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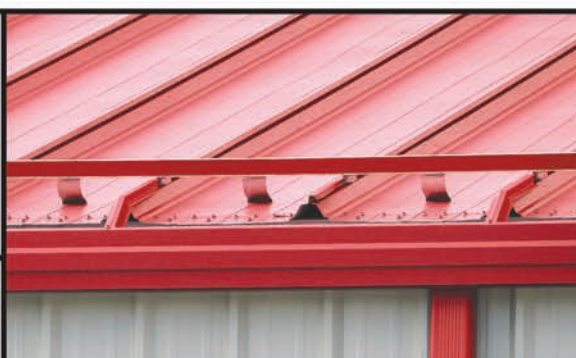


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BY GARY REICHERT

The Second Annual Post-Frame Builder Show: A Milestone Event for Shield Wall Media

The Post Frame Builder Show in Manheim, Pennsylvania (June 25-26), may be the biggest show we have ever done.

Spooky Nook in Manheim is a different type of venue for us. We typically have had our shows in traditional convention centers. We looked for a venue in central Pennsylvania for years and finally decided to try something different. (Thank you to our friends at AB Martin and Red Dot for the suggestion).

As of today, 90 days prior to the show, it is looking fantastic. We just passed a 50% increase in the exhibit hall, and it appears registrations will follow suit. Good things can happen when you are willing to try new things and listen to the people involved.

Our exhibitors have free attendee passes. These have no limitations on the number given or who they are given to. We even have

a contest with a prize for exhibitors based on giving out guest passes. A list of exhibitors and short profiles appears later in this issue. You can attend our show for free and help your favorite vendor win a prize worth about \$3,000.

If you pay the \$50 entry fee, it will be donated to charity like all our attendance fees. We are still donating to organizations helping people recover from hurricane Helene.

Spouses and kids under 16 are always free.

Our elevator pitch is still that we cater to the people who sign the front of the check not the back. If you are looking to spend quality time with the best vendors and people in the post-frame industry, come see us in beautiful Lancaster County, Pennsylvania. **RB**

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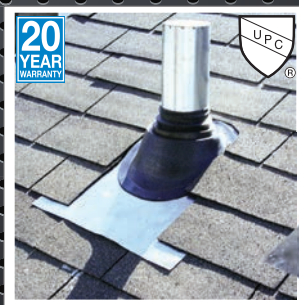
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THE S.W.E.A.T. PLEDGE
(Still & Wash This Area's Tables)

- I believe that I have won the greatest lottery of all time. I am alive. I walk the Earth. I live in America. *Really* all things, I am grateful.
- I believe that I am entitled to life, liberty, and the pursuit of happiness. Nothing more. I also understand that "happiness" and the "pursuit of happiness" are not the same thing.
- I believe there is no such thing as a "best job." I believe that all jobs are opportunities, and it's up to me to make the best of them.
- I do not "follow my passion." I bring it with me. I believe that any job can be done with passion and enthusiasm.
- I define debt, and do all I can to avoid it. I would rather live in a tent and eat beans than borrow money to pay for a lifestyle I can't afford.
- I believe that my safety is my responsibility. I understand that being in "compliance" does not necessarily mean I'm out of danger.
- I believe the best way to distinguish myself at work is to show up early, stay late, and cheerfully volunteer for every crappy task that is.
- I believe the most annoying sounds in the world are whining and complaining. I will never make them. If I am unhappy in my work, I will either find a new job or find a way to be happy.
- I believe that my education is my responsibility and absolutely critical to my success. I am excited to learn as much as I can from wherever sources it is available to me. I will never stop learning and understanding that there is no end to it.
- I believe that I am a product of my choices - not my circumstances. I will never blame anyone for my shortcomings or the challenges I face. And I will never accept the credit for something I didn't do.
- I understand the world is not fair, and I'm OK with that. I do not resent the success of others.
- I believe that all people are created equal. I also believe that all people make choices. Some choose to be lazy. Some choose to sleep in. I choose to work my butt off.

On my honor, I hereby affirm the above statements to be an accurate summation of my personal worldview. I promise to live by them.

Signed: _____ Dated: _____
Signed: *Mike Rowe* Dated: September 2, 2013



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ON THE COVER:

This stunning Graber Post Building home features steel board-and-batten siding and porch posts and beams wrapped with photorealistic woodgrain printed steel.

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Gary Reichert,
Publisher, Shield Wall Media



WORK ETHIC SCHOLARSHIP

Do You Want a Successful Career? Start From a Place of Gratitude...

And build on it.

BY LINDA SCHMID

Brian Hunter, a mikeroweWORKS Scholarship winner, is a great example of the Foundation's S.W.E.A.T. pledge in action. When Brian first read the pledge, it resonated with him. From the very first statement about starting from a place of gratitude to taking control of your own life instead of blaming circumstances, he felt it described the way he wanted to live his life.

EARLY YEARS

Brian came from a broken home, and he decided he was going to break that cycle. He knew he needed to find work that would be steady and provide well for his family.

He was always a curious kid, taking things apart to see how they worked and putting them back together. He liked outdoor life: hiking, camping, and panning for gold. Between his spirit for adventure and curious nature, he was always getting into scrapes.

Brian did not appreciate school in his early years, rebelling against the structure and the hours indoors. At age 14, he joined the Fire Explorers, a branch of the Boy Scouts of America, which helped prepare kids to become firefighters.

FINDING THE RIGHT PATH

At age 25, Brian and his wife were planning on starting a family and agreed they wanted Brian to have more time at home than fire fighting or EMT work allowed, so he decided on a career change. He didn't want to go back to college, so he thought he would learn a trade. He found an opportunity with a small electrical company, and he was on his way.

Realizing how much there was to learn and wanting to im-



Brian Hunter with his family: wife Gabby, eldest son Wyland, and youngest son Bronson.

prove, Brian began night classes. Soon he realized that at the rate he was going, it would be quite a few years until he got his degree, so he quit.

One day he was at a wholesale house picking up parts for a job, and while he waited, he saw an article in a newspaper sitting on the counter. It was an interview in which a mikeroweWORKS Foundation Scholarship winner talked about how the scholarship made their education possible. Brian was a fan of Dirty Jobs and other television programs Mike Rowe had appeared in, and he



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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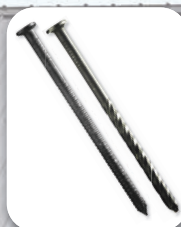
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was inspired. He began to think that maybe he could get through trade school, after all. In fall of 2019, Brian started classes at an area trade school.

Classes were fine, instructors were helpful, and all was well until, just a couple of months in, the COVID-19 virus struck and threw a wrench into the works. Classes were moved online, which is difficult when learning hands-on skills, but Brian soon found that his classes were boiling down to simply one question an instructor left on an online board and that was meant to stand in as both lecture and assignment. He realized that he and his classmates were missing out on their education.



Brian hard at work.

As a person who was never afraid to speak up or make a mistake, Brian gathered his classmates together and they rallied to demand more from the instructors. The end result was that the classes were broken up into smaller groups of students who met at different times to go through topics with the instructors on group phone calls. It was a vast improvement, and even though they couldn't do



THE S.W.E.A.T. PLEDGE

(Skill & Work Ethic Aren't Taboo)

1. I believe that I have won the greatest lottery of all time. I am alive. I walk the Earth. I live in America. Above all things, I am grateful.
2. I believe that I am entitled to life, liberty, and the pursuit of happiness. Nothing more. I also understand that "happiness" and the "pursuit of happiness" are not the same thing.
3. I believe there is no such thing as a "bad job." I believe that all jobs are opportunities, and it's up to me to make the best of them.
4. I do not "follow my passion." I bring it with me. I believe that any job can be done with passion and enthusiasm.
5. I deplore debt, and do all I can to avoid it. I would rather live in a tent and eat beans than borrow money to pay for a lifestyle I can't afford.
6. I believe that my safety is my responsibility. I understand that being in "compliance" does not necessarily mean I'm out of danger.
7. I believe the best way to distinguish myself at work is to show up early, stay late, and cheerfully volunteer for every crappy task there is.
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9. I believe that my education is my responsibility and absolutely critical to my success. I am resolved to learn as much as I can from whatever source is available to me. I will never stop learning and understand that library cards are free.
10. I believe that I am a product of my choices – not my circumstances. I will never blame anyone for my shortcomings or the challenges I face. And I will never accept the credit for something I didn't do.
11. I understand the world is not fair, and I'm OK with that. I do not resent the success of others.
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Signed _____

Dated _____

Signed Mike Rowe

Dated September 2, 2013



things hands-on in class, they could try them at home. Later, students said that if he hadn't orchestrated the intervention, they wouldn't have made it through the program. Brian learned a valuable lesson; if what's at stake is important, you have to stand up for yourself and others.

THE MEANING OF THE MIKEROWEWORKS FOUNDATION SCHOLARSHIP

When Brian saw that article about a scholarship winner, he found that if he

planned to apply for the scholarship himself, he needed to get everything in within two weeks. That included paperwork showing that he was enrolled in a program that fit their criteria, two solid references from bosses or teachers, his essay answers, a signed S.W.E.A.T. pledge, and a 60-second video. It was a rush, but he got it in and he won a scholarship.

Brian found the S.W.E.A.T. pledge to be like the commandments of how to be a successful citizen.

"I love the S.W.E.A.T. pledge," Brian



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Brian Hunter with his sons, Wyland and Bronson.

said. “It stands in direct opposition to an entitlement and victimhood mentality. The pledge sustains a self-image that demands commitment of character and discipline over motivation.”

Brian likes the pledge because he believes in continuous self-improvement. Further, he finds it to be a constant reminder not to take his foot off the gas. He doesn’t want to let anyone down, including Mike, the Foundation, or other participants who are counting on a mikeroweWORKS Foundation Scholarship to mean something; for example, that it is given to people with a good work ethic, personal responsibility, and accountability.

Not only does he strive to live the pledge, but from a practical standpoint, he believes that winning the scholarship is a resume builder. A prospective employer who sees the pledge you have voluntarily taken is given some idea of who you are.

Of his experience with the mikeroweWORKS Foundation, Brian said, “It is an honor to be a part of an organization that is spearheading the call to arms to join the trades. Mike and his team are extremely generous with their time and efforts to ensure a future for our working class builders of America.”

AFTER TRADE SCHOOL

Brian now works at Rancho Pacific Electric in Rancho Cucamonga, California. He loves the work; he finds it demanding, both physically and intellectually, pushing him to learn new things, and the demands keep the work fresh.

His coworkers are very knowledgeable and professional, and

Brian is glad to work with them. He likens them to iron sharpening iron: a group of people being improved, refined, and becoming more knowledgeable through interaction with each other.

Advice for Anyone Who is Considering Entering the Electric Trade (or likely any new job)

- Show up and be on time.
- Don’t complain.
- Don’t compare yourself to others; just do your best and strive to do better every day.
- Pay attention to what your weak areas are and seek knowledge about that subject.
- Ask questions.
- Don’t be afraid to make a mistake; step out of your comfort zone.
- As you rise, reach down and pull others up with you.

This may sound like simple advice, but it isn’t always easy to follow these guidelines. Eventually these behaviors, if practiced faithfully, will become automatic through force of habit.

HOW DO WE ENCOURAGE MORE PEOPLE TO ENTER THE TRADES?

Brian said that more articles like this one need to be published, articles “expressing discipline above decadence and reminding people that hard work is an absolute necessity to a functioning society. It’s time we pause to look around at the buildings we work in, the roads we drive on, the faucets we use, and the lights we rely upon... We must take inventory and teach our children of the labor and skills required to build the infrastructure.”

The infrastructure is created and maintained by hardworking people. The people who have a direct impact on our everyday lives are ignored while people who play sports or work as actors and singers are idolized. How can we change this mindset? It all starts with gratitude.

How can we encourage people to think about what is important in their lives, reconnect with reality, and value those things that are useful? The easiest way is to teach our youngest citizens as they grow up. This is what Brian is practicing with his kids.

Brian’s elder son is 8 years old, and he has his own business. He created “business cards” and solicited for customers. Every Saturday he rides his bike with a homemade wagon on the back and he picks up recyclables from his customers, then Dad helps him take them to the recycling center. What an enterprising and dedicated young man!

Another way to encourage people to enter the trades, according to Brian, is to write articles about people’s journeys to find their place in the trades. A story like that helped him, and he loves that now he gets to have his story told to inspire someone else. **RB**



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This building in Mills Hall, Pennsylvania, is clad with Central Steel Manufacturing's Hickory direct print on Board & Batten siding panel and has Burnished Slate Panel-LocPlus roofing panels. PHOTO COURTESY OF CENTRAL STEEL MANUFACTURING

Printed Steel Siding

Finishes, Profiles, and Coatings

Making a Mark in the Siding Industry

Steel siding is popular for many reasons. It's durable, and has a long lifespan, so it's generally sold with long warranties, some even with lifetime warranties. It requires little maintenance, doesn't mold, rot, warp, or swell, is scratch- and impact-resistant, and is noncombustible. In fact, steel siding is considered Class A fire-resistant. In addition, its coatings make it corrosion- and fade-resistant. It's also environmentally friendly, as recycled steel is used in its manufacture, and is 100% recyclable. Although the initial cost of steel siding may be higher than other materials, its comparative speed of installation and the lower skill level typically needed for installation can lower labor expenses to help offset some of the material costs.

Finally, steel siding's low maintenance and longer lifespan

compared to other materials means reduced cost of upkeep and replacement over its lifespan. As Andrew Wilson, Vice President of Innovation at Central States Manufacturing pointed out, "There is no need to repaint it every five to six years like wood and it doesn't become brittle like some other products."

PRINTED STEEL APPLICATIONS

Recent technological advances in steel siding's aesthetic options have greatly increased its appeal. It's no longer considered just a functional but bland exterior cladding. Manufacturers have developed visually stunning creations that mimic natural materials, providing an array of choices for exterior steel siding and trim and even for interior decor.

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(Left) Lee Smith used a New Tech Machinery portable roll former to form the printed steel board and batten panels on this building called The Legacy Project. PHOTO COURTESY OF NEW TECH MACHINERY.



(Right) Graber Post Buildings collaborated with Steel Dynamics developing printed steel by providing the best images of natural materials to produce amazingly authentic representations of wood, like the wood grain in these steel coils. PHOTO COURTESY OF GRABER POST BUILDINGS.

FINISH OPTIONS

Steel siding has several types of finishes available, including embossing and HD printing to make it an attractive alternative to traditional cladding options like wood, vinyl, fiber cement, stone, brick, and stucco.

Embossing

Although plain, flat steel siding use is still common, wood-grain, brick, stone, and other embossed patterns are available and produced using roll forming machines.

HD Printing

Steel siding made a giant leap aesthetically in 2022 with the introduction of a technology developed by Steel Dynamics (SDI) called Tru-Steel HD®, distributed by United States Steel. After a two-and-a-half-year R&D process, collaborating with Graber Post Buildings to provide the best images of natural materials, SDI brought to market several high definition (HD) full-color, photorealistic woodgrain designs. They're so realistic that someone might need to physically touch them to verify that they're not actually wood.

SDI achieved its amazing level of realism by applying cutting-edge 3D scanning and printing technology to the steel coil manufacturing process. The company had developed the concept several years before the technology had advanced to the level they needed. Up to that point, woodgrain printing was limited to the traditional rotogravure process, which repeated patterns every 28–32 inches. This repetition of the pattern over large wall surfaces made it noticeable and distracting.

The new digital scanning and printing process, however, allowed SDI to create patterns that didn't repeat for up to 32 feet. The technology also brought several other benefits. First, digital scanning allowed a resolution of 400 dpi, which is higher than

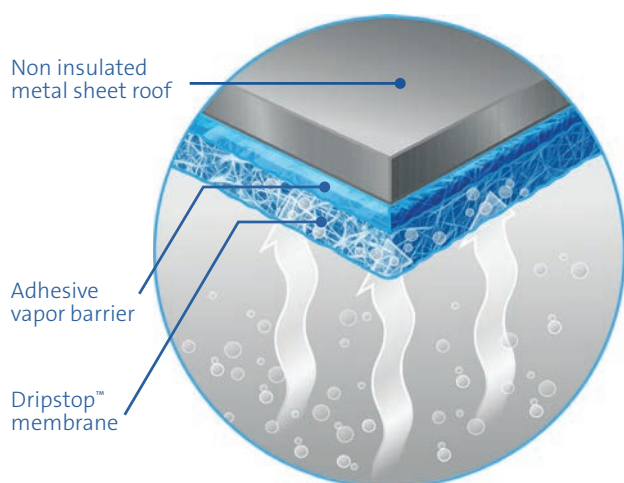


Lee Smith of Flatiron Steel in Greeley, Colorado, uses New Tech Machinery to roll form steel printed panels. Here he holds a stunningly realistic wood grain panel in front of a display of other printed wood samples. PHOTO COURTESY OF NEW TECH MACHINERY



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typically used in print publishing. Second, digital scanning also allowed manipulation to remove flaws and defects in image of the natural wood, to lighten or darken features like knots, or even to move them for better placement. The final woodgrain designs were actually better than the natural ones. Third, the digital designs made it possible to achieve “end-to-end repeatability” in printing. In other words, the digital images never degrade over time, so every print run is identical, ensuring consistency of results.

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Since SDI's initial introduction of Tru-Steel HD®, the company has created more woodgrain designs, as well as stone, bark, camouflage, and other photorealistic patterns. The designs are so authentic looking that, in some cases, they might meet strict HoA requirements, allowing homeowners huge cost savings.

Other siding companies are also producing printed steel. Jena Jackson, Vice President of Operations at Indiana Metal, inc. explained how their siding creates the illusion of embossing. She said, “All the woodgrain we fabricate is HD printed only. However, certain product lines — such as our rough sawn cedar — feature a textured print that gives the appearance of light embossing. This enhanced texture is especially popular in board and batten applications because the combination of the detailed print and added texture helps minimize oil canning, resulting in a more authentic look.”

Wilson of Central States Manufacturing said, “Direct print-to-steel technology, exemplified by our board and batten product, is revolutionizing the industry. It combines the timeless aesthetics of traditional materials with the unmatched durability and low maintenance of steel. This innovation not only enhances the visual appeal of buildings but also offers significant cost savings and environmental benefits.”

PROFILES

Faux finish steel siding is available in a wide variety of popular profiles, including board and batten, traditional lap, shiplap, Dutch lap, shake, and log. This provides builders with many aesthetic options that weren't on the market until recently. Their emergence is helping to drive a significantly increased demand in the construction industry and are quickly making their mark.





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across the country.

Rick Zand of New Tech Machinery said, “Portable rollformers like New Tech Machinery’s SSQ II MultiPro Roof and Wall Panel Machine can run board and batten panels on site, making the process even easier. With the growing popularity of condominiums, mixed materials, and the benefits of metal in rural areas, board and batten siding used with wood, stone, and other designer coatings have ushered new styles into the metal siding market. A portable rollformer that produces custom panels on site facilitates the unique and personalized look that steel siding now offers.”

Bill Griffin of Metal Rollforming Systems pointed out how MRS works with customers to bring new designs to market while ensuring that they work well with existing products for efficiency, versatility, and economy. “Consideration is given to coil widths and gauges, and by designing around industry standards, we are able to provide a cost-effective solution to our customers without the need to add additional inventory, reducing costs, and increasing inventory turns. We spend additional time on finding rib profile designs that work with existing trim profiles. Many of our customers choose the more efficient route of rollforming trim profiles and by using the standard corner or J metal, we’re able to maintain those efficient means of trim production.”

COATINGS

The three types of coating most commonly used on printed steel siding are PVDF, SMP, and clear protective topcoats.

PVDF (Polyvinylidene Fluoride)

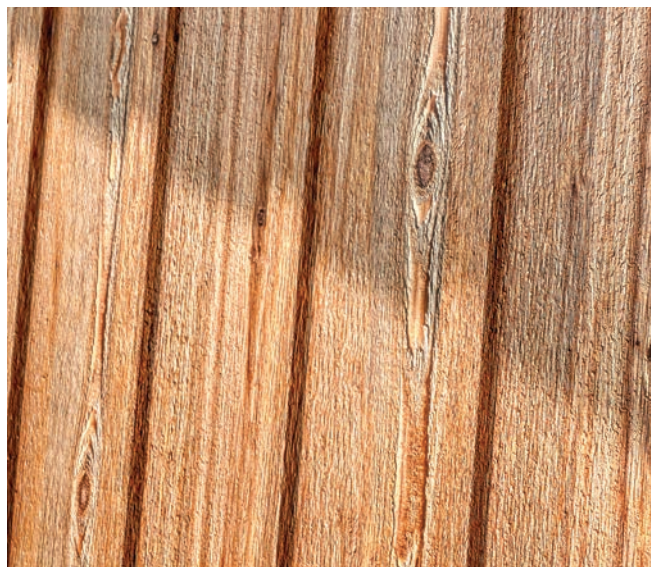
PVDF is the generic name of the resin used in paint. It’s commonly known by its trademarked brand names, Kynar 500®, a product of the Arkema company, and Hylar® 5000, which is manufactured by Solvay Solexis.

PVDF has excellent UV resistance to prevent color fading and chalking and superior weather protection to resist corrosion but is more expensive than other coatings and is best for smooth rather than textured finishes.

SMP (Silicone-Modified Polyester)

SMP has strong scratch and impact resistance and relatively high fade resistance. It’s also available in textured finishes and is less expensive than PVDF. Amanda Paterline of AkzoNobel said, “A high-performing SMP print technology is AkzoNobel’s CERAM-A-STAR® Expressions. Expressions delivers excellent weatherability in a unique textured finish. The only SMP textured print system available in the market, CERAM-A-STAR® Expressions is applied over an innovative ink layer and AkzoNobel’s high-performance primer. The result is exceptional durability, superior resistance to moisture and UV exposure, and excellent flexibility and abrasion resistance.

“AkzoNobel has recently introduced a standard palette of Ex-



This Graber Post Buildings board-and-batten steel panel shows the incredible wood grain detail that the steel printing technology can produce. PHOTO COURTESY OF GRABER POST BUILDINGS



A closeup of Akzonobel's CERAM-A-STAR® Expressions in Smoke-house. PHOTO COURTESY OF BLUEGRASS METALS AND LUMBER AND AKZONOBEL

pressions solid color and two-tone prints. By offering this, complexity is pulled out of creating authentic wood grain aesthetics and drives readily available materials for metal siding applications.

“CERAM-A-STAR® Expressions textured finish can be used to create innovative appearances and convincing imitations of natural materials, such as wood, slate, and stone. The high level of durability and unique aesthetic achieved with Expressions make it an ideal finish for metal board and batten and horizontal lap siding.”



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Clear topcoats enhance gloss, depth, or matte finishes in HD prints and add an extra protective layer against scratches and wear and improve stain and moisture resistance.

CONCLUSION

For decades, steel siding was dominated by plain, single-color panels, but in recent years with the introduction of ground-breaking technology and processes, they're now available in breathtakingly beautiful designs that mimic nature so realistically that they're virtually indistinguishable from the real thing. This opens up a whole new world of opportunities for builders and building owners. **RB**



This beautiful home is clad with Akzonobel's CERAM-A-STAR® Expressions in Smokehouse.

PHOTO COURTESY OF BLUEGRASS METALS AND LUMBER AND AKZONOBEL



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10 Reasons to Attend the **POST-FRAME** **BUILDER** **SHOW**

The 2025 Post-Frame Builder Show provides a one-of-a-kind opportunity for business owners and employees to gain knowledge specifically designed for the post-frame industry. The following are the Top 10 reasons why business owners, managers, and key team members should attend the 2025 Post-Frame Builder Show at the Spooky Nook Sports Center in Manheim (Lancaster County) Pennsylvania, June 25-26.

1 Gain knowledge of industry trends and forecasts. Trade show attendees learn from experts and peers about what is happening in their industry and what is expected to happen in the next 12-24 months.

2 Gain knowledge of new products and services. Manufacturers are constantly developing new products and features that help their customers improve productivity and efficiency. Trade show attendees learn about the latest products and features that can give them a competitive advantage.

3 Learn about legal, regulatory, and compliance changes. What new laws and regulations have been implemented over the past year? How will these changes affect your business and what steps can businesses take to succeed?

4 Gain knowledge of how other businesses operate. Trade show attendees meet their colleagues and discuss how their businesses operate and what challenges they are facing. By doing so, attendees learn how other businesses improved efficiency and solved problems. Attendees can use this information to improve their own efficiency and solve their own problems.

5 Gain knowledge about your competition. The post-frame industry is constantly evolving with new trends and new component options. Attendees can learn what their competition is doing and what is working for them. Who's stepping up their barndominium game? Who's adding additional services to their lineup? What changes might be right for you?

6 Build relationships with key vendors. Vendors can be invaluable partners. Trade show attendees get face-to-face time with multiple key vendors — in a single location — and establish relationships that will help their business succeed.

7 Build relationships with colleagues in the industry. Getting to know colleagues in the construction industry is a great reason to attend any trade show. Attendees can meet colleagues from other regions and have a resource to bounce ideas off in the future. For example, if a business owner is encountering problems in their builds, or with specific components they are using, they can look to their peers for input on what is working for them.

8 Build relationships with your team. Many businesses send their key employees to trade shows. This is a great opportunity for key team members to get involved in the industry, learn about new products and practices, and meet key vendors. It also provides an opportunity for those team members to feel like an important part of the business and to build relationships with other team members away from the office. Be sure to stay at the attached Warehouse Hotel for easy access to the trade show and all

the team building fun the Spooky Nook Sports center has to offer.

9 It's time to be inspired. Trade shows provide a great reason to get out of the office for a few days. When an owner or manager is in the office, most of their time is spent dealing with immediate issues. Trade shows provide an opportunity to step away from daily responsibilities and focus on the big picture and future goals and strategic plans for the business.

10 Visit beautiful Lancaster County, Pennsylvania. Take time before or after the trade show to enjoy Pennsylvania Dutch Country, known as the Garden Spot of America. There are many local attractions starting with the activities to enjoy right at the Spooky Nook Sports Complex all the way to taking llamas for a walk at a nearby farm. If you want to do a bit more traveling, Hershey, home of everyone's favorite chocolate factory, is less than a 30-minute drive and those who want to explore farther can trek just under six hours to experience Niagara Falls. For those who want their travel time to fall somewhere in the middle, a three-hour drive will take you to one of the most underrated yet beautiful areas known as the Pennsylvania Grand Canyon. There, you can walk trails, see eagles soar, and soak in the beauty of the region.

The Post-Frame Builder business-to-business trade show (www.postframe-buildersshow.com) provides a unique opportunity to gain targeted industry knowledge and to meet colleagues in the post-frame industry. It only happens once per year – so don't miss it June 25-26! **RB**

POST-FRAME BUILDER SHOW

June 25-26, 2025
Spooky Nook
Sports Lancaster
 75 Champ Blvd.,
 Manheim, PA

Our second annual Post-Frame Builder Show is coming up fast. We're expecting great things at this event, as it's on track to be the largest show in our company history. The Post-Frame Builder Show has an amazing heritage, as it is produced by the publisher of our sister magazine Frame Building News, founded in 1988 — 37 years ago! — and is the longest-running publication dedicated to the post-frame construction industry in existence.

Although this show focuses on post-frame building, while Rural Builder

encompasses a much broader spectrum of the building industry, many of the materials, supplies, and services that will be highlighted at PFBS also apply to the general types of construction found in Rural Builder.

The exhibitors are brought together to provide you with the information, products, and services that you need to make your business more successful. Shield Wall Media is pleased to bring you equipment manufacturers, component manufacturers and suppliers, financing specialists, and so much more. What they

all have in common is that they provide solutions to problems in the construction industry.

We encourage you to attend the show to build your business and increase your networking opportunities. For more information and to register, visit the PFBS site at postframebuildershow.com.

Before the show, study the exhibitor profile section so you can plan your booth visits to get the most from your show experience.

We look forward to seeing you at the show! **RB**



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Booth #437

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Booth #622

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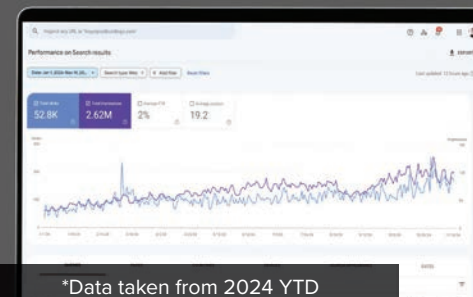


Navigating the complexities of marketing and its ever-evolving nuances felt daunting at first. Having a trusted partner like E-Impact, who not only excels in marketing but also takes the time to deeply understand our unique industry, has been an immense relief. It's clear that they truly care about each client and are committed to helping us succeed!

Tim Troyer,
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EXHIBITORS



DutchTech, Inc.

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Booth #116

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protective barrier in the most vulnerable spots, such as scratches and cut edges, while providing a superior paint system tested in some of the harshest regions and formulated against the weather. It is easy to see why Everlast Roofing, Inc. continues to be the most innovative on the market.



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Booth #318

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First Federal Bank of Kansas City

Booth #300

11550 Ash Street
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661-477-7819
Stephanie.caffee@ffbkc.com
www.ffbk.com/barnardo

First Federal Bank of Kansas City offers nationwide barndominium construction lending in all 48 continental states. The loan can include land purchase, complete build of home, land improvements such as water well, septic system, driveway, clearing property, fence, etc. First Federal Bank of Kansas City is an Equal Housing Lender and Member FDIC.



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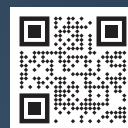
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Booth #407

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



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Grabber Post Buildings, Inc.

Booth #112

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Montgomery, IN 47558
800-264-5013
info@grabberpost.com
www.grabberpost.com

Grabber Post Buildings is a leading distributor and manufacturer of post-frame and metal roofing materials. We produce 6 different roofing/siding profiles, trims and components, engineered wood trusses, nail-laminated columns, and much more. We also are distributor of steel coils and specialize in custom slit widths for your siding machine.



Harvard Products Inc.

Booth #509

711 W Brown St.
Harvard, IL 60033
815-943-7431
al@harvardproducts.com
www.harvardproducts.com

Since 1983, Harvard Products has been manufacturing a complete line of standard entry doors & building components for the post frame industry.

Our doors all come pre-assembled, pre-painted are available in combinations of steel panels with steel or aluminum frames. We even provide our dutch doors & cupolas pre-assembled for fast and easy installation.



Hershey's Metal Meister

Booth #225

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217-234-4700
www.variobendusa.com

Hershey's Metal Meister is a company dedicated to supplying unmatched machinery along with world-class customer service! Our Variobend trim folders have become a staple in the trim industry. We are here to serve our customers as they serve their communities.



Hixwood

Booth #320

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Levi's Building Components

Booth #215

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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.



Liberty Painted Products

Booth #212

760 Boardman Canfield Road, Ste 1
Youngstown, OH 44512
330-967-2896
330-649-2652 (fax)
info@libertypainted.com
www.libertypainted.com

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



Little Harveys

Booth #302

4708 Hunting Creek Church Road
Hamptonville, NC 27020
Contact: Andre Schlabach
336-468-2061
336-468-4309 (fax)
4309@emailbyfax.com

Little Harveys is a distributor of specialty steel coils.



Martic Supply LLC

Booth #623

Mailing Address
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Holtwood, PA 17532
Warehouse Address
1406 Old Lampeter Rd.
Lancaster, PA 17602
717-659-2049
717-923-7077 (fax)
marticsupply@upwardmail.com

We specialize in supplying building components by the box, skid, and truckload to the construction industry both local and nationwide. Our popular brands include Thermo-Guard, Snap-Z, Epilay, Henry, Simpson, Alu-Rex, Raytec, and Geocell to name a few. Contact us today for a free quote on your next stock order!



MWI Components

Booth #301

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800-360-6467
www.mwicomponents.com

MWI Components offers premium products like Arcadian Sliding Doors, Uni-Vent®, Ridg-Vents®, Dutch Doors, Cupolas, and Round & Square Track, and more for post-frame construction. Based in Spencer, Iowa, we serve the U.S. and Canada, delivering cost-effective, high-quality solutions to builders of garages, equestrian complexes, and metal-clad buildings.



New Century Bank NA

Booth #316

2815 Anderson Ave.
Manhattan, KS 66502
785-532-9066
thoeffer@newcenturybankna.com
www.newcenturybankna.com

New Century Bank is dedicated to the post-frame industry with nationwide mortgage lending for post-frame homes and buildings. New Century Bank specializes in barndominium construction loans and fixed rate permanent mortgages for post-frame homes. Post-frame construction loans incorporate every aspect of the building process including land purchase. New Century Bank can use its unique lending options to help you with your post-frame project in all lower 48 states.



New Holland Supply, LLC

Booth #326

201A Commerce Drive
New Holland, PA 17557
717-354-4794
717-355-9418 (fax)
contact@newhollandsupply.com
www.newhollandsupply.com

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336.468.1373



Northern Building Components

Booth #336

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Bloomington, MI 49026
269-521-4554 ext. 1

Northern Building Components (NBC) is a manufacturer/distributor of post-frame building components. We provide US and Canadian based customers with great customer service and quality items including ridge vents, premium closures, reflective insulation, pipe flashing, Em-seal products, snow guards, sealants, fasteners, metal-to-wood/roofing screws, entry doors, and other miscellaneous items for post-frame buildings. We also offer polycarbonate panels and ridge caps, EZ Grip underlayment, and Magnum lag screws. We have 24-gauge painted steel doors with composite edge on panels. Plus, we have cupolas in 23 colors and 3 sizes in stock and ready to ship; we also offer cupolas with windows.



Otter-Tech Inc

Booth #340

31 Industrial Lane
Loysville, PA 17047
717-789-3375
717-789-2179 (fax)
sales.ottertech@gmail.com
www.otter-tech.com

Otter-Tech can help you with all your metal needs, Post Frame Buildings, also supplies, trims, lumber, doors, windows. Also offering Standing Seam and Board n Batten. Otter Tech has a slitting line. We offer slit coils any size smooth and texture. Delivery is available.



Palram Americas

Booth #104

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Kutztown, PA 19530

800-999-9459
contactus.usa@palram.com
www.palram.com/us

Palram is a leading manufacturer of PVC and polycarbonate panels. Palram's SUNSKY® polycarbonate corrugated panels are the leading daylighting solution for skylight, sidelight and roofing. Easily incorporate natural light into your project with SUNSKY for reduced energy costs. With the world's largest selection of corrugated profiles, SUNSKY matches virtually any metal profile, or custom match using our Met-aMatch technology. Palram also offers chemical and moisture resistant PVC panels; AG-TUF® corrugated liner panels; DURACLAD® interlocking multiwall panels and new PALCLAD® PRO solid PVC wall and ceiling panels for use in interior agricultural, commercial, and residential applications.



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Booth #506

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Perma Column East

Booth #210

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www.permacolumneast.com

Perma-Column East now serves customers throughout PA, NY, the New England region, VA, WV and all states down through the eastern seaboard to the Carolinas. Our quality products can be purchased/ordered via our building supplier network or direct shipment. Perma-Column East's post frame foundation products are of the highest quality, cost efficient and are delivered on time!



Perma-Column, LLC

Booth #401

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800-622-7190
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www.permacolumn.com

Perma-Column® is a patented line of precast concrete and steel products. Certified by ICC, the authority on building code compliance, enabling builders to more quickly attain approvals and permits. Perma-Column is designed to solve the industry-wide problem of rotting wood in post-frame foundations. In addition, the Sturdi-Wall steel anchor bracket system, "The Best Post-Frame Bracket in the Industry," allows for construction on traditional concrete foundations. Build Better, Build Stronger, Build to Last!



Pine Hill Trailers

Booth #410

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717-288-2443
888-897-1925
717-288-2436 (fax)
sales@pinehilltrailers.com
www.pinehilltrailers.com

From custom trailers to expert services and premium parts, Pine Hill is dedicated to Moving You Forward. We provide innovative, durable solutions with a focus on efficiency and top-tier craftsmanship. When you demand quality and reliability, you can trust Pine Hill to deliver the best in the industry.



Post Protector, Inc.

Booth #117

PO Box 187
Pottsville, PA 17901
570-624-7030
570-624-7031 (fax)
ken@postprotector.com
www.postprotector.com

Post Protector is a slide-on barrier system, delivering serious post-decay protection. Post Protector tackles post longevity concerns by eliminating both soil/concrete-to-post contact and

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Booth #417

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Progressive Metals

Progressive Metals

Booth #108

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855-835-9762
www.progressivemetals.com

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Red Dot Products

Booth #209

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Booth #330

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Richland Laminated Columns LLC

Booth #233

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419-895-0062 (fax)
www.richlandcolumns.com

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Rigidply Rafters

Booth #110

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Richland, PA 17087
717-866-6581
www.rigidply.com

MD Location
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Oakland, MD 21550
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www.rigidply.com/oakland

Rigidply Rafters has improved the quality of post-frame buildings by manufacturing and distributing the original 100% glue laminated post. By specifying Rigidply Posts, you guarantee the labor-saving and quality advantages of true glulam posts. Not only are glulam posts lighter, straighter, and stronger, but they minimize crack-

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Royal Crowne Cupolas

Booth #431

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info@royalcrowne.com
www.royalcrowne.com

Royal Crowne is a cupola manufacturer, located in Lancaster County, PA. We cater to the Post Frame & metal building industry and have a line of cupolas specifically for that. However, we have many different styles & sizes to choose from for many other applications. Available with louvers or windows, in copper metal & Cellular-PVC. Contact us today.



2025
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BOOTH #
301



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EXHIBITORS



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Booth #510

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doororders@silvercraftllc.com

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Simco of Southern Indiana

Booth #624

5576 S Watertower Rd.
English, IN 47118
812-365-2720
812-365-2743 (fax)
sales@simcosouthernindiana.com
www.simcosouthernindiana.com

Simco of Southern Indiana is a manufacturer of reflective bubble insulation used in the post-frame industry. Simco of Southern Indiana products have been rigorously tested by independent labs to ensure that it will surpass your expectations. By holding our products to the highest standard and using high quality preventative additives, we are able to safeguard our products against degradation and deterioration. Our products have tested to the highest standards and are RIMA-Verified to ensure quality.



Skymarc

Booth #236

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765-973-5601 (fax)

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SmartBuild Systems

Booth #310

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Boulder, CO 80308
303-579-6277
303-443-8033 (fax)
kdietzen@smartbuildsystems.com
www.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 structure including BARNDOMINIUMS. SmartBuild supports post frame, sheds and carports. SmartBuild's Roofing Passport does metal roofing.



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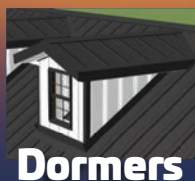


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Booth #435

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Smart Set LLC offers new Smart Set foundation brackets made with 1/4" steel plates and engineered to provide structural connections for wood columns to concrete foundations (either slab or piers) as a custom-built post base. It comes in either powder-coated or galvanized finish and features a lifetime warranty.



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Booth #122

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www.snapzvent.com

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Booth #616

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717-806-8064 (fax)
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www.solancobuildingsupply.com

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SOMMER USA, Inc.

Booth #308

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704-424-5787
www.sommer-usa.com

SOMMER garage door operators are designed and manufactured in Germany. With best-in-class longevity, maximum versatility, and an inventory-optimizing design, SOMMER operators are a clear best choice for garage and shed builders. For the end user, SOMMER provides a limited lifetime warranty, 128-bit encrypted radio controls for the highest level of security in the industry, and a huge array of add-on accessories to enable almost any feature or function imaginable.



SteelBlue

Booth #126

6600 Steubenville Pike
One Robinson Plaza Ste. 240
Pittsburgh, PA 15205
412-857-3496
info@steelbluebc.com
www.steelbluebc.com

SteelBlue is a roll-up door and hallway system manufacturer that was founded in October 2021 that offers revolutionary solutions to the self-storage industry. At SteelBlue, we are committed to creating genuine connections so that we can provide reliable service and innovative products. Your success is our success, and everything we do is in service.

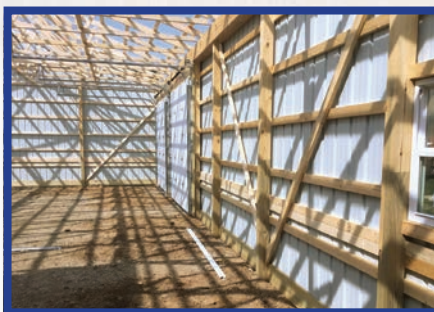


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EXHIBITORS



Stoll Metal Works

Booth #208

6600 Back Lane
Waynesboro, PA 17268
717-387-5572
717-762-5670 (fax)

Stoll Metal Works is a growing business located in southern Pennsylvania. We offer low-tech affordable trim brakes, coil upenders, flat stock tables and more for the metal roofing business. We can customize any of our machines to fit your needs.



Superior Trusses LLC

Booth #539

230 Enterprise Rd.

Lititz, PA 17543
717-721-2411
717-721-2484 (fax)
jordan@superiortrusses.net
www.superiortrusses.net

Superior Trusses LLC was founded in 2005 in Denver, PA as a family-owned business. At Superior Trusses, we handle residential, agricultural, and commercial needs, so whether it is a house, barn, shed, warehouse, or whatever else you might be building, we can deliver a product that will fit your exact need.



Toolcrest

Booth #130

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Booth #303

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United Steel Supply

Booth #100

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Shield Wall Media Magazines and Events Help with Making Connections and Growing Business

Wisconsin-based Shield Wall Media specializes in producing publications and events for professionals in the construction industry. The publications and events help subscribers, exhibitors and attendees learn how to effectively run their businesses, learn about new products, and learn how to overcome building challenges. Construction-related businesses on the supply side and the user side are brought together with magazines, events, and websites that help them to help each other.

SHIELD WALL MEDIA MAGAZINES

The magazines are categorized in two primary areas: roofing and building. The roofing magazines include *Metal Roofing* and *Roofing Elements*. The building magazines include *Rural Builder*, *Frame Building News*, *Garage, Shed, and Carport Builder*, and *Metal Builder*. *Rollforming Magazine* caters to metal component manufacturers that supply both the roofing and building trades. *BuildMyBarndo.com* is Shield Wall Media's newest brand, which supplies consumers with inspiration and insights about barndominiums. Shield Wall Media also produces an annual Business Directory as well as the *Construction Survey Insights (CSI)*—Annual, which uses construction market research to identify industry trends, helping the readers make informed business decisions.

All Shield Wall Media publications are free to qualified construction industry professionals.



SHIELD WALL MEDIA EVENTS

Shield Wall Media hosts three construction-based business-to-business trade show events. Each Shield Wall Media event is paired to complement one of the core publications. **The Post-Frame Builder Show** scheduled for June 25th and 26th in Manheim, Pennsylvania, at the Spooky Nook Sports Complex, is the sister event to *Frame Building News Magazine*, the largest and oldest post-frame publication in existence. Likewise, this year's event is slated to be the largest ever Shield Wall event to date.

**POST-FRAME
BUILDER SHOW**

**Construction
Rollforming
Show**

**Rural Builder
Show**

The Construction Rollforming Show, returning this year to Ohio and slated for October 1st and 2nd at the Dayton Convention Center, is the complement to *Rollforming Magazine*, and is the only show dedicated to roll forming and metal forming light gauge metal for the construction industry.

The Gatlinburg Convention Center is slated to host the **Rural Builder Show** on January 21st and 22nd, 2026. The complementary show to *Rural Builder Magazine*, the event encompasses all low-rise construction, be it residential, specialty use, agricultural or other non-high rise build.

Shield Wall Media Events are different from typical industry shows. These are business-to-business shows with the goal of connecting qualified decision-making attendees and the exhibitors who can provide them with the supplies and solutions to overcome their challenges. These connections help those on both sides of the aisle grow their businesses.

Each event also includes informational sessions that emphasize topics decisionmakers want to see, as well as a complimentary banquet/social that allows attendees and exhibitors to connect at a more casual level. These are included in the general admission price of \$50 for the entire event. Exhibitors are also allowed unlimited free passes, so if attendees have a relationship with an exhibiting vendor, they can request a pass from them. All monies collected for attendance at Shield Wall Media events are donated to charity. To date, over \$30,000 has been donated to good causes, most with ties to the construction industry.

Shield Wall Media events are family friendly, and attendees are encouraged to bring the next generation of construction professionals to the shows. Non-industry spouses and children under the age of 16 are admitted free of charge. Families are encouraged to extend their stay and enjoy the weekend after attending the Wednesday-Thursday events. **RB**

For information on advertising in Shield Wall Media publications, contact Gary Reichert: gary@shieldwallmedia.com.

For information on or to exhibit at a Shield Wall Media event, contact Missy Beyer: missy@shieldwallmedia.com.

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BY RURAL BUILDER STAFF

New Solutions

Find These New Products at the Post-Frame Builder Show

Shield Wall Media trade shows are focused on connecting builders and suppliers and helping them find solutions to their problems and finding the best products and services to meet their needs.

This year's Post-Frame Builder Show is filling up fast and has already booked more exhibitors than last year, which, as of this writing, is three months before the show. Visitors will have more booths to visit and more products and services than ever to check out, such as the following.

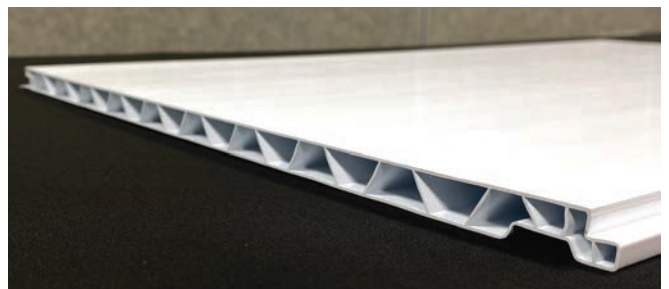


AceClamp's Color Snap Universal Screw-Down Bracket is nonpenetrating, watertight, and preassembled to save labor, making it cost-effective.

COLOR SNAP UNIVERSAL SCREW-DOWN BRACKET

AceClamp (Booth 109)

AceClamp's Color Snap Universal Screw-Down Bracket provides snow retention for virtually any roof. The preassembled components save labor, making it cost effective. The system is nonpenetrating, uses no set screws, is watertight, and features a patented self-locking push-pin design. 2" color strips are added to match the roof panel color.

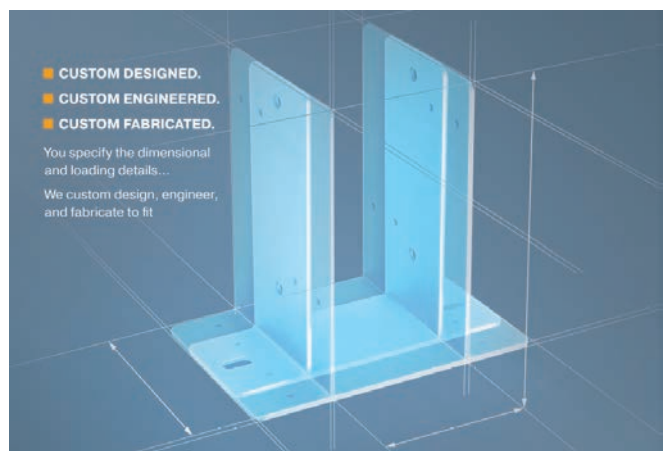


MWI Components' Titan Board PVC cladding material enhances any space with a glazed white finish that's UV resistant and doesn't fade or yellow.

TITAN BOARD

MWI Components (Booth 301)

MWI Component's latest product launch is the Titan Board. This sophisticated product can enhance any space with the PVC cladding material. The glazed white finish is UV-resistant, maintaining its appearance without fading or yellowing even after long exposure to natural light. It enhances indoor lighting and provides a clean, modern look.



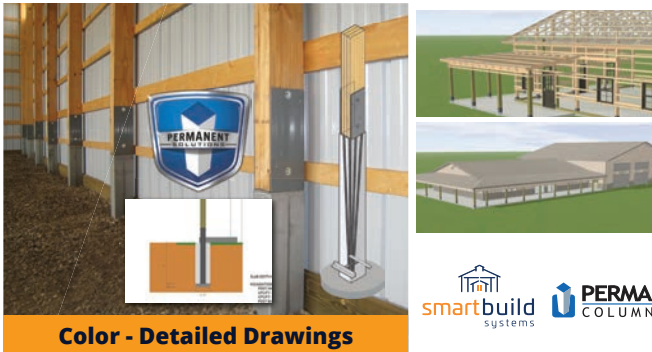
With Perma-Column's custom anchor brackets, you specify the dimensional and loading details, and Perma-column designs, engineers, and fabricates the anchor brackets to fit.

STURDI-WALL CUSTOM ANCHOR BRACKETS

Perma-Column (Booth 401)

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the dimensional and loading details. They design, engineer, and fabricate the anchor bracket to fit. This is the same high-quality materials and manufacturing processes they perfected for Sturdi-Wall® brackets, in a range of powder-coated color options.



Color - Detailed Drawings

SmartBuild now supports Perma-Column so builders and contractors can easily integrate Perma-Column products and order directly from their dealer.

INTEGRATION FOR PERMA-COLUMN SmartBuild (Booth 310)

SmartBuild now supports Perma-Column, an advanced solution for post-frame construction. Easily integrate Perma-Column products, offer upgrade pricing, generate 3D visualizations, create detailed cross-sections, and order materials directly from your dealer. Designed for durability, Perma-Column protects structural integrity and is backed by a lifetime warranty.

Wright brakes are available in 10' 8" and 12' 6" lengths. Options include the highly unique Stoll Metal Works Back Gage system, as well as several automated control options.



Equipter's Tow-A-Lift Towable Forklift can move materials across landscaping without damaging it.

TOW-A-LIFT TOWABLE FORKLIFT Equipter (Booth 523)

Equipter is the manufacturer of the Equipter Tow-A-Lift, the towable forklift. This unique machine can be transported with a pickup truck; no trailer or specialized equipment is needed. The Tow-A-Lift can move materials and transport deliveries across landscaping without disrupting the ground beneath it



Stoll Metal Works' TrimWright Brakes are available in 10' 8" and 12' 6" lengths and are made in the USA.

TRIMWRIGHT BRAKE Stoll Metal Works (Booth 208)

Stoll Metal Works introduces the TrimWright Brake. Focusing on well-built USA-produced quality and simplicity, the Trim-



Weaver Tool Gear's Classic Framer Tool Belt is constructed with heavy-duty leather, reinforced stress points, and a balanced pouch layout.

CLASSIC FRAMER TOOL BELT Weaver Tool Gear (Booth 427)

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BY RURAL BUILDER STAFF

■ IMETCO CELEBRATES 30 YEARS OF METAL PRODUCT PERFORMANCE

IMETCO (Innovative Metals Company, Inc.) celebrated its 30th anniversary in the final quarter of 2024. In 1994, Garland Industries, Inc. partnered with two metal roofing manufacturers to form IMETCO, with the goal of fabricating a full range of metal product solutions for the building envelope. Today, the company has grown to encompass manufacturing operations in Norcross, Georgia; Sacramento, California; and Burlington, New Jersey; operational offices in Norcross and Buffalo, New York; and an extensive range of metal solutions, from roofing, wall cladding, and rainscreen solutions to insulation, deck systems, and accessories.

According to former president and current CEO, Joe Orlando, the company's transition from being a metal roofing company to a premier manufacturer of exterior cladding and roof decks is only the beginning. "We are looking forward to producing innovative custom trim components, new wall and roof panel designs with a focus on energy savings, and establishing an even deeper product line in the years ahead." He concluded, "We extend a sincere thanks to every IMETCO employee who has helped contrib-

ute to our success, and to every customer that has ever placed an order with us."

■ ALL WEATHER INSULATED PANELS APPOINTS TELISHA YOSTEN AS PLANT MANAGER

All Weather Insulated Panels (AWIP) has announced the appointment of Telisha Yosten as the new plant manager at its East Stroudsburg, Pennsylvania, location. Yosten has a proven track record of optimizing operations and building cohesive teams.

With a deep commitment to continuous improvement and her experience as a plant manager and manufacturing manager, Yosten has successfully devised, evaluated, and implemented processes that minimize waste, reduce costs, and maximize quality and yield. She is highly skilled at establishing and maintaining effective quality control and safety programs, ensuring proactive participation across the manufacturing floor to enhance both performance and culture.

With a focus on integrity, team collaboration and employee development, Yosten will play a key role in advancing the success and growth of AWIP's East Coast manufacturing operations. **RB**



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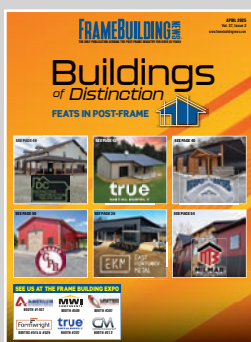
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MAIL TO:
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ATTN: Barb Prill
PO Box 255, Iola, WI 54945

Soil Testing for Building Foundations

How Soil Types Affect Bearing Capacity

Without a solid foundation, even the best building will have structural issues. Because of the importance of foundations, it's good for builders to understand a bit of what engineers may pass along in a design and why it matters. It's especially important when the buildings get bigger or closer together. Even when specific engineering isn't required, understanding this information will benefit all your buildings.

SOIL TESTING FOR A FOUNDATION

As a soil scientist, I've dug a lot of holes for soil testing, with most about six feet deep, as that's the depth that we describe soils for mapping purposes. Even at this depth, which can be shallower than many foundations, quite a bit can change about the soil from the surface on down. It's not uncommon to encounter several different materials or layers when digging, and these materials will

all act differently under load and with the addition or subtraction of moisture. The density, texture, minerals, and presence of aggregate can all affect how soil will act under load.

Typically, the greater the dry density of the soil, the more compact and stronger that soil will be. This means it can carry a greater load per unit area or pressure (pounds per square foot). If the soil can handle greater pressure, then it will likely be a better foundation. If the soil can't handle greater pressure, then the site will require a larger area of foundation footings to support the load (or more piers of the same size).

Local building codes usually include criteria for the size of foundations of various types, and likely have a minimum requirement for bearing capacity, which is the pressure the soil can handle without deforming. For instance, in Wisconsin, the soil must have a bearing capacity of 2,000 pounds per square foot, unless the foundation has been designed through structural analysis



The soil layers from a single soil analysis hole has been separated into four distinct types.

(engineering).

A simple identification of the soil's texture (sand, silt, and clay percentages) and presence or absence of organic matter will usually be adequate, as most nonorganic soils will achieve the 2,000 pounds per square foot mark. From this point, once the building dead load with added live load —and any other applicable load, such as snow load — are combined, the total load is divided by the soil bearing capacity to determine the footing area (square feet) required. This required footing area can be divided among piers for post-frame construction or may include trench footings or continuous footings depending on the type of construction.

This less precise type of evaluation of soil bearing capacity is sufficient in many cases, but for high-value situations or heavy buildings, it may be necessary to take measurements using a plate load test. For this test, a steel plate is loaded until the soil begins to deform or compress. Usually, multiple successive loads are tested, each for a set time, and compression is measured with precision gauges. The test allows for a highly accurate measurement of the soil's bearing capacity and, in cases where the soil-bearing capacity is high, a more efficient sizing of footings. In those situations, the footings can be smaller when the bearing capacity is higher for the same total building load. A geotechnical engineer conducts the plate load test, and an engineer uses the resulting information to design the foundation.

Soil testing involves more than just measuring bearing capacity. Some soil minerals shrink and swell while others do not. I have a 1,600 square foot basement with one continuous slab with no cracks. My contractor father-in-law marveled at this and thought the concrete guys did an amazing job. He's right that they did, but maybe more importantly for this residential slab miracle is that the house was cut into sandy compacted glacial till with few if



A typical soil analysis hole is about six feet deep. That's the depth that soil maps extend, which is deeper than some foundations. It's not uncommon to encounter several layers of different materials when digging, and these materials will all act differently under load and with the addition or subtraction of moisture.

any expanding clays. This sandy compacted glacial till means that the material is dense. (Who knows how thick the ice was atop it several millennia ago.)

Because it's glacial till, it contains some stones and a bit of every size soil particle from sand to clay but containing more of the sand size with just enough clay to hold everything together. This makes for a very dense material with a consistent bearing capacity throughout. That soil material, along with an excellent slab pour, created a large slab with no cracks.

Soil information can be found at the USDA's Web Soil Survey (websoilsurvey.nrcs.usda.gov/app). The site makes it easy to search by geographic location.

ENGINEERING A FOUNDATION

The coefficient of linear extensibility (COLE) is how much the soil can expand. There are a few different formulas for this. Soil

scientists use $(\text{Length}_{\text{moist}} - \text{Length}_{\text{dry}}) / \text{Length}_{\text{dry}}$. If there is no expansion, the answer is 0, with anything greater than 0 being the percentage (as a decimal) that the soil may expand upon wetting. If the soil materials are significantly expansive, then this has to be dealt with in how a foundation is constructed and how the building's floor and basement might be tied together or left floating. It's often recommended to dig deeper to put a foundation on non-expansive material if possible.

My nephew, now studying for his structural engineering exam in Kansas, likes to tie foundations to slabs, as this reduces cracking in the slabs and unevenness in floors and doorways, but he notes that expansive soils require different treatment. In some cases, this could mean slabs poured in sections with expansion joints and footings that aren't linked together. Not linking slabs to foundations allows that a foundation that may be in non-expansive material (and won't move) can support a building with a slab that's allowed a little room to move if the slab is atop material that might expand. Alternatives include bringing in of fill to compact on site. I remember seeing sectioned slabs with expansion joints where my sister once lived in Colorado in her basement. Most of the Midwest (except Kansas, parts of Missouri, and Minnesota) doesn't have to deal with expanding soils.

Type of Soil

PSF

1. Wet, soft clay; very loose silt; silty clay.....	2,000
2. Loose, fine sand; medium clay; loose sandy clay soils	2,000
3. Stiff clay; firm inorganic silt	3,000
4. Medium (firm) sand; loose sandy gravel; firm sandy clay soils; hard dry clay.....	4,000
5. Dense sand and gravel; very compact mixture of clay, sand and gravel	6,000
6. Rock.....	12,000

WISCONSIN BUILDING CODE BEARING CAPACITY TABLE.

OTHER CONSIDERATIONS

Other considerations include consistency of materials across all footings, consistent depths of footings (within reason), and sometimes lateral loads. In speaking with my nephew, the budding structural engineer, he emphasized that the larger or heavier the project, the more important it is to have consistent materials (though they strive to always have uniformity to avoid differential settling) that the footings are in/on. He suggested that everything should be either on rock or soils, and the same soils (or rock), for

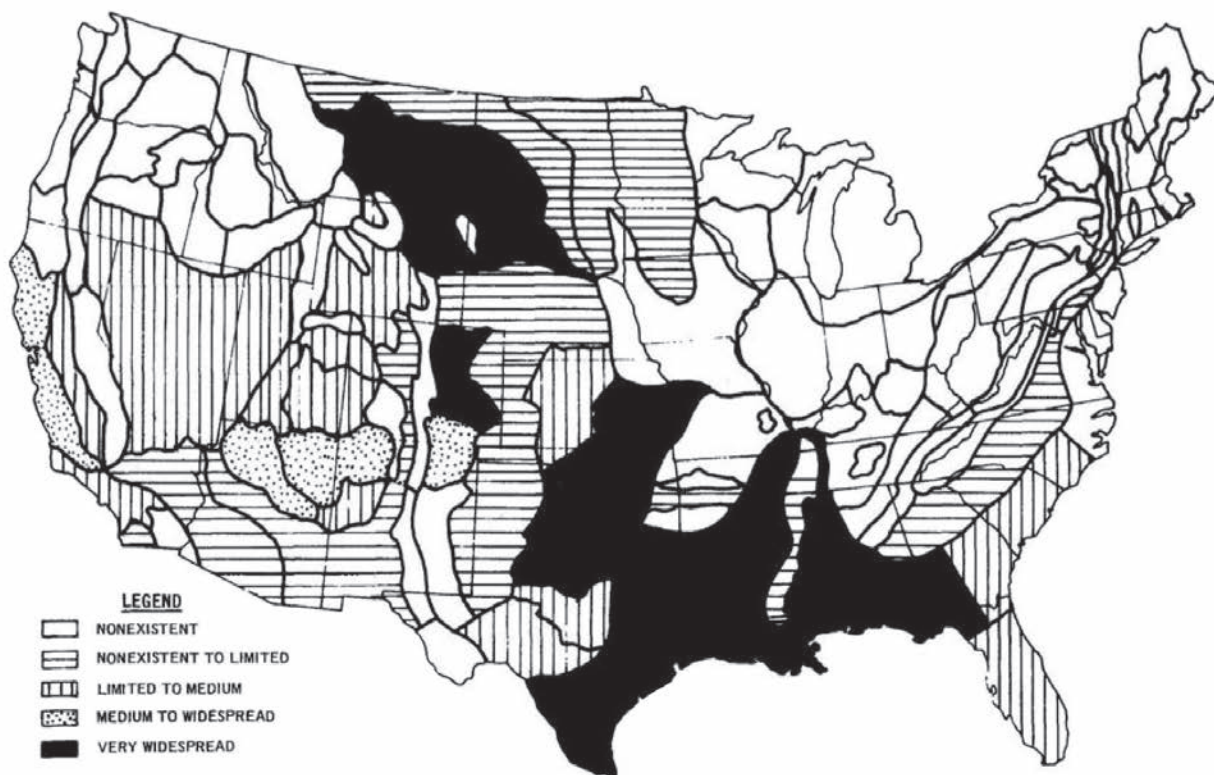


Figure 7-18. Estimated location of swelling soils (from Witezak, 1972). The DOT has charts and graphs to help narrow down soil types. Search online for "Geotechnical Aspects of Pavements Reference Manual." This diagram is still used today but is from 1972.



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all footings to avoid differential settling. And generally, while deeper foundations can handle a higher pressure, they aren't always necessary, as long as everything is below frostline and can handle the load.

He did suggest that uniform depth of footings was ideal but that some slope to a foundation can be accommodated to keep deeper footings in the same material or to accommodate a changing grade and still keep everything below the frostline. Other tests done on soils could include borings with cutting logs to determine the depths and thickness of soil features and friction factor measurements, but these are only likely to be necessary for very large-scale construction or where large buildings are in close proximity.

CONCLUSION

An understanding of the basics of soil testing and engineering for a building's foundation can be very helpful to build-

ers and contractors. The information can provide valuable insight, improve communication among stakeholders, help reduce potential construction mistakes and delays, and lead to the best results and satisfied clients.

Jacob Prater is a soil scientist and associate professor in Wisconsin. His passion is

*natural resource management along with the wise and effective use of those resources to improve human life. **RB***



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BY LINDA SCHMID

No Shortcuts Taken

Graber Post Buildings focuses on quality and helping everyone win!

Graber Post was the answer to a prayer. Glenn Graber's mother asked him, on her deathbed, to find a business that would take care of him and his eight brothers and sisters. Graber obliged; he started Graber Post.

It was 1973 when he put together a crew of three men and they went to work constructing post-frame buildings. The crew built buildings during the day, then after dinner, Graber would start on his second job selling pole buildings for the crew to build. In 1976, he erected a 60-by-244-foot building to house Graber Post.

The business thrived. Trent Wagler, Marketing Director at Graber Post, believes that is because of Glenn's philosophy: "Produce a quality product at a decent price. Make sure people who work with us can make money, too. And always go the extra mile." It must be a win/win for everyone.

In 1986, Graber found that their metal panel supplier wasn't keeping up with their demand, so he purchased a roll former for roofing and siding. This moved the business to the next level; they

became a manufacturer and a supplier of panels to other contractors and suppliers. The supply side of the business grew from there.

Currently, they make five metal cladding profiles in 21 flat colors and six textured colors. They have added trim accessories that they bend on four custom trim brakes. They have a plant that produces trusses, including custom trusses for spans up to 100 feet, and they produce laminated columns.

Many components that are not made in-house are part of their inventory, including fasteners, doors, windows, insulation, and cupolas. In fact, the supply part of the business is currently larger than their building work, though they have 25 subcontracting crews who do roofing and building for them. They ship to lumber yards and contractors, and supply stores in 20 to 25 states. Plus, they have their own hardware store in Montgomery, Indiana.

Being in both building and supply works well; they get volume discounts on materials and components and they know more



about products than they would if they did just one or the other. The builders in the field have greater product knowledge than they might otherwise have and those working in supply can better inform their customers about how things work in the field.

The majority of the structures they build are post-frame, though they do some traditional buildings as well. Agricultural buildings with ag panels are their most common builds; residential buildings are their second-largest market, and they do some commercial and equestrian structures, too.

“Shouses are very popular,” Wagler said. “Lots of people don’t know what they want or they don’t have money for their dream house, so they build a barndominium in the meantime. It’s the new starter home.”

The company has faced the same challenges other companies have in the last few years. Coil supplies were tight, but that seems to have come around. Workers were hard to find. Now, however, those positions that sat open for a while are full.

Through the years, the company has had a lot to be proud of. In 1993, Glenn Graber received the Indiana Entrepreneur of the Year Award. In 2006 a new truss manufacturing facility was added, followed by a trim manufacturing building in 2007.

A state-of-the-art headquarters including offices, showrooms, and the hardware store was completed, also. More meaningfully, the company has developed a loyal following. They have now built about 10,000 post-frame buildings since 1984, and company has been in business for over 50 years.

Wagler says that things have gone well because they are a Christian-based company and people can see that they are honest. They don’t take shortcuts and they produce stuff that lasts.

As for the future, Chad Wilson, Graber’s son-in-law, is at the helm and he wants to continue the legacy of being a company people are glad to do business with. **RB**





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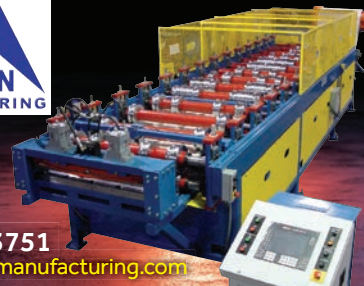
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September 2022 issue of Rural Builder.

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!

Roofing with Metal

A Rural Tradition Continues

Contractors accustomed to post-frame and metal building erection might have a hard time seeing metal roofing as a hot new trend. For these systems, metal is simply the most practical roof because it's structurally efficient, quickly installed, and likely to last the life of the building.

But anyone with eyes knows that metal has been cropping up more and more on commercial and residential structures alike. And it's not just shopping center mansards or backwoods homes anymore. In the past ten years, metal has become the choice of architects for upscale projects, property owners tired of the maintenance associated with other materials, and schools and public buildings, both for the long-term cost savings and to meet some

municipalities' goals to use recycled and recyclable materials.

The rise of metal roofing to architectural prominence has been spurred by better materials, improved forming processes, and superior finishes. High-speed lines, jobsite roll formers, seaming machines, engineered panels and clips, and a host of other developments have raised the quality of metal roofing while holding its price down.

This transformation hasn't exactly passed by the rural contractor. Most appreciate the improvements in paint systems and substrates. But they're also happy with a limited assortment of metal panels, whether for wall or roof application.

And why not? Through-fastened ribbed panels, dismissed as "crap-lap" by stand-



In arid climates, the beauty and surprising longevity of rusted metal has led some to use unpainted and uncoated steel on roofs and sidewalls. This barn in southern Colorado sports rusting, cold-rolled carbon steel panels from Recla Metals in Montrose, Colo. "Weathering steel," known by its US Steel trade name CorTen, can give a similar rusted look with greater longevity, but at a steeper price. RECLA METALS PHOTO



Rural builders have generally switched from bare galvanized metal to painted panels, both for a more “finished” aesthetic as well as greater durability. In the meantime, some designers are returning to unpainted metal to conjure up a nostalgic farm country ambiance — here using 5v crimp for a Southern accent. So which looks more authentically rural? WHEELING CORRUGATING PHOTOS

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ing seam installers, have served to inexpensively roof a generation of horse barns, utility sheds, garages, cabins, and quite a few nice homes as well.

But times are changing. As builders continue to diversify into larger and more complex projects, and as city dwellers continue moving their homes and bank accounts into the countryside, it's clear that many contractors will be encountering demand for a broader range of roofing styles and more expensive materials. It may be sooner than later that a customer asks about a standing seam copper roof.

More likely, builders will find they can offer customers a tile or a shake roof on a building because metal versions are available in the weight and engineering values required. These variations can add value and interest to otherwise cookie-cutter projects. The fact that these facsimile products could outlast the materials they imitate is just another selling point.



Wood-grained and granular-coated Woodland metal shingles from Dura-Loc spruce up this plain utility building without sacrificing the low maintenance and durability expected for such roofs. DURA-LOC PHOTO

Metal roofs aren't all about durability and quality. A lot of metal is specified or requested these days for entirely aesthetic reasons. The architectural use of bare Galvalume and galvanized is often more a "reference" to a rural aesthetic than an attempt to provide the best roof for the money.

The desire for the "authenticity" of old metal has even led some Southwestern builders to use rusting corrugated steel as roofing. The material rusts evenly and looks quite sharp. Guaranteed to fail, of

course, but in that climate it could last decades.

In other words, for all the progress in

metals, profiles, and finishes, metal's heritage is as important as its chemistry. And that heritage is largely rural. **RB**



Tile on a pole barn? Post-frame structures nearly always feature metal roofs, but they don't have to be ribbed panels. This 18,000-sq. ft. horse barn in Weimar, Tex., shown here under construction, ended up with half-stucco walls and a tile roof — metal tile, that is. "It cost us more than a regular panel, but this is our office, and we wanted something unusual," says Sharon Duperier of Legacy Building Systems. "It's a real show-stopper." The long panels from Met-Tile weigh only 125 lbs. per square and easily meet the structure's wind loading requirements. MET-TILE PHOTO



"Ag panel," the standard 36-in., 29-ga. painted G90 ribbed panel, and other screw-down profiles have a reputation as inexpensive but drab and industrial. But that's largely a matter of where it ends up. It may look homely on the side of a windowless machine shed, but the same material nicely spruces up this gambrel-roofed barn with dormers. The right color and an interesting roofline make the difference. DURA-LOC PHOTO



Automated Dairy Facility

White Horse Construction Inc
whcdairybarns.com

This automated dairy facility houses a 50-stall DeLaval Rotary with a 4,000 sq. ft. holding area, a large herdsman office, and a four-group hospital pen with associated sort lanes.

Alan Waybright's lifelong dream of

owning a dairy operation became a reality in 2019 when he purchased the farm that would become Mount Rock Dairy. Steeped in a legacy of hard work, Alan has transformed Mount Rock Dairy into a thriving enterprise, with a commitment

to excellence, innovation, and the well-being of his herd. Under Alan's stewardship, Mount Rock Dairy has flourished from its origins with 650 cows and 150 bred heifers to now milking a total of 940 cows. It is a testament to his passion for agriculture and strategic management.

Looking to the future, Alan has set ambitious goals for expansion, aiming to reach a herd size of 1,050 cows by the beginning of 2025. At Mount Rock Dairy, every aspect of cow management is meticulously planned to maximize efficiency and productivity.

Milk Barn LLC provided a state-of-the-art 50-stall rotary parlor, constructed by DeLaval in 2023, renowned for its exceptional throughput efficiency. The innovative DeLaval Rotary E500 system incorporates an Integrated Interactive Data Display (IDD) within the cockpit, providing real-time milk status updates for all cows on the rotary. This technology



ensures precise monitoring and management of the milking process and contributes to optimal performance and milk quality.

In addition to advanced milking infrastructure, Mount Rock Dairy integrates the latest in automated teat spraying technology with the DeLaval TSR2 Teat Spray Robot. This system streamlines farm operations while enhancing udder health and hygiene.

The observation room at Mount Rock Dairy serves as a vital control center and allows Josh McCullen, the herdsman, comprehensive oversight of every cow in the herd. Chris Stoltzfus, of White Horse Construction, Inc., was instrumental in

designing the sorting lanes so the RFID-tagged cows are seamlessly sorted into appropriate pens upon exiting the parlor. They are currently being milked four times a day, with each milking taking approximately 3 hours 50 minutes.

Manure management at Mount Rock Dairy is handled efficiently with a dual drum separator system from Penn Jersey/Dairy Tech, ensuring optimal sanitation and absorption. Throughout the journey of building Mount Rock Dairy, Alan and his team received invaluable support and expertise from Milk Barn LLC.

Insight into planning the facility layout on this challenging site was provided by Jeff at Scotch Hill Solutions, LLC.

White Horse Construction, Inc., was chosen to build the additions to the farm because of the extensive experience they have building teams of specialty contractors. The dedication of these, and various other vendors and individuals, have been instrumental in bringing Alan's vision to life. Mount Rock Dairy stands as a testament to passion, excellence, and innovation in the dairy industry. **RB**



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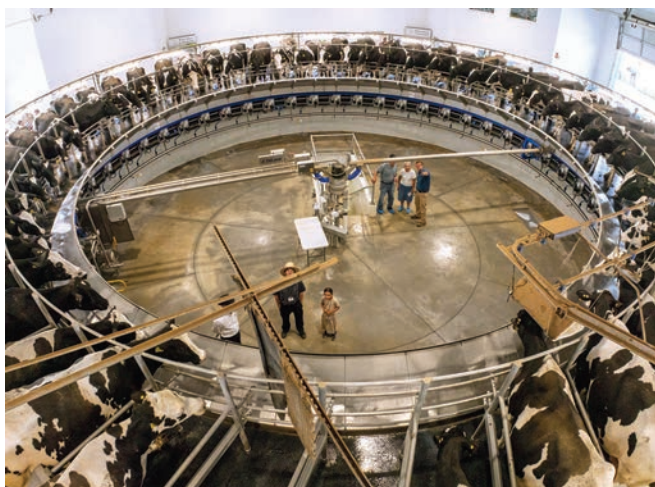
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Posts: Rigidply glulam rafters

Ventilation: Aerotech

Rotary Milking System: 50-Stall

DeLaval E500 purchased
through Milk Barn LLC





Numbers vs. What They Really Mean

This CSI article will be a little different. We do reader surveys and compile data. If the 2025 CSI-Annual & Market Report is not included with this issue, you should have already received it with the April issue of Metal Roofing. Working on the assumption that you have had enough of numbers for today.

The question with any numbers is always what do they really mean and what should we do about it? An area where a lot of numbers have been released recently is tariffs. I understand tariffs in theory. Theory always changes when faced with reality and implementation.

The tariffs and trade agreements are going to be country, region, or organization specific. This means that there are too many possible alternatives to address and the situation is fluid, so by the time you read this, it would be actively wrong.

Tariffs can have a direct and significant impact on your business — from the cost of imported materials to project bids and profit margins. Whether you're building post-frame barns in the Midwest, working on ag facilities, or supplying roofing and framing materials, understanding the mechanics of how tariffs are paid can help you make smarter decisions.

These are the basic steps for tariff payments:

Determine the Tariff Classification. Every product imported into the U.S. is classified under the Harmonized Tariff Schedule of the United States (HTSUS). Importers (or their customs brokers) use this classification to determine the applicable duty rate.

File Entry with U.S. Customs and Border Protection (CBP). The importer (or their broker) must file an entry summary (CBP Form 7501) and other necessary documentation. This includes commercial invoices, packing lists, and bills of lading.

Calculate Duties and Taxes. Tariffs are usually calculated as a percentage of the declared customs value (typically the price paid for the goods).

Pay the Tariff. Importers must pay duties at the time of entry or within a set period, often 10 working days after the release of the goods. Payment can be made through Automated Clearinghouse (ACH), CBP's Automated Commercial Environment (ACE) or a customs broker, who pays on the importer's behalf and gets reimbursed.

Customs Review and Release. CBP reviews documentation and may inspect goods. Once cleared, goods are released to the importer.

The U.S. Customs and Border Protection (CBP) collects duties at the time goods enter U.S. commerce, usually at the port of entry. This is before a contractor ever sees the product, and often even before the seller has been paid in full under typical Net 30 or Net 60 terms.

Importers — usually the manufacturer, distributor, or a customs

broker acting on their behalf — must file paperwork declaring the goods and pay any applicable tariffs upfront or very shortly after arrival.

Another important point is timing. Tariffs are based on the date of entry into the U.S., not the date of order, payment, or shipment. This means a contractor or distributor can place an order under one tariff schedule, only to have the rate change while the product is in transit. This can be particularly relevant during tariff negotiations.

If a new 15% tariff kicks in while a container of goods is crossing the ocean, the importer will pay the higher duty upon arrival. That extra cost may not be in the original purchase price or contract, leading to some uncomfortable conversations or profit losses.

Because duties are due upon entry to the U.S., they can create cash flow challenges for seasonal or project-based businesses and companies attempting to minimize carrying inventory. Importers can use tools like Periodic Monthly Statement (PMS) via CBP's Automated Clearing House (ACH) to consolidate duty payments for all imports in a month. This allows payment on the 15th business day of the following month.

In addition, some customs brokers and trade finance firms offer duty financing, essentially loaning the amount needed to cover the tariff for 30 to 90 days. This can help align duty costs with project cash flow.

One strategy to reduce tariff costs is to import parts and assemble the finished product stateside. This strategy, sometimes called tariff engineering, only works if the parts are imported under different classifications with lower duty rates.

CBP has strict rules about this. If all (or most) parts are imported together and they clearly form a complete product, CBP may still apply the full finished-good tariff. The key is whether the U.S. assembly represents a substantial transformation.

Another common strategy is to move production from a high-tariff country (like China) to one with lower or no tariffs (like Vietnam or Mexico). But CBP doesn't allow companies to just "pass through" a different country.

To legally change the country of origin, the goods must be substantially transformed in the new country. That means real manufacturing or processing must take place — not just repackaging or minor assembly. If CBP finds that the transformation wasn't meaningful, it will assign the original country of origin, and the higher tariff still applies.

Understanding how tariffs work allows you to:

- Ask better questions of your suppliers.
- Plan for cost changes during bids.
- Negotiate smarter if mid-project price changes occur.

Tariffs may seem like a problem for global corporations, but the ripple effects impact small contractors and regional suppliers. By understanding the mechanics of how tariffs work, how they're paid, and how they impact pricing, you can better navigate today's market for construction supplies and components.

My takeaways would be:

If you have critical suppliers, learn about them and how they source their products.

It is always good to have redundancy and multiple sources for critical products.

Plan ahead and plan for contingencies. I know a place you can get industry data to help with that. **RB**



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