said, it is how they, as a company that enjoys being of service, operate.

THE INDUSTRY

The post-frame industry is focused on problem solving according to Beach. The concern for longevity has made builders rethink wood in the ground, so that now this building format can be used for residential and it is more common in commercial and industrial building also. The industry has been slow to change he said, but today people are demanding more from their buildings, thereby encouraging progress.

While progress is inherent in the materials, processes, and solutions builders are applying to post-frame building, the recent dock workers strike is a reminder that the industry continues to rely on a fragile supply chain. Beach said that their company buys as much raw steel as they are able and stores diesel fuel for their trucks. They are always trying to be prepared for a supply chain glitch.

INSIGHTS BORN OF EXPERIENCE

Beach said, “I wish I had more knowledge about manufac-



Repair Sleeves being installed.

turing processes before we started manufacturing. Our startup could have been better and more efficient. Thankfully, we did have some help from people with years of experience and knowledge of what we needed to do to get to the point of rolling out our manufactured product, which allowed us to complete research and development in-house.”

R&D is something that Beach is passionate about, and the company has continued to make improvements in products, install techniques, and tooling, so it has worked out well. Beach and Smith believe that anyone embarking on a brand-new venture would do well to find someone experienced to consult.

“The right equipment is also critical to getting your business running the way you want it to,” Beach said. “Another indispensable asset is a good, trustworthy accountant so that while you are busy building your business, they are taking care of the finances. When seeking that trustworthy individual, ask for referrals, do the research, and interview them.”

LOOKING AHEAD

Smith and Beach see their product line as expanding in the future. They are also working on developing a network of builders who use their products. While Anthem Built (anthembuilt.com) expands by extending the life of existing post-frame buildings, they are, no doubt, strengthening the foundation of the whole post-frame industry. **RB**

BY RURAL BUILDER STAFF

■ STAR EQUITY HOLDINGS ANNOUNCES THE ACQUISITION OF TIMBER TECHNOLOGIES LLC

Star Equity Holdings Inc., a diversified holding company, announced it has completed the acquisition of Timber Technologies LLC, a Wisconsin-based engineered wood products manufacturer.

Located in Colfax, Wisconsin, Timber Technologies LLC started operations in 2003 and has been manufacturing glue-laminated (glulam) wood columns and beams for post-frame buildings since that time. Timber Technologies' product line includes treated and untreated columns for sidewalls and end walls in post-frame buildings, glue-laminated headers and beams, and architectural grade beams to high-end commercial structures. Timber Technologies, now Timber Technologies Solutions Inc., will continue to produce mass timber and glulam products for agricultural, industrial, infrastructure, commercial, and residential markets.

Tom Niska and Dale Schiferl, co-owners of Timber Tech, commented, "We are thrilled to partner with Star to lead Timber Technologies Solutions in its next phase of growth. The Star team's extensive experience in overseeing businesses in the construction market makes them a great fit for our business, and we are excited to see what we can do together. Timber Technologies has taken great strides to expand our business over the years with increased

manufacturing capacity, personnel, and equipment to best position ourselves for continued success."

■ MALCO TOOLS ACQUIRED BY ASPEN PUMPS GROUP

Malco Tools, Inc, one of the nation's top manufacturers of high-quality tools for the HVAC and building construction industries has announced that it has been acquired by Aspen Pumps Group.

Aspen Pumps Group (Aspen) was founded by three air conditioning engineers in 1992, and now sells to over 100 countries worldwide. The United Kingdom-headquartered company has expanded globally to become an award-winning leader in products and solutions for the heating, ventilation, air conditioning, and refrigeration (HVAC/R) industry, including condensate removal pumps, tools, cleaning chemicals, support systems and accessories.

With deep experience and capabilities in the HVAC/R aftermarket, Aspen has a strong portfolio of products and brands that strategically align with Malco, which will allow both brands to continue to grow and serve new markets.

Malco Tools will continue to operate from its headquarters in Annandale, Minn., and will become the North American headquarters for Aspen, bringing on new tools and product lines that will serve a larger HVAC/R market. As part of this strategic expansion, Malco Tools Presi-

dent and CEO Rich Benninghoff will take on the new role of CEO of Aspen Pumps Group North America, effective immediately. "Malco has built an extremely strong, and reputable business over the past 75 years and this agreement with Aspen Pumps Group will allow us to grow our business in ways that will allow us to be a successful, trusted brand for the next 75 years," said Benninghoff.


"We are very excited to welcome Malco Tools to the Aspen Pumps Group family," said Adrian Thompson, CEO of Aspen Pumps Group. "Malco is an industry leader and has built a strong reputation among the HVAC and roofing/siding trades. We are looking forward to working with their talented team as we continue to grow the business and serve even more markets in the future."

■ MIKEROWEWORKS FOUNDATION SURPASSES \$11 MILLION IN TRADE SCHOLARSHIPS

This year, the mikeroweWORKS Foundation is awarding \$2.4 million in work ethic scholarships to more than 300 aspiring tradespeople. As in past years, 2024 recipients include a broad mix of plumbers, electricians, welders, mechanics, pipe fitters, HVAC specialists, blacksmiths, cosmetologists, and many other skilled workers seeking to enter careers that don't require an expensive four-year degree.


"It's been really gratifying to help train the next generation of skilled tradespeople," said Mike Rowe, CEO of mikeroweWORKS. "The opportunities to prosper in the trades today are astonishing, and shining a light on those opportunities has been a real privilege."

With this latest round of scholarships, Rowe's foundation will have awarded nearly \$12 million in work ethic scholarships to more than 2,000 Americans, making mikeroweWORKS the largest trade school scholarship fund in the country. Along with its scholarship program, mikeroweWORKS is also leading the charge to reinvigorate the trades by challenging the myths that keep so many people from




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exploring a vocational career.

“It’s not enough to simply award scholarships to qualified applicants,” said Rowe. “If we really want to close the skills gap, we need to change perceptions in the broadest possible way. That means better PR for the trades. We need to show Americans that lots of skilled tradespeople are making a very comfortable six-figure salary, setting their own schedules, and finding real meaning and fulfillment in their work.”

For nearly a decade, the ratio of baby boomers retiring to those entering the workforce has been 5:2, according to Skillwork. The resulting “skills gap” has widened, and the Bureau of Labor Statistics reported in May that there are 8.1 million open positions — the majority of which do not require a four-year degree — and caused a labor shortage that’s left

our workforce profoundly out of balance.

“Ever since we took shop class out of high school, we’ve been telling our kids that the best path for the most people is a four-year degree,” said Rowe. “And for decades now, we’ve been lending money we don’t have to kids who can never pay it back, so they can buy a diploma that no longer guarantees them a job. That has to stop.

At mikeroweWORKS, we’re telling an honest story about college debt, and making a persuasive case for the many opportunities that exist in the skilled trades.”

■ SENCO ANNOUNCES NEW VICE PRESIDENT OF MARKETING AND SALES

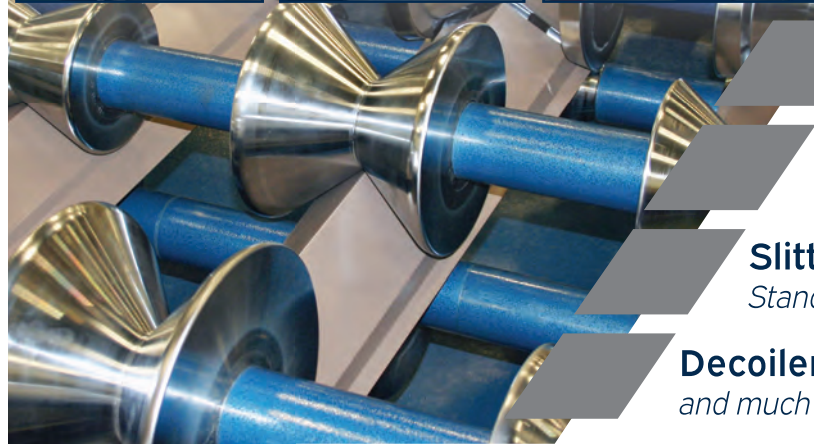
KYOCERA SENCO Industrial Tools, Inc. (SENCO), a global leader in pneumatic and cordless fastening solutions, has promoted Tom Hodson to the role

Tom Hodson, the new Vice President, Marketing and Sales at KYOCERA SENCO Industrial Tools.



of Vice President, Marketing and Sales. In this position, Hodson will lead the continued development and execution of SENCO’s marketing, communications, and sales growth strategies.

Hodson has been with SENCO for 21 years, beginning as a territory sales manager. Prior to this appointment, he spent six years as SENCO’s Director of Channel Marketing and National Accounts where he was responsible for driving SENCO’s channel strategy and growing sales with national dealers and distributors. **RB**



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NEW PRODUCTS

BY RURAL BUILDER STAFF

■ FABRAL ADDS HIGH-PERFORMANCE PAINT SYSTEM, 17 NEW COLORS

Premier metal post-frame materials manufacturer Fabral Metal Wall and Roof Systems has introduced its new Sherwin-Williams® WeatherXL™ color lineup, offering a more robust finish in 21 colors for wall and roof panels.

A two-coat, silicone-modified polyester (SMP) coating, Sherwin-Williams WeatherXL delivers durability and endurance during extreme conditions, offering resistance to chalking, fading, and scratching; superior weatherability; exceptional color and gloss retention; and outstanding color consistency.

With the transition to WeatherXL, Fabral has carefully curated a palette of colors suitable for a range of project segments,



Fabral color fandeck.

including residential roofing, post-frame, agriculture, and more. The collection includes four of the company's previous offerings (Dark Brown, Light Gray, Charcoal Gray, and True Black) and 17 new

colors: Brite White, Polar White, Ivory, Light Stone, Sahara Tan, Taupe, Koko Brown, Burnished Slate, Gray, Ash Gray, Pewter Gray, Rustic Red, Brite Red, Burgundy, Gallery Blue, Hunter Green, and Copper Penny.

“While timeless classics like black, charcoal, and green are expected to maintain their popularity in 2024, there is a noticeable trend moving away from the vibrant blues and reds toward the embrace of warm, muted tones like brown and gray,” said Michael Vaughn, Marketing Manager at Fabral. “To meet this evolving demand, we are proud to introduce our new Sherwin-Williams WeatherXL color lineup. Not only do these hues cater to the aesthetic needs and preferences of our diverse customer base, the WeatherXL coating is engineered to withstand the tough-

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est exterior conditions while maintaining a beautiful appearance.”

WeatherXL is available on a range of Fabral’s residential and agricultural metal panels, including the Grandrib Series, the Horizon Series, and trim and soffit panels.

■ CULPEPER WOOD PRESERVERS LAUNCHES CULPEPER COLUMN PLUS FOR OUTDOOR APPLICATIONS

Culpeper Wood Preservers, a leading manufacturer of pressure-treated lumber, is setting a new standard for durability and aesthetics with the launch of Culpeper Column PLUS. Column PLUS is a hollow 6x6 laminated column made from southern yellow pine that is lighter weight, easier to handle, stronger, and less likely to twist and crack compared to traditional solid wood columns.

The new Column PLUS is designed for applications such as porch columns, decking, and load-bearing roofs. Column PLUS can be painted, stained, or customized to achieve a variety of looks and serves as a real-wood alternative to PVC, fiberglass, or aluminum columns.



The Culpeper Column PLUS is designed for outdoor applications.

“A key design feature of Column PLUS is its hollow construction that allows users to run wiring through the interior for junction boxes, outdoor lights, speakers, and more,” said Jonathan Jenkins, president at Culpeper Wood Preservers. “This gives homeowners a lot more flexibility for a cleaner appearance while still being able to have all of the extra outdoor elements they enjoy.”

Column PLUS is made with high-grade

southern yellow pine for a cleaner appearance and enhanced structure. It is kiln-dried after treatment and then formed with glue, which makes it much less likely to move when properly installed.

Compared to traditional wood columns, Column PLUS is highly moisture resistant and is treated to a higher retention level. Columns are treated to 0.23 of UC4B ground contact (compared to 0.15 of standard columns) for heavier retention and added longevity once installed in the substrate. In addition, the columns possess greater load-carrying capacity than solid timbers and boast strength ratings that outperform both composite and PVC options.

To ensure optimal performance and durability of the columns, they must be stored and kept dry prior to and during in-

stallation. Column PLUS must be primed and painted or stained immediately after installation to preserve the appearance and maintain structural integrity.

■ ALSIDE ADDS 12” VERTICAL BOARD & BATTEN

Alside,® a leading manufacturer and distributor of exterior building products, has added a new product to its revolutionary composite cladding portfolio with the launch of ASCEND® 12” Board & Batten.

It’s a versatile choice for both traditional and modern style homes to help it stand out among the rest, featuring an authentic 12” wide profile width, a convenient ¾” panel projection and two texture options: woodgrain or matte.

This product combines the realistic look of wood and the high-performance

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composite technology of the ASCEND Composite Cladding system. Available in 20 on-trend and fade-resistant colors, this innovative siding solution allows homeowners to achieve the timeless beauty and charm of real wood without the high maintenance and repair costs.

The Board & Batten design is not only visually appealing but also offers practical advantages for professional installers, including:

- Single-step installation with integral batten strip saves time versus fiber cement battens that must be individually fastened, filled in to cover unsightly visible fasteners, and then touched up with paint.

- Lightweight material makes it easier to handle than fiber cement and engineered wood; no large, heavy unwieldy panels.

- Lower total installed cost may save 10% or more with reduced time and fewer laborers required.

- No special tools, special skills, or respirators required; no sealing, joint flashing, caulking, or touching up.

- Forgiving hang conceals uneven surfaces; self-aligning interlock ensures a consistent appearance.

- (GP)2 Technology® provides greater structural integrity. It resists high winds, moisture, and impact damage from dents and dings.

Compatible with a wide variety of trim options, ASCEND Board & Batten features a lifetime limited, transferrable warranty.

A brand of Associated Materials, LLC, Alsie distributes a variety of windows, siding, and metal building products throughout its more than 100 company-operated supply centers across the United States.

■ SCHWEISS DOORS INTRODUCES STRAP LATCH DOOR

The newly designed and patented Strap Latch from Schweiss Doors offers simplicity, cleanliness, and reliability with every opening and closing of a bifold door. Strap latches from Schweiss, available in yellow, black, grey, and white, eliminate the need for cables, chains, sprockets, pulleys, extra motors, and additional parts. All-strap doors operate efficiently with 90% fewer moving parts. The new design firmly holds the door against the building in all

positions, securing the door when open or partially open and will firmly lock the door when closed. It offers added protection from wind gusts while the door is in any position of operation. **RB**



Schweiss Doors' Strap Latch.

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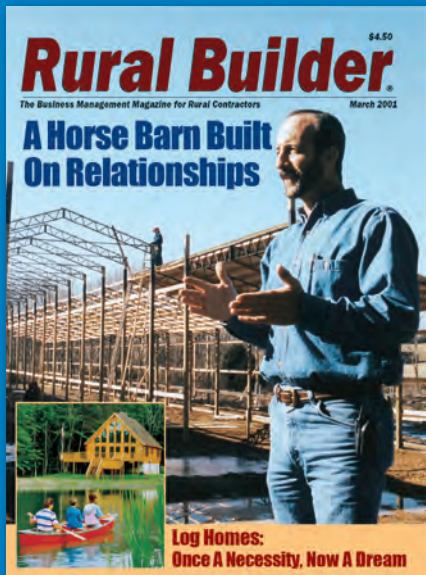


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One truss assembly, bolted to its supporting column, is ready for installation and later connection to a similar opposing assembly. FRANK PAGELLO PHOTO

A Horse Barn Built on a Foundation of Relationships

Although it isn't often that you hear it coming from a male, relationships seem to be an important ingredient in the mix that has driven Frank Pagello and Discount Metal Roofing & Siding.

It's at the core of every phase of the story he tells about designing and building a very large mare breeding barn near his home base in Shelbyville, Tenn.

The small city south of Nashville is in Tennessee Walking Horse country, and it is for these mares and stallions that the barn was exclusively created.

Ideas for the barn were first committed to paper as part of the easy relationship Pagello has with Tim Pauley, the vice president for development and construction at W.B. Johnson Properties LLC in Atlanta, Ga. The company, owned by William B. Johnson, operates Waterfall Farms, the breeding facility near Shelbyville.

"Tim and I go back some years, and we would kind of plan a project on the back of a paper bag," says Pagello. "I had been



For Pagello (l), building relationships like the one he has with Raymond Sommers have been crucial to the success of his supply business. ERIK STOTTRUP PHOTO

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their builder, but then I left the trades and opened this supply business.”

And when Johnson’s company decided it needed a fourth breeding barn at the Shelbyville location, it came to Pagello again, wanting him to supply the materials and build the project.

“I had made a commitment not to compete with my customers,” says Pagello, “so Tim asked if I would construction manage the job.”

Enter relationship #2, this one between Pagello and Raymond Sommers, who owns Sommers Construction in nearby Petersburg, Tenn.

Says Pagello: “Raymond and I had established a good rapport, and I recommended him as the builder, and we went to work putting the building together.”

The original building plan sketched on yellow legal paper by Pagello and Pauley had two buildings side by side measuring 48 ft. x 360 ft. and housing a total of 100 stalls. Then a third relationship began to exert influence on the project, this one with Waterfall Farms’ veterinarian, Dr.



“We basically wanted to house a large group of horses in such a way not only to be comfortable for the horses but for the labor force needed to take care of them,” says the farm’s veterinarian, Dr. Mike Harry, here working with a young mare. ERIK SOTTRUP PHOTO



A fine, white stone provides the finished surface of the aisles, which separate back-to-back stalls in the center and larger foaling stalls along each perimeter of the building.

Mike Harry.

“Dr. Harry asked for larger foaling stalls,” recalls Pagello. He also wanted to simplify his own chores and those of the maintenance staff. That meant locating his examination space and surgical room in the center of the barn, with hay and feed stored at each end so that it would have to be hauled only halfway down the length of the structure.

“We basically wanted to house a large group of horses in such a way not only to be comfortable for the horses but for the labor force needed to take care of them,” says Dr. Harry. “The length of the building is not a real problem, because all of my work areas are in the center and feed storage is in the ends so that we’re only hauling to half the building each way. We can do more with less labor as a result of the design of the building,” he says.

Not content with the original rough sketch, Pagello and Sommers tinkered with the design until they had arrived at a recommendation for a single building.

“I was able to show Tim that we could provide roughly the same number of stalls in one building for less money,” says Pagello. In fact, the savings amounted to about \$120,000, enough to compensate for the loss of seven stalls from the number first specified.

The number of stalls was important, because “they see each stall bringing in a certain number of dollars a year,” explains Pagello. The Johnson company also is in the motel business and accustomed to looking at dollars per unit, he adds.

And as it turned out, Waterfall Farms’ fourth mare breeding barn works so well that plans to transfer operations from it back to an older facility during the winter were scrapped. The 93 stalls the finished building contains, the space designed for the doctor, and the money saved seem to have pleased everyone involved.

“We built a mockup stall complete with feeders and everything else in it, and everybody had to go in it and sign off on it before we could do it 93 times,” says Pagello.

All stall components came from Classic Equine Systems, according to Pagello.

But time was also of the essence. “It was imperative that they move into the barn for the spring breeding season,” says Pagello. Work started in September of 1999 and finished in January 2000, except for minor details.

“Mares are in heat during the spring, so we needed to be ready for breeding then,” Dr. Harry explains simply.

First stage in the process was pouring concrete footings and piers to which

the building columns are mounted. Then 1-1/2-in. to 2-in. rock was spread 6 in. deep, followed by a 6-in. layer of “quarter-down,” a small, white rock that provides the finished surface in the barn. The rock was graded to the top of the concrete piers.

In final shape, the barn is 96-ft. wide and 378-ft. long and houses 93 stalls in addition to feed storage and vet space. Forty-seven stalls line the perimeter, each 14 ft. x 20 ft. Back-to-back down the center are 46 stalls 14 ft. x 14 ft. Perimeter and center stalls are separated by aisles large enough to accommodate service trailers pulled by utility tractors.

The 14-ft. perimeter bays played a crucial role in the design of the structural system used the barn. “The width of these stalls dictated the use of steel,” says Pagello. “Wood trusses 14 ft. apart wouldn’t work. We would have needed an intermediate post and/or a massive plate between posts, which would have defeated the purpose of the whole thing.” That whole purpose being stalls without posts in the center of front and back walls, and a construction bill easy on the budget.

The steel trusses, manufactured by Hostetler Sales in Buffalo, Mo., came in four pieces, including two center trusses and two lean-to trusses. Sommers’ crew assembled a center truss to the lean-to section and the resulting component to a 6x8 steel I-beam column on the ground and raised it into place with a telescopic handler. The column was then bolted to the concrete pier, and wood 2x6s were installed connecting the unit to a previously installed truss. Then the opposing pair of trusses were assembled and installed, with the two halves bolted together at the ridge. Wood purlins set on edge in clips connect the trusses and provide fastening points for the metal roofing.

Sommers Construction specializes in post-frame buildings, but the crew has also installed “a lot of steel trusses, depending on what the customer needs or wants,” Sommers says.

Tongue-and-groove 2x boards were installed as part of the exterior wall, as well



The purpose of the new structure is to provide a home to mares producing Tennessee Walking Horse foals, which hopefully go on to championship show careers. The horses have an exaggerated, high-stepping style and a very smooth ride (inset). ERIK SOTTRUP PHOTOS


as stall partitions and fronts to ward off kicks from horses and their habit of chewing on wood with exposed edges. The T&G walls were built 8-ft. high in most locations, with 3-ft. 6-in. translucent panels topping the wood in the exterior walls to improve lighting. White steel roll formed panels cover exterior walls and roof.

Both the metal, translucent panels, and trim were supplied by American Building Components (ABC) from a plant recently established in Jackson, Miss. Roof panels came in 50-ft. 9-in. lengths to eliminate

end laps.


ABC and its sales representative Rachelle Browddus constitute another of the relationships Pagello cites when he explains the success of the Waterfall Farms and other building projects.

“I feel we are in a friendship relationship with all our suppliers such as ABC, and I attribute a lot of our success to their outstanding service, he says. “Rachelle has handled my account in such a way that if we had an emergency, she would walk it through the plant and in every way pos-







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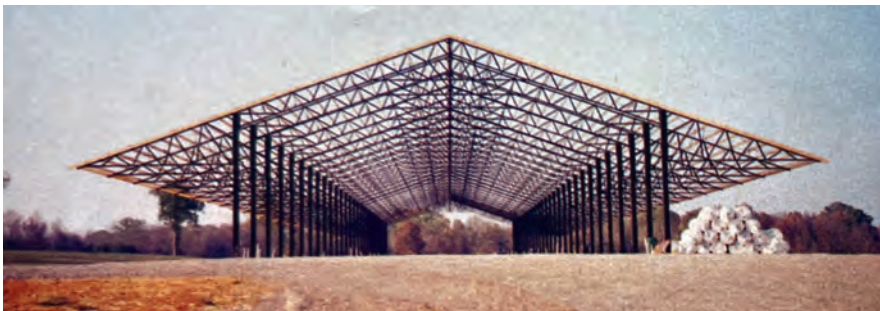
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With steel trusses and columns erected and purlins strung, builder Raymond Sommers' crew is ready to install reflective insulation, roof panels, and sidewalls.



Lengths of reflective insulation are topped by full-length sheets of white steel roofing.



The finished mare breeding barn measures 96 ft. wide and 378 ft. long, housing 93 stalls; examining, surgical, and washing space for a veterinarian; and storage space for feed and hay.

sible either cover my mistakes or just help us out in an emergency.”

Sommers' crew installed over the trusses a double bubble blanket of insulation faced on both sides to reflect heat. The product, TempShield™, is manufactured by the Sealed Air Corp. and was supplied by MWI Components.

The ventilation system includes Ridg-Vents from MWI and four intake and four exhaust fans from in the end walls designed to move 40,000 cu. ft. of air and exchange all the air in the building every 15-16 minutes. The only heat is supplied

by propane burners needed to warm toilet rooms and the veterinarian's workspaces.

Air movement through the stalls is facilitated by open grilles in the stall fronts and perimeter walls.

Rows of fluorescent lights above each row of stalls can be controlled by timers. An automatic fly-spray system is provided by tubing also running the length of the building over each row of stalls, suspended from a tightly stretched cable suspended from the roof trusses.

Sliding doors in each end of the building give access to the two aisles. The

BARN COMPONENT SUPPLIERS

The major components and their sources for the 93-stall brood mare barn built for Waterfall Farms are as follows:

Steel wall and roof panels, translucent panels, and trim:
American Building Components: Circle 111.

Stalls and equipment:
Classic Equine Systems. Circle 112.

Ventilation system:
MWI Components. Circle 113.

Reflective insulation:
Sealed Air Corp. Circle 114.

Sliding doors, track, and trolleys:
Harvard Products. Circle 115.

Steel columns and trusses:
Hostetler Sales. Circle 116.

Building materials package and construction management:
Discount Metal Roofing & Siding. Circle 117.

doors, track, and trolleys were all supplied by Harvard Products. An additional roll-up door in one side provides access to the doctor's surgical center.

“Maintenance of the building is easy,” says Dr. Harry. The aisles handle tractors and trailers, including one with a hydraulic arm that augers out wood-chip bedding into the stalls. “And it's not that cold in the winter; the animals help keep it warm.”

Waterfall Farms has seven stallions, which will provide the ingredients for the artificial insemination of nearly 900 mares during a year, and 135 mares bred from stallions off the farm.

Championship show performance is the objective for each of the foals produced at the farm. “Nice show horses” can fetch \$10,000 to \$25,000, according to Dr. Harry, with top-rated horses bringing \$1.5 million or more at sale.

The doctor works with as many as three interns at a time from a nearby community college as part of its veterinarian technician's program. During the summer, veterinarian students from the University of Tennessee each work two weeks or so at the farm.

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All construction was performed by Sommers and his crew, except for plumbing, electrical, and mechanical systems, which were installed by Arnold Electrical & Remodeling.

Frank Pagello describes his business relationships in yet another way. Asked if there is a construction feature found in most of his buildings, his response is, “We customize.” The explanation may sound idealistic, but it comes with the feeling of truth.

“When I started this business, I asked myself what type of supply house I would like to deal with. I developed it from a builder’s perspective. I wanted to provide one-stop shopping with just about everything in stock so that very little of it must be specially ordered. We try to carry just about everything that can be shipped the same day or the next day.”

Pagello, who recently sold the business to his employees but remains as a consultant, says these employees came to the company with little experience in the industry. It enabled him to train people who had no preconceived notions and who are committed “to good business ethics and an integrity that will always give the benefit of the doubt to the customer.” **RB**

[Ed. Note: When this article was published in 2001, Rural Builder printed a separate page listing all the component suppliers by number. If readers wanted more information about specific suppliers, they could circle those suppliers’ numbers, tear the page out, and mail it to us.]

Customer service has evolved over the last two decades. Now, it’s much easier to get in touch with a supplier directly via their website, which generally includes multiple methods of contact. But regardless of how readers contact them, suppliers appreciate having readers get in touch with them to assist them with their questions and needs.]

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Quonset Hut Timber-Frame Garage

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The clients had an existing Quonset hut (a WWII-era structure) on their property that B&D Builders expanded into a modern-day timber frame barn.

The finished structure, which features Douglas fir timbers, is large enough to house the family's RV with room to spare for additional storage. **RB**





THE DETAILS:

Location: Schwenksville, Pennsylvania

Size: 2,464 sq. ft.

Architect: Mark C. Myers

Timber Frames:

Mid-Atlantic Timberframes

Entry Doors:

Vintage Millwork & Restoration

Standing Seam Roof: Drexel Metals

Exterior Stonework: J&J Masonry

Overhead Doors: Smoker Door Sales

Windows: Lincoln Windows

PHOTOS COURTESY JANA BANNAN



Help Us Help You

Take the Annual CSI Survey

It is almost time for our Annual CSI Survey release. Our magazines go to the printer several weeks before they mail to you. As I write this column, the election is over and we will be sending the survey before you receive this in the mail. This URL provides access to the survey:

<https://www.surveymonkey.com/r/2025CSIsurvey>

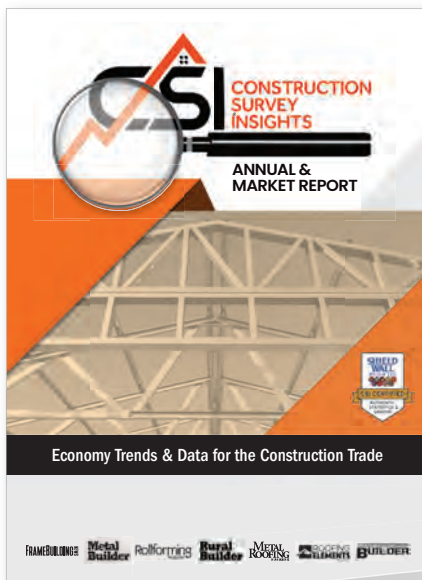
Or you can access the results through any of our magazine websites.

The intent of our survey is to gauge market sentiment for the coming year. As the choice of President will have a huge effect, we are holding off releasing the survey until after the election and the emotion returns to normal. With that in mind, we plan to release the survey the week of November 11.

Please complete and share the survey. The number of responses is critical for useable data. Most market reports are sold as proprietary and cost recipients several hundred to several thousand dollars. We are providing the CSI-Annual & Market Report to all our subscribers free of charge.

We believe data is necessary to make good business decisions. If you see value in data for our markets and use this information in any way, there are a few simple things you can do to help:

- First and foremost, take the survey. The more responses we have, the more complete the data.
- Tell people and share this information. The more people who know about this, the more people who will take the survey. The more people who take the survey, the better the quality of the data we can provide.
- If you are a dealer, distributor, or manufacturer, consider sponsoring a section. If you look at the metrics, this CSI-Annu-



al & Market Report (and our Directory) are the most cost-effective products we have to reach our audience.

Thank you for your confidence and support as we continue to grow and support the industries we serve. **RB**

If you like the CSI columns or find the information useful, help us help you. Shield Wall media sends a State of the Industry Survey in fall and a mid-year State of the Industry Survey in Spring.

Please complete the survey and share it with your colleagues. A larger survey sample generates more reliable information.

