

December 2017

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2018  
FRAME BUILDING EXPO  
PROGRAM GUIDE INSIDE!

**TOP  
BUILDER  
TRENDS  
REVEALED**  
in Rural Construction  
p.12

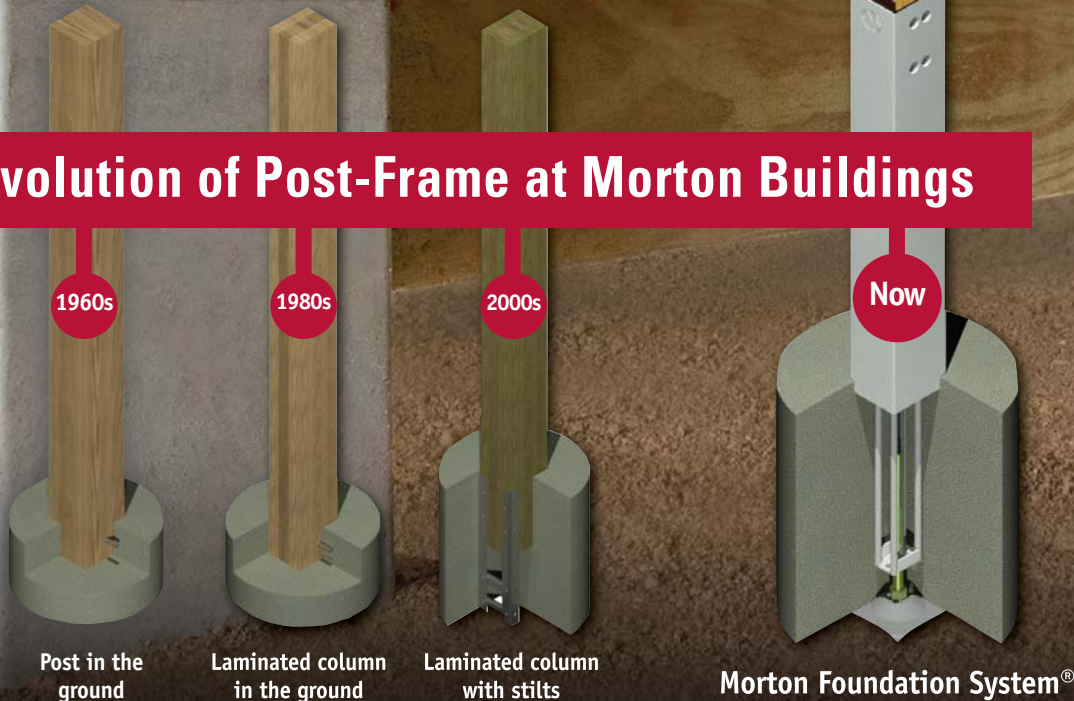


A Small-Town  
**LIBRARY**  
p. 49 that Screams  
for Attention!

PROJECT OF THE MONTH

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Shut Up! This Small-Town Library Screams for Attention

**ON THE COVER:** business facilities that support customer interaction such as this East Coast winery have kept crews busy at Conestoga Buildings this year. Photo courtesy of CB Structures Inc. Cover design by Nicole MacMartin.

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## FEBRUARY PREVIEW

- State of the Industry
- Top Products of the Year, Plus, New Products at the Expo

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# We're Still Here

Another prediction for the apocalyptic end of the world came and went on September 23 and we near the end of 2017 traditionally hopeful that a new year will bring great things. Confidence in business is always a bit tentative, however, and while the market is currently upbeat, one just never knows what political gaff or social upheaval might wreck the party.

All things considered, 2018 looks pretty decent according to smart people who track these things. At the Marketing and Economic Summit hosted by the National Frame Building Association in late August, economists predicted decent results in the year ahead, though a bit rocky by year's end. Nothing like 2008, mind you, but a traditional slowing to correct the market, re-calibrate, breathe, and adjust for another upswing. I'll be writing more about that in the February issue.

In this issue, we look at what's hot and where it's hot in the rural construction market. It's fun when things are going good and moods are upbeat. That was the feeling I got when making contacts for the article "Top Trends in Rural Construction." In the post-frame market, non-ag buildings continue to dominate and grow. In the steel-frame market, mega structures for the commercial world are hot. We've added lots of photos to show you rather than just tell you what's happening.

As metal buildings of all types evolve, be it metal frame or post frame, it's good to keep in mind how metal panel can be used to make a statement. Such is the case for this issue's Project of the Month, which features a library that doesn't whisper, it screams ... in a good way. As you are working with more style-conscious residential and commercial customers, keep in mind what color combinations and paint variations are available that might help sell a building.

And don't forget, before the year ends, to look ahead at attending the Frame Building Expo. Registration has begun. The expo is early this year—February 14-16. It will be held in the heart of post-frame country: Columbus, Ohio. I always enjoy attending the workshops and rounding up information and contacts for future articles, but hopefully you will be able to attend to discover great things for yourself. Check out the schedule in this issue.

Best wishes for 2018. **RB**



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# MARKET PULSE

## ► CONSTRUCTION BACKLOG SURGES

The Associated Builders and Contractors' Construction Backlog Indicator (CBI) set a record as it expanded to 9.45 months during the third quarter of 2017, up 9.8 percent from the second quarter to the longest backlog reading in the eight-year history of the series. CBI is up by 0.8 months, or 9.2 percent, on a year-over-year basis.

CBI is a leading economic indicator that reflects the amount of construction work under contract, but not yet completed. CBI is measured in months, with a lengthening backlog implying expanding demand for construction services.

"The latest backlog reading strongly suggests the post-2009 economic recovery is picking up steam and that the current construction spending cycle, in place since early 2011 for many contractors, is not on the verge of concluding," said ABC Chief Economist Anirban Basu.

## ► CONFIDENCE RISES IN EQUIPMENT LEASING & SALES INDUSTRY

Equipment leasing and sales is one good indicator for where the construction market is headed, and within the equipment market itself, confidence is on the rise. The November Monthly Confidence Index for the Equipment Finance Industry (MCI-EFI) rose to 67.0, an increase from 63.7 in October. The survey is conducted by the Equipment Leasing & Finance Foundation to assess both the prevailing business conditions and expectations for the future.

## ► HOUSING STARTS RISE FOR OCTOBER

### U.S.

October housing starts (released November 17) increased 13.7 percent. Single-family starts increased 5.3 percent, while multi-family increased by 36.8 percent. Total U.S. permits, an indicator of future construction, increased by 5.9 percent.

Starts increased in 3 regions:

Northeast (+ 42.2%)	South (+ 17.2%)
Midwest (+ 18.4%)	West (- 3.7%)

### Canada

October housing starts (released November 8) increased 1.6 percent from September (SAAR). Total urban starts increased by 2.5 percent; total rural starts decreased 8.2 percent.

Starts rose in 3 regions:

Atlantic Provinces (- 27.7%)	Prairie Provinces (+ 3.6%)
Quebec (+ 20.3%)	British Columbia (+ 43.7%)
Ontario (- 24.2%)	

Compiled by the Structural Building Components Association



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## industry news

BY RURAL BUILDER STAFF

### ■ ASABE REVISES SHALLOW POST FOUNDATION STANDARD

The American Society of Agricultural and Biological Engineers (ASABE) has revised its shallow post foundation design standard.

The revised standard, ANSI/ASAE EP486.3, Shallow Post and Pier Foundation Design, includes a new procedure for estimating founda-

tion lateral load capacity, adjustments to safety and resistance factors for lateral foundation strength and updated definitions.

Download at [elibrary.asabe.org/](http://elibrary.asabe.org/) or contact ASABE headquarters at [OrderStandard@asabe.org](mailto:OrderStandard@asabe.org).

### ■ YOUR CREW MAY BE LOOKING FOR MORE THAN MONEY

More than 80 percent of U.S. construction professionals would consider leaving their current role, and 65 percent would take a pay cut or demotion in exchange for their ideal job opportunity. That according to constructiondive.com based on a survey by the staff recruiting firm, Hays US.

Fewer than half (46 percent) of those

surveyed said they were satisfied with their current position, the article noted.

According to Hays' data, culture was the reason most cited by employees for leaving their roles. Though salary was important to those surveyed, culture, benefits and career growth outweighed salary as a motivator for professionals staying in or leaving their current positions.

### ■ OPIOID ABUSE MAJOR PROBLEM IN CONSTRUCTION

Opioid abuse is a major problem in the construction industry, hitting it harder than most any other industry in the U.S. economy, according to a new report by the online news source Bisnow.

An estimated 15.1 percent of construction workers are engaged in opioid abuse, noted the commercial insurance underwriter CAN; yet, the trillion-dollar construction industry remains largely silent,

more concerned about perception and insurance hikes than the number of workers who are addicted to opioids, reported Bisnow.

The physical nature of the job is likely part of the reason, with workers suffering wear and tear that leads doctors to prescribe opioid pain medication to allow them to return to the job site. From there, some workers begin a downward spiral into illegal use.

### ■ HOTTEST ZIP CODES IN THE U.S.

In October, Realtor.com announced its third annual list of the Hottest ZIP Codes in America.

For the second year in a row, Watauga, Texas, (zip code: 76148) leads the list, followed by Livonia, Michigan, (48154); Kentwood,

Michigan, (49548); Medford, Massachusetts, (02155); Littleton, Colorado, (80123); Castro Valley, California, (94546); Colorado Springs, Colorado, (80922); Overland Park, Kansas, (66210); Mira Mesa, California, (92126), and Hilliard, Ohio (43026).

### ■ NEW ASTM STANDARD HELPS MONITOR SEALANTS

A new ASTM International standard (C1815) will help manufacturers and regulators better understand how building sealants change once they have been compressed or stretched.

"Think about the last time you rolled out pizza dough," said ASTM International member Christopher White, a research chemist at the U.S. National Institute of Standards and Technology. "You would stretch the dough and it would change shape some, but then spring back as well.

If you held it stretched out, it would spring back a smaller amount. This is exactly what some sealants do when installed in a building."

White said that the new standard helps quantify that behavior.

"This is important, as the sealant will fail when the internal stress is greater than the tear strength," noted White. "This standard allows the community to start to understand and quantify the time-dependent response of the sealant."

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## supplier news

BY RURAL BUILDER STAFF

### ■ TFC OPENS NEW FASTENING TECH CENTER

Triangle Fastener Corporation has opened a new tech center in Cleveland, Ohio.

The new TFC Tech Center is a 1,100 square foot facility that provides the equipment necessary to facilitate product design, product development and certification.

Joe Stager, vice president of product development, said: "The investment we made into constructing the new TFC Tech Center is essential to meeting our long-term goals. We now have many different types of testing equipment to assure that our fasteners perform at optimal levels. This also gives us the ability to provide our customers with additional engineering and product development support."

### ■ BECKERS FIRST COATING COMPANY TO RECEIVE GREENPRO CERTIFICATE

Beckers Group is the first coil coatings company to receive the GreenPro Certificate, a product certification given by the Confederation of Indian Industry (CII-GBC), that recognizes Beckers' BeckryTherm paint systems as sustainable throughout its life cycle.

The GreenPro Certificate is product-specific. Beckers

Group received the certificate for BeckryTherm PVDF and BeckryTherm SDP.

The award ceremony took place at the annual Green Building Congress 2017, India's flagship event on green building.

### ■ MFM BUILDING PRODUCTS BECOMES ESOP COMPANY

MFM Building Products is now an ESOP (Employee Stock Ownership Plan) company as of July 1, 2017.

According to Tony Reis, vice president and general manager, "This move to become an ESOP company has spurred an exciting time in MFM's history. Our employees have found a new dedication to producing the best waterproofing barriers in the industry and there is a lot of pride in what we provide our customers."

MFM Building Products was founded in 1961 and is a manufacturer of exterior, self-adhering waterproofing membranes for the construction industry. Its products are manufactured in the United States and sold through a distributor network around the globe.

■ This year marks the 70th anniversary of the mechanical gooseneck trailer. Austin Talbert, engineer and founder of Talbert Construction Equipment Co., originally of Lyons, Illinois, developed the first gooseneck. It was patented in 1947 and entered the Canadian market in the 1950s. It revolutionized equipment loading by eliminating the need to drive equipment up and over the trailer tires, enhancing safety and saving time. Talbert patented several other heavy-haul trailer technologies. The company is now located in Rensselaer, Indiana.



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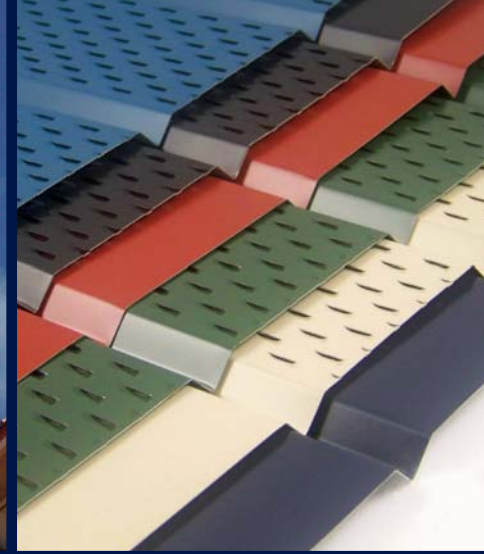


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## people in the news

BY RURAL BUILDER STAFF



REIS

■ **MFM BUILDING PRODUCTS** promoted Tony Reis to the position of Vice President & General Manager effective Oct. 1.

Reis started his relationship with MFM as an independent sales representative for the company in 1999, covering the New England area. He was promoted to the position of Sales & Marketing Director in 2008.

Reis will retain his current sales and marketing responsibilities, as well as the added duties of overseeing the company's day-to-day operations.



MOHR

■ **CRAIG MOHR** was recruited for Vice President Sales Marketing of Atlas Bolt and Screw effective Sept. 1. Mohr was previously Director of Corporate Accounts & Global Operations at Butler, where he was

tasked with acquiring Fortune 500 accounts selling building solutions for domestic and international construction projects. In that role sales more than doubled to \$115 million in domestic and \$47 million in global sales in Fiscal Year 2015.



## IN MEMORIAM

**HENRY A. GETZ**, former president of Morton Buildings, Inc., and a pioneer in post-frame construction, died Nov. 3, 2017 at the age of 97.

Getz was honored for his contributions to the industry with the NFBA's Bernon G. Perkins Award at the 2016 Frame Building Expo.

He lived his entire life in Morton, Illinois, serving as the president of Morton Buildings, Inc., from its founding until 2001.

■ **MILWAUKEE TOOL** is expanding operations at three Mississippi locations, investing \$33.4 million and creating 660 jobs. The expansions are planned for the company's sites in Greenwood, Jackson and Olive Branch. This is the fourth expansion in Mississippi since 2012 to accommodate cordless power tool manufacturing, accessory manufacturing and additional distribution capacity. The company has also been undergoing expansion at its Brookfield, Wisconsin, headquarters where 500 new jobs are expected.

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Event venues such as this are among buildings in demand in Graber Post territory. This wedding barn, in Bloomington, Indiana, is 50'x100'x14' with a 16' lean-to. Photo credit: Graber Post Buildings

# Top Trends in Rural Construction

Building companies report on what they are experiencing in their selling regions

**BY MOST STANDARDS,** 2017 is winding up to be a good year for construction. We were curious to see what trends builders were seeing throughout rural America so we enlisted feedback from a number of sources both in the post-frame and metal-frame industries.

After reviewing the feedback, we discovered three particular trends emerging:

- noticeable growth in residential post-frame
- demand for large buildings
- a growing interest here and there for certain types of agricultural buildings

What follows are some of the reports we received regarding rural U.S. trends.

**The verdict is in.**

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**Exhibit A:**

Comparison of silicone-modified polyester panels after 15 years of natural exposure in South Florida:



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## in focus

BY SHARON THATCHER



This amphitheatre at Camp Nock-A-Mixon in Pennsylvania is one of several unique post-frame structures recently built by Conestoga Buildings.  
*Photo credit: Conestoga Buildings (CB Structures Inc.)*



## Joe Shimp, Conestoga Buildings

### ■ RB: What's selling along the East Coast?

#### POST FRAME

**JS:** "There is a strong surge in the market for post-frame construction as customers see the value and ability to apply the construction technique to many building uses."

#### SMALL COMMERCIAL

**JS:** "We are seeing growth in many rural area business facilities that support customer interaction at wineries, distilleries, wedding venues, farm stands."

#### EQUINE AND AGRICULTURAL

**JS:** "The equine and agricultural markets have remained steady with investments being made in the 4-6 stall horse barns to large equine facilities including stalls and arenas."

#### RESIDENTIAL

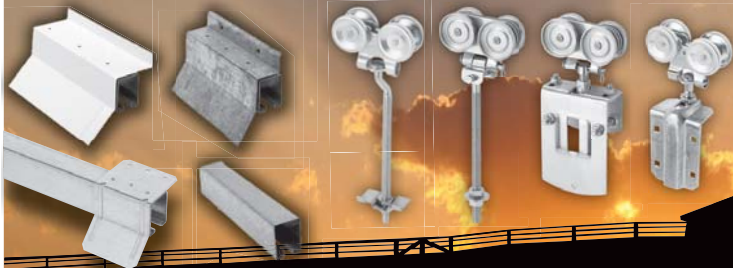
**JS:** "One of the most prominent residential garage requests is for attic flex space or a small apartment type area on the second floor of a 3-4 car garage."

#### MUNICIPAL

**JS:** "Infrastructure and public works facilities that have been on the drawing boards for the last few years are now being funded and built."

## BOX TRACK

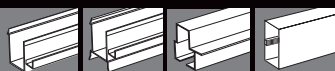
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## in focus

BY SHARON THATCHER



Eastern Iowa Building reports the popularity of large commercial structures like this gourmet food store. Photo credit: Eastern Iowa Building

## Justin Sobaski, Eastern Iowa Building

### ■ RB: What's selling in Iowa?

#### LARGE COMMERCIAL POST-FRAME (commercial condos, trucking maintenance/dispatch)

**JS:** "Our biggest market is commercial buildings, large commercial buildings in the Cedar Rapids area. Because of the design capabilities that we have, we're able to get large clear span buildings with tall walls. You can do a lot with a post-frame building that some companies couldn't do 10 years ago. In the Cedar Rapids area we haven't seen a downturn in the commercial market since we started in the early 2000s."

#### SELF STORAGE

**JS:** "We do a ton of mini-storage buildings"



Residential is big in the south, reports Leon Leinbach. Popular in post frame are garages and "shomes". Photo credit: Keystone Construction

## Leon Leinbach, Keystone Construction

### ■ RB: What's selling in Kentucky and Tennessee?

#### RESIDENTIAL AND COMMERCIAL

**LL:** "Here is the breakdown of buildings [for Keystone]: residential (garages and homes) 71 percent; commercial (mid size) 22 percent."

In drilling down further, Leinbach noted that the residential segment includes residential garages (mid size), 51.77 percent; post-frame homes (mid size), 10.16 percent; and "Shomes" (shops with full-time homes), 9.58 percent.

Mid-size commercial is coming in fairly strong at 21.89 percent.

Of lesser activity, making up less than 3 percent of Keystone's current business activity are mid-size ag buildings, small equine buildings, repairs, roofing and subcontracting.

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### Stephanie Beste, Lester Buildings

■ **RB:** What's selling in the Upper Rocky Mountain, Midwest, Northeast and Upper Southeast regions?

RESIDENTIAL

**SB:** "Interest in residential post-frame construction is growing. The idea of "shouses" and "shomes" is becoming more mainstream, and more people are contacting us to gather information. This group of

buyers need more time to gather information and to make a decision because they are in the early stages of the buying cycle. I expect that we'll continue to see high interest in residential in 2018."

■ **RB:** What's selling in the Upper Midwest?

DAIRY AND EQUESTRIAN BUILDINGS

**SB:** "We've seen an uptick in the number of dairy buildings sold, specifically in the Upper Midwest (MN, WI, IA, SD).

"The other market that has seen growth is the horse market. We've received more orders for large horse stables recently."



### Lucas Ford, Graber Post Buildings

■ **RB:** What's selling in Indiana and Midwest Region?

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**LF:** "To be honest we have had an explosion all types of buildings! As of late, agricultural storage and residential garages have been huge. We have also had a massive influx of purpose-built buildings, things such as event venues, airplane hangars, even recreational buildings for churches, and municipal."

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Larger, more complex buildings have been popular for Morton Buildings and the company has cracked the code for accommodating larger spans with post frame. Photo credit: Morton Buildings

**Brian Haraf, Morton Buildings**

■ **RB:** What’s selling in the Midwest?

AGRICULTURAL

**BH:** “Among your predominant ag states (NE, IL, IA, IN, MI, OH, KS, MO), we have been seeing a turnaround in ag for specific buildings and that’s very large buildings, clear spans in excess of 100 feet. With the traditional growers of corn and beans we’re finally seeing a turnaround after several years of decline.

“I think the smaller family farms are still choosing to kind of ‘make do’ and not make huge investments, but the larger farms are investing heavily. And our buildings are acting as the epicenter of their operations. It’s no longer the sheds over here, the shops over here, and the office is in the house; we’re seeing it all under one roof.”

■ **RB:** What’s selling nationwide?

LARGE OFFICE/WAREHOUSE BUILDINGS

**BH:** “In general think office warehouse, think big...on the outskirts of every big city are these business parks and office warehouses where people are conducting business, that’s what we’re doing. Through the wider-span building, through the use of our concrete foundation being standard, that’s really helped us compete now. People used to have a perception issue about those styles of buildings, wood in the ground, all these problems we had, and we’ve been able to address that and that has been explosive in growth.

POST-FRAME RESIDENTIAL

**BH:** “We’re seeing more demand universally across the country but there’s a slight skew to the southern United States, south of I-70 across the country is a little heavier.”

**David Newman, Northeast Agri Systems, Inc.**

■ **RB:** What’s selling in Pennsylvania?

TURKEY HOUSES

**DN:** “It has been a different year for us. In Pennsylvania we were slow in broilers; however, we are doing several turnkey turkey houses. Last year we were doing all-in all-out turkey houses, but now we are back to 2-stage turkey houses with a starter and a finisher.”

HOG FINISHERS AND NURSERIES

**DN:** “Hogs have been fairly active with new finishers, and renovations of finishers and nurseries. The only thing that has changed in hogs is we are using more radiant heat.”

■ **RB:** What’s selling along the Eastern Shore (Delmarva: Delaware, Maryland and Virginia coastal areas)?

BROILER HOUSES

**DN:** “The Eastern Shore (Delmarva) has been insanely crazy. The trend in broilers is bigger, larger houses with more houses per site. We are doing 80 – 90 turnkey broiler houses, all large—typically 67 x 600 feet, but also some 67 x 728 feet.”

The bigger the better seems to be normal in today’s building market. Pictured is a large broiler project with multiple large buildings near Melba, Virginia. Photo credit: Northeast Agri Systems, Inc.



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# in focus

BY SHARON THATCHER



VP Buildings is reporting a boom nationwide in very large buildings like this 49,500 square foot manufacturing facility in Moreno Valley, California. Photo credit: Varco Pruden Buildings



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■RB: What's selling in Virginia?

LARGE POULTRY PROJECTS

DN: "We are [doing] some large projects where we are [providing] equipment only and the builders are from North Carolina. These are mostly in Virginia for Tyson Foods Contract Growers. All the sites are large 6-12 houses."

While business has been very good, Newman did note one lackluster market:

"Anything to do with eggs has been slow because of the depressed prices, but the trend is cage free; however, that market is now flooded. Still, we did one conventional cage remodel, a jump start cage-free pullet rearing house, and a large floor layer house with slats and scrapers. We don't expect this market to pick up until late 2018 or 2019."

**Jim Peckham,  
Varco Pruden**

■RB: What's selling nationwide?

LARGE MANUFACTURING/  
WAREHOUSE BUILDINGS

JP: "Nationwide, we've seen an improvement in the overall industry for manufacturing locations and distribution facilities," Peckham said. "We have several markets, and each is doing things that make you go 'Wow!' It has gotten to the point that the delivery of new structures is getting extended, and we haven't seen that in a long time."

"Ag has not come back as strong as some of the more commercial applications."

**Bret Buelo,  
Wick Buildings**

■RB: What's selling in the Midwest?

RESIDENTIAL, INCLUDING THE  
"SHOUSE" (workshop/house)

BB: "Really any living quarters inside or attached to another structure (horse barn, storage, garage)."

2017 RB

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COMMERCIAL AND MINI-WAREHOUSE:

BB: "Fairly broad with no one area driving things."

ANIMAL HOUSING (beef, dairy, equine).

BB: "The northern region of the Midwest

has been particularly strong relative to the crop-price-driven southern area. The northern plains (Dakotas) was really hit hard by drought this year so building activity in that area has really dried up (no pun intended.)" RB

## new products

BY RURAL BUILDER STAFF

### THE BIG ASS LIGHT BAR

Big Ass Light, a division of Big Ass Fans, announces the release of a battery-powered LED work light, built to survive being doused and dropped.

The Big Ass Light Bar features six distinct brightness settings, from 80 lumens to 5,000 lumens; a 270-degree light angle; a high-capacity rechargeable battery, providing 1.5 hours of illumination at the brightest setting and 48 hours at the dimmest; a durable body completely sealed against dust, dirt and liquid; and a distinct octagonal shape that prevents it from rolling away when set down or dropped.  
[www.bigassolutions.com](http://www.bigassolutions.com)



### FORD MOUNTING PLATES

So you got a shiny, brand-new Ford truck, but realize no magnetic mounting equipment will work because it's...aluminum. Don't stress! Larson Electronics offers mounting solutions for 2015+ F150s and 2017+ Super Duty Fords.

These no-drill mounting plates cater to any light with a magnetic mounting base such as spotlights, flood lights, beacons, warning lights, flashers and more.

Supporting up to 15 pounds, these mounts provide operators with a convenient mounting solution without truck damage.

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





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Circle Reader Service #356



## ▲ 74-HORSEPOWER ENGINE OPTION FOR EXTENDO 944B TELEHANDLER

Pettibone has introduced a 74-horsepower engine option for its Extendo 944B telehandler.

The 74-horsepower Cummins QSF 3.8 Tier 4 Final diesel engine features a DOC muffler and requires no diesel exhaust fluid. This simplified system is more compact and eliminates the need for the MD3 aftertreatment display found on the standard 944B model. Drivetrain and axles have been optimized to provide greater tractive effort with minimal tradeoff on top-end speed.

Delivering a maximum load capacity of 9,000 pounds, the 944B provides forward reach up to 30 feet 3 inches, and a maximum lift height of 44 feet 4 inches. For operation in tight areas, it offers 4-wheel, 2-wheel and crab steering modes.

To further improve load stability, the 944B offers 24 degrees of frame sway (12 degrees left and right of center) and is equipped with a rear axle stabilization system.

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

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POWERFUL is the world's largest eco-friendly, corrosion resistant powder coat paint system for building fasteners. Billions of POWERFUL painted screws on thousands of buildings highlight the performance of this corrosion resistant finish versus traditional wet paint processes.

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2016

MB MICRO-BIT DRILL POINT incorporates the strength & consistency of a self-drilling point with a wood screw thread. This gives the ZXL MB the ability to penetrate multiple thicknesses of steel, while eliminating the "pigtailed" & slow drill or no drill complaints common to sharp point screws.



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## REDESIGNED STRONG-ROD SYSTEM COMPONENTS

To lower construction cost and streamline installation time on mid-rise wood construction projects, Simpson Strong-Tie has launched the new Strong-Rod Systems rod-to-steel-beam connector (ATS-SBC). The new design-based connector forms part of a continuous-rod solution that helps wood-frame structures resist shearwall-overturning forces and uplift forces resulting from seismic activity or wind events.

The new ATS-SBC replaces the older field-assembled half-cage system with a complete part featuring a rod already affixed to the bearing plate. It also features a weldable plate for attachment to steel beams in the field. Where the previous system comprised seven individual components, the rod-to-steel-beam connector consists of just two.

[www.strongtie.com/srs](http://www.strongtie.com/srs)

## new products

BY RURAL BUILDER STAFF

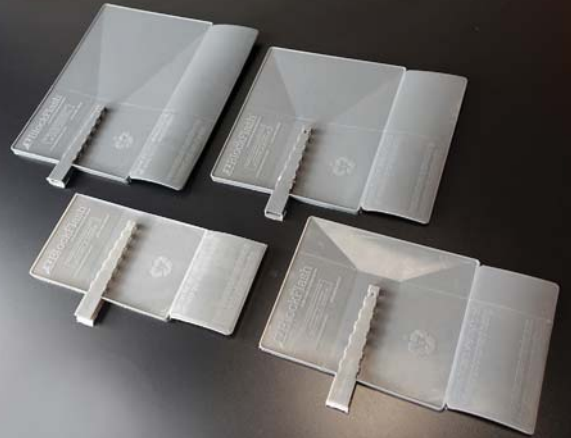
### ▶ 6-INCH BLOCKFLASH FOR CONCRETE MASONRY UNIT WALLS

Mortar Net Solutions offers a new 6-inch size of its BlockFlash flashing solution for concrete masonry unit walls. BlockFlash is a complete, embeddable flashing solution for managing moisture in exterior, single-wythe CMU walls. It uses patented flashing pans to collect moisture in the wall and channel it to the exterior through integrated weep spouts. The spouts are gray in color to blend in with standard mortar.

Drainage mesh placed in every block cell in the course immediately above the pans provides hundreds of clear pathways for water to flow around mortar droppings inside the cells, so it can be collected by the pans.

BlockFlash for 6-inch CMU works the same as the 8-, 10- and 12-inch versions, but is designed to meet the growing popularity of specifying 6-inch CMUs to meet future building energy codes and space-saving benefits.

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



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## new products

BY RURAL BUILDER STAFF

### ◀ NEW WINDOW OPTIONS FOR SAFE-WAY DOORS

Safe-Way Door is offering new window options for both its Regency Madera (top left photo) and Ambient (bottom photo) door lines.

Pencil groove doors with “commercial-style” windows are now available for the Regency Madera. The Regency Madera replicates the look of natural stained wood in either oak or rosewood, constructed of heavy-gauge steel inside and out and then insulated with polystyrene for an R-Value of 10.25.

Available for the Ambient line are pencil groove doors with “residential-style” windows. The Ambient line has become a best seller since its introduction in the fall of 2016 in residential and commercial markets for customers who are looking for a very durable, insulated door that combines the beauty of wood with the strength of steel. It has an insulation rating of R 17.68.

[www.safe-waydoor.com](http://www.safe-waydoor.com)

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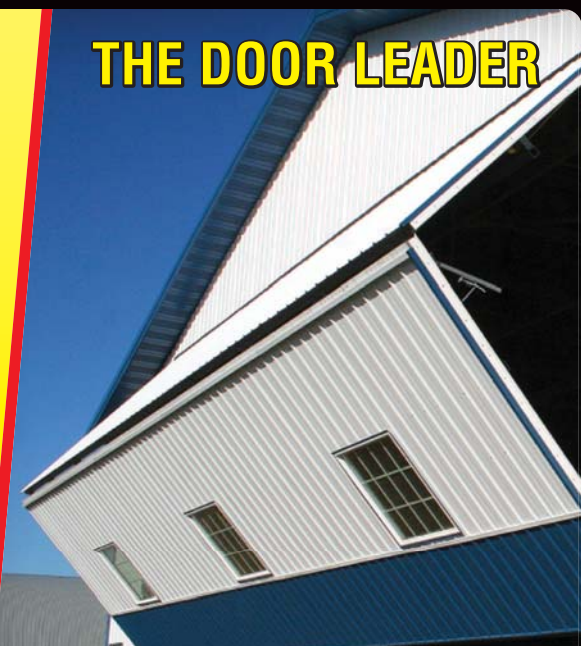
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# Ventilation

# PRODUCT

## CannonBall:HNP



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CannonBall is offering FlexPro venting material, with protection that lasts like no other. Offering 40 years of warranted weather-tite performance, this recycled-material polyester prevents moisture absorption and holds together longer than standard polyurethane venting products. Available in 20-foot rolls to ride with CannonBall product shipments, FlexPro provides the durability and element resistance to meet building codes, reduce damage and save on costs.

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

## Isaiah Industries



Isaiah Industries has added Vent 3 as a breathable solution to its RoofAquaGuard family of underlayments. With a permeability of 81, Vent 3 far surpasses many other breathable underlayments on the market, in fact more than five times higher than a popular alternative. Installers will love the 800 square foot rolls weighing only 23 pounds. Vent 3 can dramatically increase the health of any structure by allowing moisture to escape rather than saturating the insulation and roof decking.

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

## Levi's Building Components



Levi's Building Components offers simple solutions to prevent weather element damage for varying roof profiles with FastVent Plus and FloVent—two contractor-friendly metal roofing ridge vent closure systems. Both are easy to install with a pre-applied adhesive strip and are fire retardant and UV stable. Each fit many profiles: FloVent can be installed on the ridge cap and FastVent Plus on the eave.

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

## Marco Industries



Marco offers superior roof ventilation your way, with products tailored to fit your specific performance requirements and budget. Ventilation products feature an exclusive nonwoven polyester material that delivers long-lasting resiliency, and breathes to help prevent moisture absorption that can lead to costly rework, repairs and high-energy cost. The result will save you time and money: "Value Through the Roof."

[marcoindustries.com](http://marcoindustries.com)

## MWI Components



Not only does MWI supply Uni-Vent II and Uni-Vent III to ventilate with a ridge cap but also manufactures five profiles of Ridg-Vents for outstanding ventilation. Ridg-Vents exhaust air out of an attic or whole building. When used in conjunction with vented soffit, Ridg-Vents provide superior ventilation. Customers also have the option of choosing a fiberglass diverter on some models to allow natural light into a structure. With more than 100 colors to choose from, MWI can match most manufacturers' steel colors.

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

## Plyco Corporation



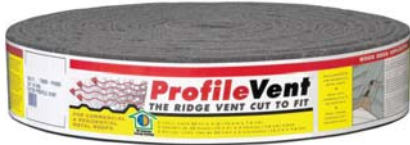
Plyco manufactures and distributes a variety of ventilation products designed to provide air-flow to meet your building requirements. The company offers ridge vents in sizes anywhere from 12 square inches to as much as 108 square inches of free air space per lineal foot. Plyco also offers wall vents and louvers. Plyco's ventilation products are available in a wide variety of colors to match your customer's building.

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

# PROFILES

# Rural Builder

## ProfileVent



ProfileVent is custom cut to fit the individual panel profile. ProfileVent's cut-to-fit profiles provide for tighter fit on the panel, prevents elements and insects from infiltrating and will not reduce ventilation performance. When installed, it will maintain the proper ridgeline appearance. Unlike other products, no compression is necessary that would reduce product performance. ProfileVent is backed by 20 years of quality and unequalled performance. Available through SFS intec Inc.

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

## Roll Former Corporation



Roll Former Corporation now offers the Ag Panel Perforator for ventilation needed on your 3/4-inch x 5 rib wide ag panels. It comes complete with four sets of perf dies for this 38-inch wide popular panel. It can also perforate "flat stock" so you can post process the rest of your ventilated trim products; 26 - 29 gauge ag panels or 24 gauge max flat stock.

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

## Blocksom & Co.



Roof Saver meets or exceeds the attic ventilation requirements of all nationally recognized building codes, holds a Class A Fire Rating, ICC ES ESR-1218 evaluation report, Miami-Dade County NOA # 16-0607.09 and provides uniform ventilation to relieve excess heat and moisture from the attic. It's available in four widths with hand nails or coil nails. Roof Saver Rolled Ridge Vent offers a 40-year warranty.

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

## Snap-Z Ridge Vents



Glick Metals LLC manufactures Snap-Z Roof Vents. These are high-quality vents designed to work with standing seam roof applications for easy installation and adequate airflow.

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

## SnoBlox-Snojax



Ventsavers from SnoBlox-Snojax can be used on exposed fastener and standing seam roof panels. They protect vent pipes and chimneystacks from sliding snow and ice damage. The innovative fin design cuts through packed ice and snow, causing the snow slide to divert around the pipe and to assist in shedding the snow and ice from your roof. Installation is quick and easy. Ventsaver is made from quality non-corrosive powder-coated aluminum, stainless steel and aircraft cable. Ventsaver is available in three sizes to fit projects from 1 to 14 inches in diameter.

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

## ST Fastening Systems



ST Fastening Systems supplies its MultiVent and MultiVent10 closures for those applications requiring airflow on metal roofs. Open cell foam MultiVent, 3 feet in length, and woven polyester MultiVent10, 10 feet in length, allows as much as 98 percent free airflow through the material. However, it prevents wind-driven rain from penetrating the material when compressed. The designs are universal for both. Adhesive is applied to both for easy field installation. MultiVent can be used on angled roof applications and MultiVent10 for ridge cap applications.

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

# Planning For Potential Tax Changes

A List of Things to consider for effective tax savings

**ALTHOUGH TAX “REFORM”** continues to loom on the horizon, so long as every builder and contractor is aware that there is some likelihood that tax rates, and perhaps the rules, will change next year, now is an excellent opportunity for effective tax planning—and savings.

For those building businesses whose tax rates will potentially be lower next year, end of the year tax planning is very simple: defer any income possible, pushing it into the lower tax rate of next year. In addition to deferring income until next year when tax rates may be lower, looming tax reform would also make it more valuable to accelerate deductions into the current tax year, offsetting the current tax rates that will, no doubt, be higher than next year’s.

Tax reform or no, the following categories warrant consideration when planning to reduce tax bills—and avoid potential pitfalls:

- **Year-End Equipment Purchases:** Under the Section 179 first-year expensing option, a building business is allowed to expense \$500,000 in new equipment. Of course, the write-off is reduced if **Section 179** property is in excess of \$2,000,000 (increased by inflation). Making this election accelerates the write-off, creating an immediate tax benefit for outlays.
- **SECTION 179:** The first-year, Section 179, write-off for purchases is now permanent at the \$500,000 level. Businesses exceeding a total of \$2 million of qualifying equipment purchases face a dollar-for-dollar phase-out and the complete elimination of the deduction above \$2.5 million. The Section 179 cap is indexed for inflation in \$10,000 increments in future years.
- **Bonus Depreciation:** A builder or contractor can claim a first-year bonus depreciation for purchases of qualifying new (not used) equipment and software put to use before year-end. The 50-percent bonus depreciation is on top of any allowable Section 179 deduction. In 2018, the bonus phases down to 40-percent and 30-percent in 2019.
- **Abandon:** Property that has no value to the building business could be abandoned rather than sold for a nominal amount. The resulting ordinary loss on the abandoned property, equipment or business asset, is fully deductible rather than treated as a capital loss. Depending on the property, it may be classed as Section 1231 property, a loss on which may be either ordinary or capital, depending on other transactions for the year.
- **Repairs:** New guidelines for differentiating depreciable capital improvements from the immediately deductible repairs kicked in last year. Today, thanks to a de minimis safe harbor, deduction for material and supplies has been increased from \$500 to \$2,500 for building businesses that don’t have an applicable financial statement. With a financial statement the building business can label costs up to \$5,000 per material or supplies invoice without IRS questions.
- **Business Use Of Vehicles:** The standard mileage allowed for 2017 is 53.5 cents-per-mile (down from 54 cents in 2016). The expenses of a personal car or truck used for business can be deducted in one of two ways:
  - Claiming actual costs
  - Relying on an IRS standard mileage rate
- **Vehicle Depreciation:** Those using the actual expense method are limited to a maximum depreciation deduction for automobiles placed in service during 2017 of \$11,160 including bonus depreciation and \$3,160 if bonus depreciation does not apply. For trucks and vans, the limit is \$11,560 for the first tax year if bonus depreciation applies and \$3,560 if it does not apply.
- **Reasonable Compensation:** The IRS can, and will, challenge salary amounts they deem to be “unreasonable.” The IRS typically looks at training and experience, duties and responsibilities, time and effort devoted to the business and more. The courts generally look at amounts paid by comparable businesses for similar services, the use of a bonus formula and the importance of the role played by the compensated individual.
- **Bonuses:** Paying bonuses early or creating a separate bonus payroll will make is easier on the bookkeeper or the payroll processing company.
  - \* **S corporation owners** benefit from a low salary because income that isn’t salary is not typically subject to payroll taxes. Unless the owner is a so-called “passive” owner, this income won’t be subject to the Net Investment Income tax either.
  - \* **Owners of regular corporations** generally benefit from a higher salary and lower distributions. While payroll taxes are paid on the salary, the earnings paid out on the salary are only taxed once. Earnings that are distributed as dividends are taxed twice, once at the corporate level and a second time at the recipient’s level.



Mark Battersby is a regular contributor to Rural Builder. He has more than 35 years experience in small business issues, tax and financial matters. Contact him at 610-789-2480 or MCBatt12@Earthlink.net.

## Tax reform

Don't wait for congressional action, plan now to reduce your tax bills.

- Carry-Overs And Carry-Forwards:** Certain credits and deductions have limits that prevent them from being used in full in the current tax year but could be carried over to future years. Think:

  - Capital losses
  - General business credits
  - Capital losses
  - Home office deductions
  - Net Operating Losses: Net operating losses (NOLs), or non-capital losses occur when the building business's expenses exceed its income. NOLs can be used to offset income in any given tax year, can be carried back three years or carried forward for up to seven years. It may make more sense to carry any NOL back to recover income taxes already paid.
- New Deadlines:** In an attempt to stagger filing deadlines so that tax returns of entities that "pass-through" income and losses, such as partnerships and S corporations, are now due by March 15th as opposed to April 15th. Regular "C" corporation tax returns are now due by April 15th as opposed to March 15th.
- Form 1099 and W-2 Deadlines:** The IRS is no longer granting automatic extensions for filing Form W-2. To stop the increase of identity theft, lawmakers require employers to file Forms W-2, W-3 and 1099-MISC statements to the IRS and the Social Security Administration by January 31, 2017.
- Retirement Tax Savings:** Builders and contractors today have a simple way to offer themselves and their employees the tax benefits of retirement accounts. Based on the number of employees, a simplified employee pension (**SEP**) or a savings incentive match plan for employees (**SIMPLE**) are often more cost effective than traditional plans.

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\* **SEPs** do not allow employees to contribute, but have a higher limit for employer contributions. The maximum contribution in 2017 cannot exceed the lesser of \$54,000 or 25-percent of eligible compensation. With SEPs, employees are 100-percent vested.

\* **SIMPLE** plans allow employees to contribute up to \$12,500 to their SIMPLE accounts in 2017. There is a catch-up contribution of \$3,000 for employees that are 50 or older. Much like a SEP, a SIMPLE plan requires employers to contribute, while ensuring that employee contributions are 100-percent vested. Employers are required to contribute either matching contributions up to three-percent of an employee's compensation, or fixed contributions of two-percent.

# Rural Builder

*Merry Christmas,  
Happy Holidays & Happy New Year!*



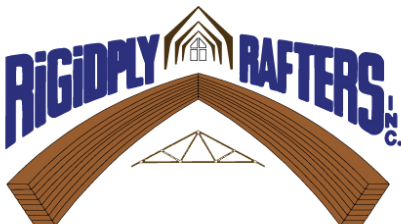
**NFBA**  
NATIONAL FRAME BUILDING ASSOCIATION

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## calendar of events

# 01/

## JANUARY

### 20-24,

ASHRAE Winter Conference,  
Chicago; [www.ashrae.org](http://www.ashrae.org)

### 22-23

Northwestern Building Products Expo,  
Rivers Edge Convention Center,  
St. Cloud, MN; [www.nlassn.org](http://www.nlassn.org)

### 22-24

Metal Construction Association (MCA),  
Winter Meeting, San Diego, CA  
[www.metalconstruction.org](http://www.metalconstruction.org)

# 02/

## FEBRUARY

### 4-8

International Roofing Expo (IRE),  
New Orleans, LA;  
[www.theroofingexpo.com](http://www.theroofingexpo.com)

### 14-16

Frame Building Expo, Columbus,  
Ohio; [www.nfba.org](http://www.nfba.org).

### 20

Iowa Lumber Convention, Prairie  
Meadows Event Center,  
Altoona, Iowa; [www.nlassn.org](http://www.nlassn.org)

### 26-28

Associated General Contractors Of  
America (AGC) Convention,  
New Orleans, LA; [www.meetings.  
agc.org/convention](http://www.meetings.<br/>agc.org/convention)

### 28

Nebraska Lumber Dealers  
Convention, Embassy Suites  
Convention Center,  
La Vista, Nebraska; [www.nlassn.org](http://www.nlassn.org)

# 03/

## MARCH

### 14-16

Self-Storage Association (SSA)  
Spring Conference & Trade Show  
Orlando, FL; [www.selfstorage.org](http://www.selfstorage.org)

# 04/

## APRIL

### 11-13

NASCC: The Steel Conference,  
Baltimore, MD; [www.aisc.org/  
nascc](http://www.aisc.org/<br/>nascc)

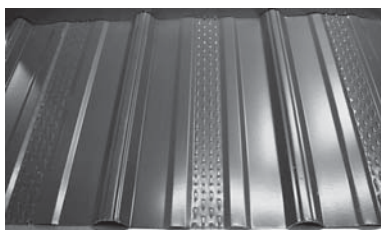
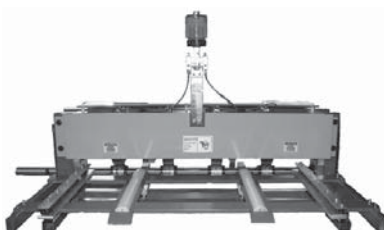
### 15-18

National Coil Coating Association  
(NCCA) Annual Meeting Austin, TX;  
[www.coilcoating.org](http://www.coilcoating.org)

### 18-20

National Insulation Association  
(NIA) Annual Convention Orlando,  
FL; [www.insulation.org](http://www.insulation.org)

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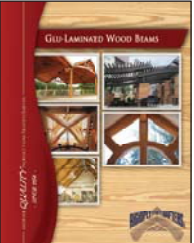


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# Rural Builder



The logo for the National Frame Building Association (NFBA) features the acronym "NFBA" in a bold, dark red serif font. Below it, the full name "NATIONAL FRAME BUILDING ASSOCIATION" is written in a smaller, dark red sans-serif font. To the right of the text is a stylized outline of a house, composed of two parallel gold lines forming the roof and a single gold line for the chimney on the right side.

**NFBA**  
NATIONAL FRAME BUILDING ASSOCIATION

# FRAME BUILDING EXPO

**February 14-16, 2018**

**Columbus, Ohio**

Hilton Columbus Downtown and  
Greater Columbus Convention Center



**NFBA**  
NATIONAL FRAME BUILDING ASSOCIATION

# FRAME BUILDING EXPO

## Jason Young, Keynote Speaker



**Wednesday, February 14  
10:30 am**

### The Southwest Effect: Successful Practices of a Market Leader

Sit back, relax, and get ready for a presentation that promises to be challenging, fun, provocative, and motivating! Jason Young has been called a “rare breed”

when it comes to developing leadership, team, and customer service initiatives, and he has captured his philosophy of creating high-performance cultures in his book, *The Culturetopia Effect*. You won't want to miss this keynote presentation!

## Expo LIVE!

Expo LIVE! returns in 2018. Take in all of the exhibitor-led education opportunities on the show floor.

## Exciting Prizes and Competitions

Enter the prize drawings and plan to participate in the competitions on the show floor.

## Thursday Expo Social

**Thursday, February 15, 8-11 pm**

Join us at the Hilton Columbus Downtown for an evening of live entertainment, food, and beverages. Bring your colleagues, friends, and family members or entertain your customers and make new acquaintances. Come together, celebrate our industry, and make some good memories.

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## NFBA Annual Award Presentations

NFBA's most prestigious awards—Building of the Year, Crew Foreman of the Year, and Bernon G. Perkins—will be presented at a special ceremony that not only honors this year's most deserving recipients but offers significant networking opportunities.



# General Information

## Hotel

Hilton Columbus Downtown  
401 North High Street  
Columbus, OH 43215  
Phone: 614.484.5267

## Reservation Deadline: January 15, 2018

Don't wait until the deadline—reserve your hotel room now. Reservations received after the cutoff date will be filled on the basis of space and rate availability. Additional information on air and ground transportation, parking, and local attractions is available at [nfba.org/expo](http://nfba.org/expo).

**Reservations:** 614.384.8600

**Rate:** \$179, single/double, plus applicable taxes

## Guest Registration

Spouses, non-industry-related guests, and children under age 17 who are registered as guests will be admitted *only* to the trade-show floor; they will not be admitted to educational sessions. See Box D on the registration form.

## Accredited Post-Frame Builder (APFB) Program



The APFB program recognizes NFBA member companies that demonstrate their commitment to continuing education, safety, and business integrity in the post-frame industry. Accredited builders are recognized in national industry publications and website directories. Building owners take a builder's industry-related accreditation into consideration when they are choosing a builder. NFBA Accredited Post-Frame Builders may market their APFB status in their bid material. In a 2012 NFBA membership survey, 86% of accredited member respondents agreed that the APFB program has provided their organization with new business opportunities. The Frame Building Expo offers the best opportunity of the year for your company to earn NFBA post-frame builder accreditation credits toward an APFB designation. For more information visit [www.nfba.org/accreditation](http://www.nfba.org/accreditation).

## About NFBA

For more than 45 years, the National Frame Building Association (NFBA) has represented the interests of builders, manufacturers, suppliers, distributors, and code and design professionals serving the U.S. post-frame construction industry. NFBA's mission is to advance the industry by supporting members in their efforts to develop their businesses and expand the post-frame market. The association is the nation's primary source for post-frame building resources, education, research and development, news, and marketing. NFBA hosts the annual Frame Building Expo, the nation's largest networking event for post-frame construction professionals. Learn more at [www.nfba.org](http://www.nfba.org).

## 2018 Expo Supporters

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# Schedule: Breakout Sessions by Track

The **Business Management** track is for business owners, presidents, CEOs, operations managers, safety and compliance managers, code officials, and industry professionals interested in education on leadership, business operations, and business development strategy.

The **Sales and Marketing** track is for salespeople and marketers, website designers, administrators, and managers interested in learning new strategies and techniques and increasing their overall sales and marketing knowledge relevant to the post-frame industry.

The **Safety and Technical Knowledge** track is for builders and crew members, site supervisors, designers, architects, engineers, suppliers, building-material dealers, trade students, code officials, and industry professionals interested in learning the latest safety and technical information on building practices and applications.

The **Hands-On/Show-Floor Training** track is for attendees wishing to gain in-depth knowledge and practical training on selected topics.

The **Expo LIVE!** sessions are for attendees seeking tips and insights directly from product experts in a brief time frame.

Time	Business Management	Sales and Marketing	Safety and Technical Knowledge	Hands-On/Show-Floor Training	Expo LIVE!
<b>Wednesday, February 14</b>					
8–9 am	<b>Retaining Key Employees: Creating A Self-Motivating Work Environment</b> <i>Thomas Hudgin</i>	<b>Residential Metal Roofing and Your Post-Frame Business</b> <i>Todd Meinhold</i>	<b>OSHA Update</b> <i>Gary Auman</i>		
9:15–10:15 am	<b>Strategic Business Planning That Works</b> <i>Thomas Hudgin</i>	<b>Using Social Media to Build Your Business</b> <i>Adam Haynes</i>	<b>Use of Snow-Retention Devices: Science or Science Fiction? Phacts or Phobias?</b> <i>Rob Haddock, Tim Martin</i>		
9:30–10 am				<b>Significant New OSHA Safety Standards for General Industry (for exhibitors only)</b> <i>Gary Auman</i>	
12:45–1:15 pm					<b>Ultimate Post-Frame Foundation System</b> <i>Concrete Pier System</i>
1:30–2 pm				<b>Tool Ergonomics: Reducing Injuries and Improving Safety with Power Tools</b> <i>Sarah Hall</i>	
2–2:15 pm					<b>Thermal Expansion Fasteners</b> <i>Leland Industries</i>
2:15–3:15 pm				<b>Residential Walk Door Application and Installation</b> <i>Plyco Corp.</i>	
3:15–3:30 pm					<b>Variobend: Maximizing Trim-Bending Efficiency</b> <i>Hershey's Metal Meister</i>

3:30–4 pm				<b>Tool Ergonomics: Reducing Injuries and Improving Safety with Power Tools</b> <i>Sarah Hall</i>	
4:15–5:15 pm				<b>Residential Window Installation</b> <i>AJ Manufacturing</i>	
<b>Thursday, February 15</b>					
8–9 am	<b>Integrating and Engaging Millennials in the Construction Workforce</b> <i>Alan Kerschen</i>	<b>No Participation Ribbons in Sales: Keeping Score for Your Marketing and Sales Success</b> <i>Gary Reichert</i>	<b>Vapor Retarders and Air Barriers: What, When, Where, and Why?</b> <i>Joe Zulovich</i>		
9:15–10:15 am	<b>The New Challenge: Post-Frame Homes, Part 1: Interest in Post-Frame Residential Construction Is Growing—Are You Ready?</b> <i>K. P. Persaud</i>	<b>Lead Production</b> <i>Michael Carpenter</i>	<b>Post and Pier Foundation Design Aid</b> <i>David Bohnhoff</i>		
10:30–11:30 am	<b>Preparing for Your Move to Residential Construction</b> <i>R. David O'Brien</i>	<b>Digital Marketing in the Post-Frame Industry</b> <i>Ron Mileti</i>	<b>OSHA—Putting the Myths to Rest</b> <i>Ken Montgomery</i>		
1:45–2 pm					<b>Thermal Expansion Fasteners</b> <i>Leland Industries</i>
2–3 pm				<b>Tool Ergonomics: Reducing Injuries and Improving Safety with Power Tools</b> <i>Raffi Elchemmas</i>	
3–3:15 pm					<b>Variobend: Maximizing Trim-Bending Efficiency</b> <i>Hershey's Metal Meister</i>
3:15–4:15 pm				<b>Residential Window Installation</b> <i>AJ Manufacturing</i>	
<b>Friday, February 16</b>					
8–9 am	<b>The New Challenge: Post-Frame Homes, Part 2: Okay, How Do We Get Started?</b> <i>K. P. Persaud</i>	<b>Understanding and Selling Residential Metal Roofing</b> <i>Todd Miller</i>	<b>Rotatable Guarded Hot Box Testing of Post-Frame Building Walls</b> <i>David Bohnhoff</i>		
9:45–10:45 am	<b>Assuring the Successful Continuation of Your Business</b> <i>Leon Resnick, Terrance Resnick</i>	<b>Working Effectively with Your Truss Designer</b> <i>Jim Vogt</i>	<b>Developing a Safety Culture Within Your Company</b> <i>Gary Auman</i>		

## Schedule

### Tuesday, February 13

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4–7 pm

Registration

### Wednesday, February 14

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7 am–5 pm

Registration

7–8 am

Coffee 

8–9 am

**Breakout Sessions**

#### **BUSINESS MANAGEMENT**

##### **Retaining Key Employees: Creating a Self-Motivating Work Environment**

*Thomas Hudgin*

Inspired, driven, and talented employees—they are every company's most important asset. Your top-performing employees will help your company survive the toughest economy. That's why, now more than ever, it's critical to ensure that you are taking the steps to hire the right people and retaining these key employees for the short and long term. You cannot tell people to be motivated, but you can create a work environment that fosters self-motivation. This informative talk shows you how to do just that. Compare the thought processes and emotions of key performers who stay at a company with those of workers who move on to what they see as greener pastures. Get advice on hiring strategies and motivational techniques to build the loyalty necessary to ensure that key employees stay and thrive.

#### **SALES AND MARKETING**

##### **Residential Metal Roofing and Your Post-Frame Business**

*Todd Meinhold*

Discover how you can be a vital part of the fastest-growing segment in the construction industry today, and learn how to acquire additional work on new jobs or from previous customers. We will focus on how you can incorporate residential metal roofing into your post-frame business and get on the road to becoming not only the foremost expert in your area but the preferred or only bidder. Taking advantage of the multiple benefits with only minimal changes to your business can result in more profit per labor hour.

#### **SAFETY AND TECHNICAL KNOWLEDGE**

##### **OSHA Update**

*Gary Auman*

As the Occupational Safety and Health Administration becomes more active, it behooves everyone to stay informed. This presentation covers new OSHA standards that became effective

in 2017, as well as new OSHA enforcement initiatives. Learn how to minimize the impact of an OSHA inspection on your company.

9–9:15 am

Break

9:15–10:15 am

**Breakout Sessions**

#### **BUSINESS MANAGEMENT**

##### **Strategic Business Planning That Works**

*Thomas Hudgin*

Setting individual and company goals is critical to success, especially in today's challenging economy. Some people don't bother with strategic planning, have common excuses, and ultimately lose ground to the competition. Learn about the objectives of strategic planning and how to set realistic goals, do quarterly reviews, and stay on track. We'll look at a boilerplate strategic plan that can be effectively adapted to any business operation. Discussing a step-by-step strategic plan with relevant examples will help you draw up an on-site plan that works.

#### **SALES AND MARKETING**

##### **Using Social Media to Build Your Business**

*Adam Haynes*

Social media offers builders a way to secure recommendations and referrals, shape their reputation, and gain additional sales. It's also an inexpensive way to advertise and requires little effort, so it's definitely a method worth trying in 2018! This session will offer practical applications for your business through conversation rather than a lecture.

#### **SAFETY AND TECHNICAL KNOWLEDGE**

##### **Use of Snow-Retention Devices: Science or Science Fiction? Phacts or Phobias?**

*Rob Haddock and Tim Martin*

This session offers a step-by-step commonsense approach to understanding how snow acts on roofs, debunking misconceptions. Match the snow-retention system to the project by using science and math, not guesswork and supposition. Logical concepts and easy-to-follow instructions will promote better understanding of how to control snow and ice on rooftops with manufactured products. Haddock has traveled the globe researching northern roof design, snow effects, and snow-retention systems and written technical articles and industry-standards documents on the subject. Using his 10 years observing proper and improper application of snow-retention devices, Martin will discuss examples of common mistakes and best practices.

**9:30–10 am**

**HANDS-ON/SHOW-FLOOR TRAINING**

**Significant New OSHA Safety Standards for General Industry**

*(for exhibitors only)*

Gary Auman

This presentation for exhibitors will address significant changes to Occupational Safety and Health Administration standards for general industry that became effective in January 2017. The new provisions either change or add requirements for general industry in the areas of fall protection, scaffold safety, ladder safety, and responsibility for determining the integrity of walking and working surfaces. The presentation will also cover some basic safety requirements that apply to the general industry.



**10:30 am–12:15 pm**

**General Session with Keynote Presentation**

**The Southwest Effect: Successful Practices of a Market Leader**

Jason Young

Southwest Airlines has given the business world proof that providing fabulous customer service and maintaining high employee morale in a low-cost environment is possible—and indeed profitable—in corporate America today. As a key developer of Southwest Airlines' legendary customer service and leadership training programs, Jason Young knows that great culture does not just happen. A customer-service *initiative* can be created and nurtured into becoming a customer-service *culture*. Going beyond the headlines and the hype, Jason shares the story behind the success of the company consistently rated No. 1 in customer service and employee satisfaction. Learn how to put these proven organizational principles to work in your team or company. Get the inside story from the man who knows it best!

**12:30–5:30 pm**

**Trade Show Open**

Concessions are available on the trade-show floor.

**12:45–1:15 pm**

**EXPO LIVE!**

**Ultimate Post-Frame Foundation System**

Concrete Pier System

Learn about the unbeatable strength of our “ground-breaking” advancements, innovative methods, and products that will complete your post-frame foundation system. Impress your customers with revolutionary and affordable products that solve big problems!

**1:30–2 pm**

**HANDS-ON/SHOW-FLOOR TRAINING**

**Tool Ergonomics: Reducing Injuries and Improving Safety with Power Tools**

Sarah Hall

This presentation showcases the risk factors and causes of ergonomic injuries and provides a process for recognizing and reducing ergonomic injuries on the job site. We'll discuss ways to

prepare for tasks requiring tools and use cutting-edge scientific measurement equipment to quantify the levels of a tool's ergonomic risk. *(This session is also offered on Wednesday, 3:30–4 pm, and a 1-hour session on the topic with an added demonstration of the effects of various tools on the musculoskeletal system will be given on Thursday, 2–3 pm.)*

**2–2:15 pm**

**EXPO LIVE!**

**Thermal Expansion Fasteners**

Leland Industries

**2:15–3:15 pm**

**HANDS-ON/SHOW-FLOOR TRAINING**

**Residential Walk Door Application and Installation**

Plyco Corp.

**3:15–3:30 pm**

**EXPO LIVE!**

**Variobend: Maximizing Trim-Bending Efficiency**

Hershey's Metal Meister

**3:30–4 pm**

**HANDS-ON/SHOW-FLOOR TRAINING**

**Tool Ergonomics: Reducing Injuries and Improving Safety with Power Tools**

Sarah Hall

See the description of the session on Wednesday, 1:30–2 pm. *(A 1-hour session on the topic with an added demonstration of the effects of various tools on the musculoskeletal system will be given on Thursday, 2–3 pm.)*

**4:15–5:15 pm**

**HANDS-ON/SHOW-FLOOR TRAINING**

**Residential Window Installation**

AJ Manufacturing

This informative training will demonstrate the proper storage, handling, and installation of vinyl windows. Methods and suggested best practices will cover four window types: nail fin only, nail fin with integral J, nail fin with builder-supplied J, and EZ-v system for corrugated siding. *(This session is also offered on Thursday, 3:15–4:15 pm.)*

**5:15 pm**

**Prize Drawing in Exhibit Hall**

**8 pm–Midnight**

**Plyco Reception**

Enjoy entertainment, food, and beverages, compliments of Plyco Corporation, a leading supplier of products to the post-frame, metal-clad building, and commercial construction industries.

## Thursday, February 15

---

**7 am–5 pm**

Registration

**7–8 am**

Coffee 

**8–9 am**

**Breakout Sessions**

### **BUSINESS MANAGEMENT**

#### **Integrating and Engaging Millennials in the Construction Workforce**

*Alan Kerschen*

Much has been written about millennials and the challenges companies face in incorporating them into the workforce. Words such as *entitled* or *high-maintenance* are continually thrown around. Millennials, it is said, are “out to change the world” and “want instant gratification.” Using our unique perspective, we will show you how to not only incorporate millennials in your company but also engage them, making them dedicated and loyal employees. Companies can leverage the assets of millennials through engagement and motivation, bringing value and a positive impact in the workplace. This mindset will elevate your company for years to come!

### **SALES AND MARKETING**

#### **No Participation Ribbons in Sales: Keeping Score for Your Marketing and Sales Success**

*Gary Reichert*

Successful sales are crucial to your business's survival and your family's financial security, but selling is a high-stakes game that doesn't offer ribbons just for participation. Many business owners track final sales, but if that is the extent of your data collection, you know whether you won or lost the sale but have no indication why. Marketing is the plan that drives sales. We will review the steps of marketing, sales, and data collection to analyze where your process breaks down and discuss marketing-driven ideas that address the most common choke points in the buying process.

### **SAFETY AND TECHNICAL KNOWLEDGE**

#### **Vapor Retarders and Air Barriers: What, When, Where, and Why?**

*Joe Zulovich, PhD PE*

Learn about the what, when, where and why of vapor retarders and air barriers in building envelope assemblies. Vapor retarders and air barriers help protect building envelope assemblies from moisture degradation and other problems. Sound designs will vary, depending upon the climate of the building location. We will identify relevant building code requirements and discuss the product types that can function as vapor retarders, air barriers, or both. A presentation of design examples will demonstrate proper installation of vapor retarders and air barriers in building envelope assemblies in different climatic zones.

**9–9:15 am**

Break

**9:15–10:15 am**

**Breakout Sessions**

### **BUSINESS MANAGEMENT**

#### **The New Challenge: Post-Frame Homes, Part 1: Interest in Post-Frame Residential Construction Is Growing—Are You Ready?**

*K. P. Persaud*

Demand for post-frame homes across the country is growing, as consumers become more aware of their many benefits. To successfully capitalize on this demand, you'll need critical information about home warranties, costs and pricing, and project management. Part 1 of a two-part session. (*Part 2 is on Friday, 8–9 am.*)

### **SALES AND MARKETING**

#### **Lead Production**

*Michael Carpenter*

Proactive lead production supports frame-building contractors in meeting their yearly sales goals. This session will provide a comprehensive overview of lead production and compare and contrast the effectiveness of media and tools typically used in lead generation. Training will be given in using an interactive calculator to determine the number of leads a business must produce monthly and annually to sustain a planned level of business operation and volume. This tool will be made available to all session attendees.

### **SAFETY AND TECHNICAL KNOWLEDGE**

#### **Post and Pier Foundation Design Aid**

*David Bohnhoff, PhD PE*

An Excel spreadsheet program for calculating uplift, bearing, and lateral load capacities of post and pier foundations in accordance with provisions of ANSI/ASAE EP486.3 was developed at the University of Wisconsin–Madison by David Bohnhoff. Its use will be demonstrated during this technical session. The program is available at no charge and can be adopted and modified for use by any person or company in any manner. User guidelines can be downloaded along with the program.

**10:15–10:30 am**

Break

**10:30–11:30 am**

**Breakout Sessions**

### **BUSINESS MANAGEMENT**

#### **Preparing for Your Move to Residential Construction**

*R. David O'Brien, CPA CGMA*

Find out what you should consider when preparing your company to transition to work on residential projects. Learn about changes to residential codes and standards, licensing, permits, insurance coverage, working with subcontractors, proper charting of accounts, tax issues, and more.

## SALES AND MARKETING

### Digital Marketing in the Post-Frame Industry

Ron Mileti

Traditional marketing methods are rapidly becoming outdated, and today's digital world presents new opportunities to target prospective and current customers. Websites, mobile devices, pay-per-click, search engine optimization, e-mail, social media marketing, remarketing, geotargeting—all can seem overwhelming! Whether you're part of a large corporation or a small start-up company, discover how digital marketing can help you reach your target audience and generate sales. Learn practical real-world strategies for taking advantage of digital platforms and making them work hard for your organization.

## SAFETY AND TECHNICAL KNOWLEDGE

### OSHA—Putting the Myths to Rest

Ken Montgomery

Learn about Occupational Safety and Health Administration programs that can assist your business and increase job-site safety. Hear about OSHA's programs, rules, and regulations in this interactive session with time for Q&A. (Note: Attendees' personal and business information will not be shared with OSHA representatives.)

**11:30–11:45 am**

Break

**11:45 am–1:15 pm**

**NFBA Awards Luncheon**

Everyone is invited to this session recognizing recipients of the NFBA Building of the Year Awards, the Crew Foreman of the Year Award, the *Rural Builder* Hall of Fame Award, and the Bernon G. Perkins Post-Frame Industry Award. (An additional fee and advance registration are required. See Box E on the registration form.)

**1:30–5:30 pm**

**Trade Show Open**

Concessions are available on the trade-show floor.

**1:45–2 pm**

**EXPO LIVE!**

**Thermal Expansion Fasteners**

Leland Industries

**2–3 pm**

**HANDS-ON/SHOW-FLOOR TRAINING**

*Milwaukee*

**Tool Ergonomics: Reducing Injuries and Improving Safety with Power Tools**

Raffi Elchemmas, MBA AEP, Lead Ergonomist

This session will be presented in a shorter format on Wednesday, 1:30–2 pm and 3:30–4 pm. See the description on Wednesday, 1:30–2 pm. Thursday's 1-hour session includes a demonstration of the effects of various tools on the musculoskeletal system.

**3–3:15 pm**

**EXPO LIVE**

**Variobend: Maximizing Trim-Bending Efficiency**

Hershey's Metal Meister

**3:15–4:15 pm**

**HANDS-ON/SHOW-FLOOR TRAINING**

**Residential Window Installation**

AJ Manufacturing

See the session description on Wednesday, 4:15–5:15 pm.

**4:15 pm**

**Screw-Driving Competition in Exhibit Hall**



Sign up for this action-packed event at the Atlas Bolt & Screw Co. booth for a chance to win some great prizes.

**5:15–5:30 pm**

**Prize Drawing in Exhibit Hall**

**5:30–7 pm**

**Christians in Construction Reception**

This reception is supported by Central States Manufacturing, FBI Buildings Inc., McElroy Metal, Ohio Timberland, Perma-Column Inc., Quality Structures Inc., Ridgidply Rafters, & Timber Tech Engineering Inc. (Advance registration is required. See Box E on the registration form.)

**8–11 pm**

**Thursday Expo Social**

Join us for an evening of live entertainment, food, and beverages. Bring your colleagues, friends, and family members or entertain your customers and make new acquaintances. Let's celebrate our industry and make some good memories! Thanks to presenting sponsor Graber Post Buildings and supporting sponsors C.H.I. Overhead Doors, Palram Americas, SDI Flat Roll Group, and ST Fastening Systems.

“ The Expo was incredible! The educational classes were very informative and helpful to me as a sales branch manager. I was also impressed with the number of vendors in the show. I had an enjoyable time meeting new and past vendors!”

—2017 Frame Building Expo attendee

## Friday, February 16

**7:30–10:30 am**

**Registration**

**7:30–8:30 am**

**Coffee** 

**8–9 am**

**Breakout Sessions**

### **BUSINESS MANAGEMENT**

#### **The New Challenge: Post-Frame Homes, Part 2: Okay, How Do We Get Started?**

*K. P. Persaud*

Don't dive into building post-frame homes without a plan. You don't want to make promises you can't keep or lose money in the process. Learn how to formulate a successful transition plan for offering post-frame homes. Topics include building codes, the permit process, engineering specifications, expectations for workmanship, improved project management, and ways to plan for mistakes and cash-flow shortfalls. Part 2 of a two-part session. (*Part 1 is on Thursday, 9:15–10:15 am.*)

### **SALES AND MARKETING**

#### **Understanding and Selling Residential Metal Roofing**

*Todd Miller*

The successful sale of residential metal roofing involves many steps—marketing, lead generation, appointment setting, orientation, needs analysis, product presentation, and closing the deal—and each step must be done with intentionality. This session will cover the best-proven practices in all these areas. We'll also address ways to analyze the needs presented by individual prospects and their homes, with the goal of reaching a solution that meets those needs and results in a successful roof installation.

### **SAFETY AND TECHNICAL KNOWLEDGE**

#### **Rotatable Guarded Hot Box Testing of Post-Frame Building Walls**

*David Bohnhoff, PhD PE*

The rotatable guarded hot box designed and fabricated by Andrew Holstein at the University of Wisconsin–Madison is being used to measure the actual thermal performance of post-frame building walls. Results from an initial series of tests will be presented, and differences between test values and commonly used effective thermal resistance values will be discussed. Unique methods for insulating post-frame building walls will also be showcased.

**8:30 am–12:30 pm**

**Trade Show Open**

**9–9:45 am**

**Break**

**9:30 am**

**Shearing Competition in Exhibit Hall**



**9:45–10:45 am**

**Breakout Sessions**

### **BUSINESS MANAGEMENT**

#### **Assuring the Successful Continuation of Your Business**

*Leon Resnick and Terrance Resnick*

As business owners become more successful, they typically become more vulnerable. Learn how to combat those vulnerabilities with strategies for managing business succession, transitioning assets, and preserving wealth. We'll discuss the reasons that successful businesses may fail, the importance of coordinating estate plans with succession plans, ways to address the issue of active and inactive children in a family business, liquidity issues, valuation methodologies that will satisfy the Internal Revenue Service while lowering the tax bill, buy-sell agreements that allow for maximum tax savings, the legally avoidable mistakes related to cost efficiency and insurance funding that often result in millions of dollars in taxes being paid, and solutions to avoid this scenario. We'll conclude with a real-life family-business case study.

### **SALES AND MARKETING**

#### **Working Effectively with Your Truss Designer**

*Jim Vogt, PE*

Reduce project management time and liability by understanding the roles and responsibilities of the parties involved in projects using metal plate-connected wood trusses. Understanding these responsibilities keeps a project on track: the builder can hold the appropriate parties accountable for completing their scope of work, and the liability and control stay where needed to support an effective and efficient workflow.

### **SAFETY AND TECHNICAL KNOWLEDGE**

#### **Developing a Safety Culture Within Your Company**

*Gary Auman*

Having a strong safety culture involves more than having a safety program. This presentation will cover what you can do to establish a safety culture in your company and the value that this culture can have for you and your employees. Topics include the need for a solid safety program, training, enforcement, and commitment from management.

**11 am**

#### **Nail-Pounding Competition in Exhibit Hall**

Register at the Maze Nails booth to enter this exciting competition.



**Noon–12:30 pm**

#### **Grand-Prize Drawing in Exhibit Hall**

Don't miss your chance to win two complimentary full registrations to the 2019 Expo in Louisville, KY, along with one complimentary hotel room for up to 3 nights at the 2019 headquarters hotel and a \$250 cash prize, courtesy of NFBA. In addition, our exhibitors will be raffling off many other excellent prizes.



# 2018 Frame Building Expo

February 14-16, 2018 | Greater Columbus Convention Center  
Columbus, OH

FOR DATA USE ONLY	
Cust # _____	Mtg Ord # _____
Date _____	_____

Please print clearly. Use a separate form for each registrant. Duplicate as necessary.

Complete name \_\_\_\_\_ First name for badge \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_ Company city/state \_\_\_\_\_

Mailing address ( home  work) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Home phone \_\_\_\_\_ Work phone \_\_\_\_\_ E-mail address (required\*) \_\_\_\_\_

\*Confirmation of your registration will be sent only via e-mail to the e-mail address you provide here.

Emergency contact \_\_\_\_\_ Daytime phone (\_\_\_\_) \_\_\_\_\_ Evening phone (\_\_\_\_) \_\_\_\_\_

This is my first Expo. (FTA)     I have special needs. Please contact me. (SA)     I will need vegetarian meals. (SDV)     I do not wish to be listed in the printed registration list. (DIS)

**Not a member?** Join NFBA and receive up to 60% off Expo registration and 50% off NFBA dues. Visit [nfba.org](http://nfba.org) to **join and register**, or call 800.557.6957. Some exclusions apply.

## Builder Community A

*Builders, students, design professionals, specifiers, and others engaged in the manufacturing, marketing, or construction of post-frame or wood-column buildings must register under "Builder Community." Registration includes admission to educational sessions and the trade show. An additional fee is required to attend optional ticketed events and workshops.*

### Full Conference Registration

(includes educational sessions and trade show)

	On or before 1/17/18	After 1/17/18
Member	<input type="checkbox"/> \$80	<input type="checkbox"/> \$120
Nonmember	<input type="checkbox"/> \$205	<input type="checkbox"/> \$290
Student (ID required)	<input type="checkbox"/> Free	<input type="checkbox"/> Free

### 1-Day Conference Registration

(includes educational sessions and trade show for 1 day only—choice of Wed., Thurs., or Fri.)

	On or before 1/17/18	After 1/17/18
Member	<input type="checkbox"/> \$35	<input type="checkbox"/> \$65
Nonmember	<input type="checkbox"/> \$90	<input type="checkbox"/> \$150
Student (ID required)	<input type="checkbox"/> Free	<input type="checkbox"/> Free

Check the day you will attend.     Wednesday     Thursday     Friday

**Subtotal A \$ \_\_\_\_\_**

## Non-Exhibiting Supplier/Dealer Community C

*Non-exhibiting suppliers or dealers engaged in the manufacturing or sale of materials, equipment, machinery, or services to the post-frame construction industry must register under "Non-Exhibiting Supplier/Dealer Community." Registration includes admission to educational sessions and the trade show. An additional fee is required to attend optional ticketed events and workshops.*

	On or before 1/17/18	After 1/17/18
Member	<input type="checkbox"/> \$320	<input type="checkbox"/> \$420
Nonmember	<input type="checkbox"/> \$800	<input type="checkbox"/> \$930

**Subtotal C \$ \_\_\_\_\_**

## Spouse/Guest Registration D

*Spouses, non-industry-related guests, and children under age 17 are free to attend the trade show **only** and will not be admitted into educational sessions. An additional fee is required to attend optional ticketed events. List the name(s) of guest(s) below.*

Name(s) \_\_\_\_\_

## Optional Ticketed Events (Expo Registration Required) E

### Awards Luncheon (LUNCH), Thursday, February 15, 11:45 am–1:15 pm

Member tickets at \$55 ea = \$ \_\_\_\_     Nonmember tickets at \$65 ea = \$ \_\_\_\_

### Christians in Construction Reception (REC), Thursday, February 15, 5:30–7 pm

(Free) # of tickets \_\_\_\_

### Hands-On Training, Wednesday, February 14

2:15–3:15 pm, Residential Walk Door Application & Installation (HANDSON1)

4:15–5:15 pm, Residential Window Installation (HANDSON2)

### Hands-On Training, Thursday, February 15

3:15–4:15 pm, Residential Window Installation (HANDSON3)

**Subtotal E \$ \_\_\_\_\_**

## Attendee Information F

### Primary Business Activity (Check one.)

- |   |  |   |                                      |
|---|--|---|--------------------------------------|
| <input type="checkbox"/> Post-Frame Builder     | <input type="checkbox"/> Manufacturer/Supplier | <input type="checkbox"/> Owner/President/Sr. Mgr. | <input type="checkbox"/> Crew Member |
| <input type="checkbox"/> Metal Frame Builder    | <input type="checkbox"/> Architect/Engineer    | <input type="checkbox"/> Crew Leader              | <input type="checkbox"/> Technical   |
| <input type="checkbox"/> General Contractor     | <input type="checkbox"/> Code Official         | <input type="checkbox"/> Sales/Marketing          | <input type="checkbox"/> Other       |
| <input type="checkbox"/> Lumberyard/Distributor | <input type="checkbox"/> Student               |   |                                      |

### What is your role? (Check one.)

## Total Amount Due G

**(A or B or C) + E = \$ \_\_\_\_\_**

## Exhibitor Community B

*Registration includes access to educational sessions. An additional fee is required to attend optional ticketed events and workshops. All member exhibiting companies receive two complimentary full conference registrations for booth personnel and should select the Booth Personnel registration option. Additional booth personnel should register at the Member Full Conference or 1-Day rate. Nonmember exhibiting companies do not receive complimentary registrations and should select from the nonmember options.*

### Booth Personnel: Complimentary Full Conference Registration

(NFBA members only; limit 2 per exhibiting company)   

### Full Conference Registration

	On or before 1/17/18	After 1/17/18
Member	<input type="checkbox"/> \$80	<input type="checkbox"/> \$120
Nonmember	<input type="checkbox"/> \$205	<input type="checkbox"/> \$290

### 1-Day Conference Registration

	On or before 1/17/18	After 1/17/18
Member	<input type="checkbox"/> \$35	<input type="checkbox"/> \$65
Nonmember	<input type="checkbox"/> \$90	<input type="checkbox"/> \$150

Check the day you will attend.     Wednesday     Thursday     Friday

**Subtotal B \$ \_\_\_\_\_**

## 4 Ways to Register

**Online\*:** [www.nfba.org](http://www.nfba.org)    **Fax\*:** 847.375.6495    **Phone\*:** 800.557.6957

**Mail:** NFBA Conference, Attention: Registration Dept., PO Box 3781, Oak Brook, IL 60522

\*Credit card payment only

**Cancellation policy:** All cancellations must be received in writing. A \$40 processing fee applies to all cancellations. No refunds will be made for cancellations postmarked after January 31, 2018, or for cancellations of 1-day meeting registrations. All refunds will be processed after the Expo.

## Payment

**Check** (enclosed)    • Make check payable to NFBA.    • Checks not in U.S. funds will be returned.    • A charge of \$25 will apply to checks returned for insufficient funds.

**MasterCard**     **VISA**     **Discover**     **American Express**    • If rebilling of a credit card charge is necessary, a \$25 processing fee will be charged.

Account number \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_ Cardholder's name (please print) \_\_\_\_\_

I authorize NFBA to charge the above-listed credit card amounts deemed by NFBA to be accurate and appropriate. **If payment does not accompany this form, your registration will not be processed.**



# 2018 FRAME BUILDING EXPO

Register by January 17, 2018, for discounted rates!

## Exhibitors *(as of September 21, 2017)*

AB Martin	Everlast Roofing Inc.	McElroy Metal Inc.	Radiant Outfitters
AG-Co. Inc.	Extrutech Plastics	Menards Inc.	Richland Laminated Columns
AJ Manufacturing Inc.	Fabral	Metal Rollforming Systems	Rigidply Rafters
AkzoNobel	Fasco America	Metal Roofing Alliance	Roper Whitney
American Building Components (ABC)	Fasteners Direct, LLC	Metal Sales Manufacturing Corp.	Safe-Way Garage Door
ASC Machine Tools Inc.	FILC USA, LLC	Mid-Columbia Lumber	Schweiss Doors
Atlas Bolt & Screw	Flack Global Metals	Mill Steel Co.	Scott Systems
Axalta Coating Systems	Glick Metals, LLC	MiTEx International	Semmler Systems Inc.
Bay Insulation Systems	Graber Post Buildings	A Moment in Time	SFS intec Inc.
Becker Specialty Corp.	H & H Metal Products	MWI Components	Silvercraft, LLC
Bestline Building Products	Henkel Corp.	New Process Steel	Silvermine Stone Co.
Boral	Hershey's Metal Meister	NOFP Inc.	Simpson Strong-Tie Co. Inc.
Borkholder Buildings	H-Pac Plastics, LLC	North Star Metals Manufacturing Co.	Snap Z
The Bradbury Group	I Beam Sliding Doors	Novagard Solutions	ST Fastening Systems
Cannonball:HNP, LLC	Innovative Energy Inc.	Ohio Timberland Products	Stabilit America
Capital Forest Products	Isaiah Industries Inc.	Onduline North America	Steel Dynamics Inc.
Central States Manufacturing	Janus International	Overhead Door Corp.	Stiletto Tools
C.H.I. Overhead Doors	Klauer Manufacturing	Paint Valley Parts, Ltd.	Swenson Shear
Cidan	Kloeckner Metals	Palram Americas	3GM Steel Inc.
Classic Metals	KP Building Products	Paramount Metals	Thermal Building Concepts
Combilift	Lakeside Construction Fasteners	Perma-Column Inc.	Timber Tech Engineering Inc.
Concrete Pier Systems, LLC	Leland Industries	Planet Saver Industries, LLC	Triangle Fastener Corp.
Construction Maestro/Symun Systems	Lester Building Systems, LLC	Plasti Fab, Ltd.	Tru-Seam Metal Solutions
Creative Tools, LLC	Levi's Building Components	Plasti-Sleeve/Homework Design	Tuftex
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Eastside Machine	Marion Manufacturing	Premier Metals	Western Products of Indiana
	Maze Nails Co.	Progressive Metals Inc.	Wick Buildings

The 2018 Frame Building Expo promises to be one of the largest ever. Space is limited and is in high demand. Contact Gary Reichert at 715.350.7080 to join this quickly growing list of exhibitors.

# Drug Companies Fear Release of the New AloeCure

**Big Pharma stands to lose billions as doctors' recommend drug-free "health cocktail" that adjusts and corrects your body's health conditions.**

by David Waxman  
Seattle Washington:

Drug company execs are nervous. That's because the greatest health advance in decades has hit the streets. And analysts expect it to put a huge crimp in "Big Pharma" profits.

So what's all the fuss about? It's about a new ingredient that's changing the lives of people who use it. Some call it "the greatest discovery since penicillin"!

The name of the product is the AloeCure. It's not a drug. It's something completely different. And the product is available to anyone who wants it, at a reasonable price. But demands may force future prices to rise.

## TOP DOC WARNS: DIGESTION DRUGS CAN CRIPPLE YOU!

Company spokesperson, Dr. Liza Leal; a leading integrative health specialist recommends AloeCure before she decides to prescribe any digestion drug. Especially after the FDA's stern warning about long-term use of drugs classified as proton pump inhibitors like **Prilosec**®, **Nexium**®, and **Prevacid**®. In a nutshell, the FDA statement warned people should avoid taking these digestion drugs for longer than three 14-day treatment periods because there is an increased risk of bone fractures. Many people take them daily and for decades.

Dr. Leal should know. Many patients come to her with bone and joint complaints and she does everything she can to help them. One way for digestion sufferers to help avoid possible risk of tragic joint and bone problems caused by overuse of digestion drugs is to take the AloeCure.

**Analysts expect the AloeCure to put a huge crimp in "Big Pharma" profits.**

The secret to AloeCure's "health adjusting" formula is scientifically tested **Acemannan**, a polysaccharide extracted from Aloe Vera. But not the same aloe vera that mom used to apply to your cuts, scrapes and burns. This is a perfect strain of aloe that is organically grown under very strict conditions. AloeCure is so powerful it begins to benefit your health the instant you take it. It soothes intestinal discomfort and you can avoid the possibility of bone and health damage caused by overuse of digestion drugs. We all know how well aloe works externally on cuts, scrapes and burns. But did you know Acemannan has many of other health benefits?...

## HELPS THE IMMUNE SYSTEM TO CALM INFLAMMATION

According to a leading aloe research, when correctly processed for digesting, the Aloe plant has a powerful component for regulating your immune system called **Acemannan**. So whether it's damage that is physical, bacterial, chemical or autoimmune; the natural plant helps the body stay healthy.

## RAPID ACID AND HEARTBURN NEUTRALIZER

Aloe has proved to have an astonishing effect on users who suffer with digestion problems like bouts of acid reflux, heartburn, cramping, gas and constipation because it acts as a natural acid buffer and soothes the digestive system. But new studies prove it does a whole lot more.

## SIDE-STEP HEART CONCERNS

So you've been taking proton pump inhibitors (PPI's) for years and you feel just fine. In June of 2015 a major study shows that chronic PPI use increases the risk of heart attack in general population.

## UNLEASH YOUR MEMORY

Studies show that your brain needs the healthy bacteria from your gut in order function at its best. Both low and high dosages of digestion drugs are proven to destroy that healthy bacteria and get in the way of brain function. So you're left with a sluggish, slow-to-react brain without a lot of room to store information. The **Acemannan** used in AloeCure actually makes your gut healthier, so healthy bacteria flows freely to your brain so you think better, faster and with a larger capacity for memory.

**Doctors call it "The greatest health discovery in decades!"**

## SLEEP LIKE A BABY

A night without sleep really damages your body. And continued lost sleep can lead to all sorts of health problems. But what you may not realize is the reason why you're not sleeping. Some call it "Ghost Reflux". A low-intensity form of acid reflux discomfort that quietly keeps you awake in the background. AloeCure helps digestion so you may find yourself sleeping through the night.

## CELEBRITY HAIR, SKIN & NAILS

Certain antacids may greatly reduce your



body's ability to break down and absorb calcium. Aloe delivers calcium as it aids in balancing your stomach acidity. The result? Thicker, healthier looking hair...more youthful looking skin... And nails so strong they may never break again.

## SAVE YOUR KIDNEY

National and local news outlets are reporting Kidney Failure linked to PPI's. Your Kidney extracts waste from blood, balance body fluids, form urine, and aid in other important functions of the body. Without it your body would be overrun by deadly toxins. Aloe helps your kidney function properly. Studies suggest, if you started taking aloe today; you'd see a big difference in the way you feel.

## GUARANTEED RESULTS OR DOUBLE YOUR MONEY BACK

Due to the incredible results people are reporting, AloeCure is being sold with an equally incredible guarantee.

"We can only offer this incredible guarantee because we are 100% certain this product will work for those who use it," Says Dr. Leal.

Here's how it works: Take the pill exactly as directed. You must see and feel remarkable improvements in your digestive health, your mental health, in your physical appearance, the amount inflammation you have throughout your body - even in your ability to fall asleep at night!

Otherwise, simply return the empty bottles with a short note about how you took the pills and followed the simple instructions and the company will send you...Double your money back!

## HOW TO GET ALOECURE

This is the official nationwide release of the new AloeCure pill in the United States. And so, the company is offering our readers up to 3 FREE bottles with their order.

This special give-away is available for readers of this publication only. All you have to do is call TOLL-FREE **1-800-746-2951** and provide the operator with the Free Bottle Approval Code: **JC025**. The company will do the rest.

**Important:** Due to AloeCure's recent media exposure, phone lines are often busy. If you call and do not immediately get through, please be patient and call back.

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The low-maintenance of metal was a major selling point for this project.  
Photo credit: Petersen Aluminum



# SHUT UP!

## This Small-Town Library Screams for Attention

*Splashy exterior beckons patrons of all ages*

**THE NEW SHARPSBURG COMMUNITY LIBRARY** in Sharpshurg, Pennsylvania, is making a splash in this small town a few miles north of Pittsburgh. Instead of the one-story concrete block building library patrons previously frequented, they now have a vivid, multi-colored facility that has become a highlight of the town.

The architectural design, created by Front Studio Architects in Pittsburgh, offers an exterior featuring bold geometric shapes and bright colors. “It would be hard to miss the building’s new design,” said library director Kathy Amrhein. Front Studio principal Art Lubetz elaborated, saying, “Color is the easiest button to push to get an emotional response.”

Front Studio Architects initially was hired to design an addition on the back of the existing library building. “But it was such an unattractive structure that we just couldn’t do it. So we came up with the idea of literally surrounding the building with simple, elemental blocks that would be individually colored so that we would have this pulsating, dynamic structure,” Lubetz said.

Approximately 2,600 square feet of PAC-CLAD 7/8-inch corrugated panels in five different colors was just what the design team was looking for. The .032-inch aluminum panels were finished in Copper Penny, Silver, Cardinal Red, Award Blue and Patina Green.

## project of the month

CONTRIBUTED BY  
PETERSEN ALUMINUM



Five colors of PAC-CLAD corrugated siding gives this small town library an amusement park feel.  
*Photo credit: Petersen Aluminum*

The decision to use metal as the primary exterior façade material was made fairly early in the design process. “As soon as we knew we wanted the building to be colorful, metal became the obvious choice for the exterior,” Lubetz said. “We had an extremely minimal budget for the project. We got involved with Petersen because we like their colors. The contractor bid it out and the price was right.”

Durability and low maintenance were key factors, too. “The longevity of the product was important,” Lubetz said. “This is a little tiny library with little tiny budgets. We knew the PAC-CLAD corrugated wouldn’t require much attention in terms of maintenance. That’s another strong reason we used it.”

Installation was done by general contractor Franjo Construction, Pittsburgh.

The Petersen distributor on the project was Brock Associates, also of Pittsburgh.

Project manager Skip Stein likes the look of the new building. “It certainly sets itself apart from the other construction in the area. It’s almost an amusement park appearance that the kids really like. The architect really did a nice job of mixing and matching the colors,” Stein said.

Corrugated metal continues to be a popular architectural material, Stein notes. “We see corrugated popping up all over the place. This job was relatively straightforward, although the building was irregular and didn’t have many 90-degree corners. That made installation of some of the outside corners a little challenging. But the corrugated really turned out great.”

Architect Lubetz agreed. “I couldn’t be happier with the way the project turned out,” he said.

Petersen’s product line includes metal standing seam roofing products and metal wall panels in steel and aluminum (exposed fastener panels, flush panels, composite wall panels), fascia and coping systems, and column covers. Most colors meet LEED, Energy Star and Cool Roof Rating Council certification requirements. **RB**

For more information visit [www.pac-clad.com](http://www.pac-clad.com).



## + PROJECT DETAILS

### LOCATION:

Sharpsburg, Illinois

### STRUCTURE:

Sharpsburg Community Library

### Wall Panels:

2,600 sq. ft. of PAC-CLAD 7/8" corrugated panels in five colors

### ARCHITECT:

Front Studio Architects, Pittsburgh

### INSTALLATION CONTRACTOR:

Franjo Construction, Pittsburgh

### PETERSEN DISTRIBUTOR:

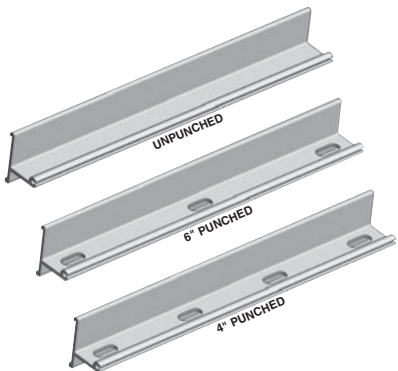
Brock Associates, Pittsburgh.

# DYNA-GUARD®

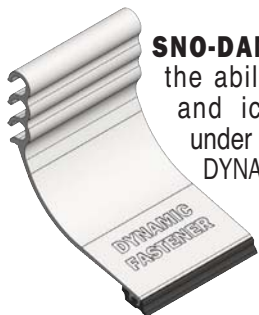


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- 4) Over the last 15 years, our factory has produced over **5 million pounds** of aluminum snow retention components for metal roofs.

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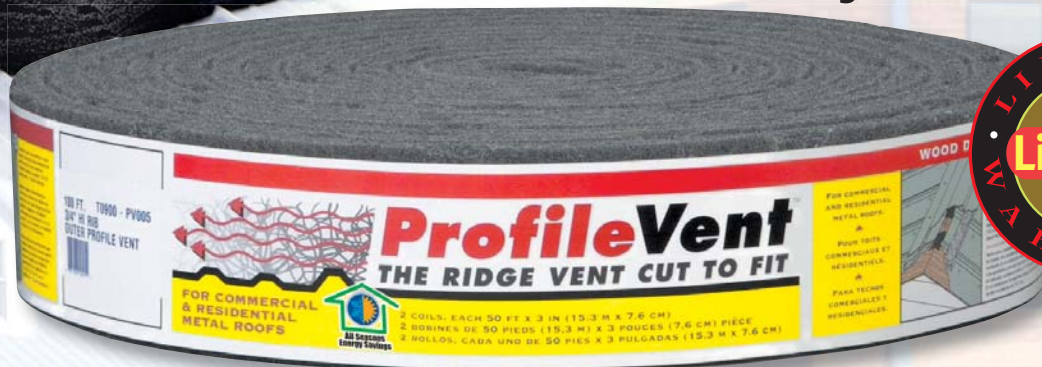
We are factory-direct on all of these components. Therefore, our valuable contractor customers benefit by paying substantially lower prices. Our valuable O.E.M. customers benefit by eliminating minimum order quantities and by eliminating any lead-time – which can stretch out to unacceptable lengths of 4 or even up to 6 weeks with some of our competitors. O.E.M.'s; our huge inventory levels will translate into less of your cash tied up in your inventory and typically completely eliminate the frustration of dealing with needed items that are on backorder.

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