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A New Barn With Old World Charm

On the Cover: This winter scene features a new 40x60 two-story bank barn in Ephrata, Pennsylvania, used as a shop and garage. See the article on page 10 for information on how A.B. Martin is using photos and videos to help sell buildings for its customers. Photo by Shad Eash, A.B. Martin Roofing Supply. Cover design by Tom Nelsen

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Moving Forward in the Wild Web World

Social media now commands a very important part of business marketing in the world at large, yet for a long time, many in the rural construction industry were reluctant to participate, hoping it would just go away. It was hard enough to learn how to promote one's business in a conventional way without having to learn an entirely new platform called social media that tends to morph so quickly from one thing to another. Younger business owners have been willing to give it a try, but not so much the older generation and more conservative-based business owners found in our world.

The rural construction industry is finding its own way in this wild world of internet culture. One individual I interviewed for the article inside, "Solutions for Today's Marketing Challenges," understood the sometimes delicate balance needed. "We're carefully selecting which platforms are best fitted for our conservative customer base," he said.

Becoming a popular venue for rural builders is video instead of social chit-chat, and it's a real natural. What better way to show potential customers what you can do and how you do it than to capture it with some carefully-orchestrated video? It's entertaining, you can control the message, and maybe even teach people a few things along the way.

As an editor, I have noticed that the quality of still photography has improved in recent years, and I'm now noticing more video, with captivating drone footage, time lapses and instructional elements. The gear is out there for even amateurs to do a decent job, and if you don't have the time or inclination to do it yourself, you can likely find someone on your business team who would enjoy the challenge as part of his or her job, or hire it done by an outside professional.

The future will likely include a mix of marketing platforms in your business plan: conventional and web-based. There is enough diversity on the internet to pick and choose how you mix it into your marketing plan.

Also in this issue of *Rural Builder* we have articles that provide you with ideas on other ways to move forward in the construction industry. The offering this time is quite diverse, from ideas in how to train employees in a way that will want to make them stay at your company, to apps for rural design and construction, to advances in reflective technology. Need ideas on insulation, ventilation, moisture or vapor barriers? We got that too, as well as some new products to consider and some how-to's on pre-planning your retirement with a well-executed exit strategy.

It's that time of year when you reflect, then move forward. Wherever the road leads you, travel safely and enjoy the journey. See you in 2019.



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CONSTRUCTION MARKET EXPECTED TO REMAIN STRONG IN 2019

Associated Builders and Contractors Chief Economist Anirban Basu forecasts another strong year for construction sector performance, yet warns about inflationary pressures in 2019.

Job growth, high backlog and healthy infrastructure investment all spell good news for the industry, he notes in his annual outlook; however, historically low unemployment has created a construction workforce shortage of an estimated 500,000 positions, which is leading to increased compensation costs.

"U.S. economic performance has been brilliant of late. Sure, there has been a considerable volume of negativity regarding the propriety of tariffs, shifting immigration policy, etc., but the headline statistics make it clear that domestic economic performance is solid," says Basu. "Nowhere is this more evident than the U.S. labor market. As of July, there were a record-setting 6.94 million job openings in the United States, and construction unemployment reached a low of 3.6 percent in October."

While the U.S. economy is thriving, Basu cites the potential long-term impact of rising interest rates and materials prices—up 7.9 percent on a year-over-year basis in October—on the U.S. construction market. In addition, the workforce shortage will continue to influence the market in the coming year.

That said, Basu stresses that a recession is unlikely in 2019, even with recent financial market volatility. Indicators such as the Conference Board's Leading Economic Index, which often signals an economic downturn, have continued to tick higher, implying current momentum will continue for at least two to three more quarters. In addition, ABC's Construction Backlog Indicator, which reflects the amount of work that will be performed by commercial and industrial contractors in the months ahead, reported a record backlog of 9.9 months in the second quarter of 2018.

While optimistic for next year, Basu warns that "contractors should be aware that recessions often follow within two years of peak confidence. The average contractor is likely to be quite busy in 2019, but beyond that, the outlook is quite murky."

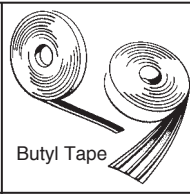
Read Basu's full forecast at www.ConstructionExec.com or on the *Construction Executive* app.

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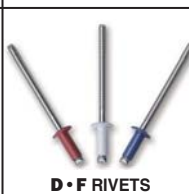
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BY RURAL BUILDER STAFF

■ NEW PRESIDENT AT WICK BUILDINGS

Allan Breidenbach has been selected president of Wick Buildings Inc. Breidenbach assumed the role on November 12.

He succeeds Tom Wick, who will continue to serve as vice chairman on the Board of Directors.

Breidenbach's appointment concluded a rigorous national search for Wick Building's next leader by its Board of Directors.

Prior to his appointment, Breidenbach's experiences included serving as CEO/President of U.S. Fence Solutions, Vice President of Wisconsin Building Supply and founder of his own construction company.



■ S-5! ROB HADDOCK NAMED 2018 CSI AWARD RECIPIENT

Rob Haddock, founder of S-5!, has been named the 2018 recipient of the Ben John Small Technical Writing Award. Construction Specifier's Institute (CSI) awards this honor to those "recognized by their peers as an outstanding technical writer and/or expert in their field."

CSI recognized Haddock for technical expertise in innovation and technical writing in the roofing industry. Specifically notable is his series, Metal Roofing from A (Aluminum) to Z (Zinc).

CSI also acknowledged Haddock for sharing his passion for metal roofing through technical arti-



cles and through 100-plus presentations.

Haddock is no stranger to metal construction, with 47 years in the industry with attachment solutions for metal roofing.

He also serves as Director of the Metal Roof Advisory Group, Ltd., and consults on roofing solutions and services worldwide.

■ TFC ADDS NEW ONLINE INSTRUCTIONAL VIDEO

Triangle Fastener Corporation has added a new video on its website to showcase its Concealor Low Profile Screws. This video provides product details including sizes, applications, and helpful installation tips. Videos can be accessed on the TFC website: www.trianglefastener.com

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Employee Recruitment and Retention

Part Three: Targeted Training to Retain Employees

Learning—in one form or another—has always been valued as important to personal growth both at work and outside of work. What's new is the idea that young people *expect* education and training as necessary to achieve a clear career path for their future at the company. If that training is not formalized and customized for them, they will leave and go somewhere else where it is provided.

"All employees want a positive environment in which to work, knowledge of their future in the company and good pay," according to Mike McKinley, a speaker and consultant who works with businesses on ways to attract and retain new employees in light of the daily exodus of baby boomers from the workforce.

"It is your job as a business owner to paint a picture of their future for them," adds McKinley. "It is very important that they understand their role in the organization." He emphasizes that all of this should begin during the hiring process, which requires forethought and planning on the part of management. It's not easy, but it is critical.

Ryan Jenkins understands the value of learning so well he is a partner in a firm called 21 Mill, an online platform helping millennials get the training to succeed in their careers. Some of the online courses available are titled: "Developing a Strong Work Ethic," "Overcoming Entitlement," and "Putting Down the Device: 5 Ways to Overcome Device Distraction."

Jenkins wrote an article published in Inc. Magazine in 2016 called "How to Effectively Train Millennials in the Workplace." In that article, he stated that 61 percent of CEO's interviewed want to develop employees through education and training but only 28 percent have a formal training program in place.

"The issue is magnified by millennials who are likely to leave in two years if they are dissatisfied with how their leadership skills are being developed," writes Jenkins. He states that 69 percent of millennials want

to be leaders within five years and 60 percent want training to develop their leadership abilities. He asserts that training is further down the line in most companies' repertoires than perks, recruiting, customer service and marketing.

Why is this important? Because these leaders will be replacing the 10,000 baby boomers who leave each day, according to Jenkins. "With the devastating lack of professional development for the generation who will replace the retiring leaders, it's no surprise that 89 percent of executives rate the need to strengthen, re-engineer, and improve organizational leadership as an important priority," says Jenkins.

At 21 Mill, training is offered online in short micro-learning units accessible to learners on mobile devices. A blended approach offers short training segments, real-world applications, homework and collaboration with coworkers. It also provides feedback and tips personalized for the person getting the training.

Mark Breslin, a leading speaker in the construction industry, notes that a study by H. F. Spitzer reports that modern learners forget 80 percent of content from a training session or workshop, consequently short, effective segments are much more effective. He adds that these online sessions are produced in 300 percent less time and cost 500 percent less to design than traditional training sessions.

The need for formal foreman training in the construction industry has been overlooked, according to Breslin. "They're doing the best they can with what they've got, but they need their employer to help them understand how important they are to their company and the industry," says Breslin, adding that the average crew foreman has received zero formal professional leadership and management training.

"They need serious, professional support to become high-quality leaders and managers," he adds.

As most business owners are aware, the construction industry is facing the most

severe labor shortage in decades. McKinley works with business owners in the post-frame industry to understand the necessity of offering a clear path to young people hired into a company.

He describes a typical scenario: you hire a new employee and send him out to a building site on the first day. You give him a staple gun and put him on some scaffolding. He's scared to death. McKinley says it is up to the employer to accurately assess the kind of training and education that will lead this young person to success. If the person has a good attitude but is unskilled, a specific curriculum should be designed in the same way one is created for a very skilled worker who might become a foreman in just a short time.

"The usual downfall is that management gets busy and does not provide any follow through," says McKinley. "The employee then thinks, 'does this company care about me?'"

"He says that employers also need to recognize different learning styles for different people. Some are fast learners and some are slow learners, a category he identifies with through years of various experiences. "It is not a cookie cutter type thing."

According to McKinley this proactive philosophy is time consuming and different than what worked in the past, but is the key to a satisfied worker. It holds true for sales people, office staff, crew foremen and crew members. They want to understand the business, where they fit in, and know where the business is going. Today's work environment does not stress the hours worked, but the results that are obtained.

A casual conversation with that new hire at 30, 60 and 90 days will provide a structure for that person to understand how he measures up to the expectations set out for him when hired, McKinley adds. "You need to spend a lot of time with this person. You need to care about him – and mean it." **RB**

Read parts 1 and 2 of this 4-part series in the July and September issues of Rural Builder.



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Solutions for Today's Marketing Challenges

Three Observations On What Works, What Doesn't

Running a successful business today has brought new marketing challenges. Gone are the days of simple advertising. The insistence now is on great photos, compelling videos, engaging tweets and posts and measurable metrics ... it's enough to drive some guys into retirement.

YOU DON'T HAVE TO LIKE IT

Scott Douglas, National Director of Sales for PowerLift Hydraulic Doors, has been around the business long enough to feel your pain. "There's been dramatic change to digital marketing from everything else," he said.

The strength of word-of-mouth advertising still plays a role, as does traditional print advertising, but digital is now an expected part of the equation.

"You can't just say, 'Well, everybody will find me from word of mouth,'" he said, "because they probably won't. Word of mouth is great, you don't want to discount it, but you also have to have some other way to promote your business. No one thing without something else is good enough."

Douglas contends that consumers now expect businesses to have a web presence, and if they don't, there is a decline in trust. "Having a web presence has gone to customers saying it was a convenience, to saying it's now an expectation. If they don't find you there, your credibility goes down," he said. "In fact, you'd better be there or they will think there's something wrong."

Contractors of all ages and backgrounds have made the transition, but there is still great reluctance to add on another level of marketing through social media: Facebook, Instagram, YouTube. Douglas sees that reluctance in particular with older contractors. "So many people in the industry now are older and they're not getting into some of this social media stuff. It is a challenge. And it doesn't mean that any of us like it, but it just is what is."

Douglas was reminded of an incident from several years ago. "A fellow I knew was talking about his father-in-law. He said he would pull out to the end of their gravel road

to the main highway and he'd say, 'you know, people are only supposed to be doing 55'. And if someone was coming along at 70, he'd pull out anyway, because, you see, they were only supposed to be doing 55.

"Well that doesn't change the physics does it?" Douglas continued.

The point being: what's the good of being right if you get plowed down?

Relating that back to marketing and the internet, Douglas said: "Some people say: 'I got along fine for 30 years without all this foolishness.'

"Yeh, but guess what? It is what it is. You can't change it, can you?"

NEW TRICKS FOR OLD DOGS

While you might not be able to change the speeding transformation of digital marketing, you can find ways to work with it on your own terms.

A.B. Martin Roofing Supply LLC has been in business for more than 72 years, still it continues to learn new tricks in marketing and doing a noticeably good job of it. While a supplier, not a builder, a funny thing happened on the way to marketing itself; the company discovered a way to market its customers, who are largely post-frame builders and metal roofers.

A website was A.B. Martin Roofing Supply's' first toe in the water. For years it was maintained and improved as technology warranted. Then, more than a year ago, the company took a closer look at photography and video.

Graphic designer and videographer Shad Eash was given the task of showcasing buildings constructed with supplies from A.B. Martin in the close geographic areas of Pennsylvania, New Jersey, Delaware and Maryland. The videos were sent out in email newsletters to A.B. Martin customers, and housed on the company's website (www.abmartin.net/the-building-showcase).

"The building showcase specifically increased traffic to our website," Eash said. "Email is not what it used to be as far as

engagement, but we have a pretty faithful following of people who will click through and view the video."

The company learned some lessons along the way and stopped to revamp the program this past winter. Since starting up again earlier this year, they have done relatively well. "We just crossed 100,000 views, which isn't a whole lot these days in the marketing world, but we view it more as for our customers' customers," Eash explained.

THOSE WHO HELP OTHERS ARE ALSO HELPED

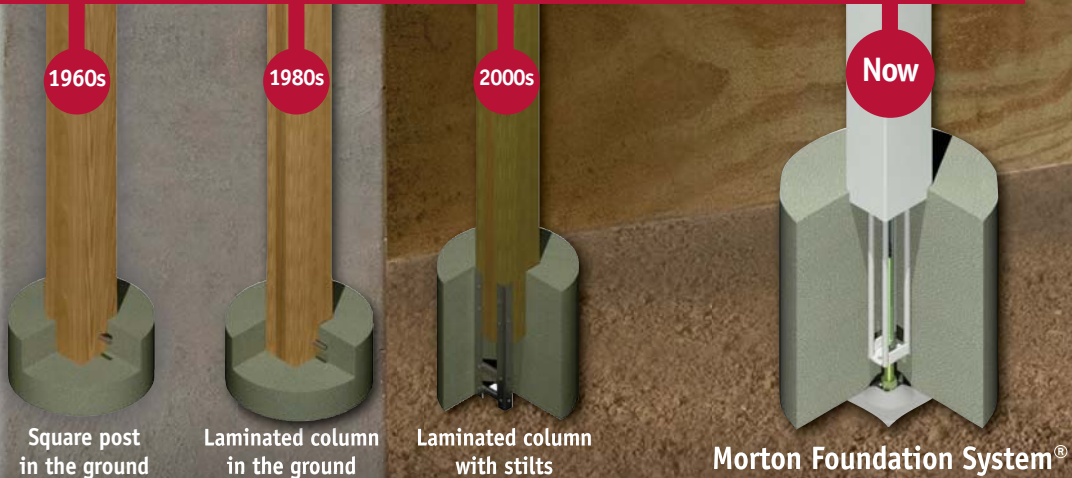
Here's the remarkable thing: While the videos have helped increase traffic to the A.B. Martin Roofing Supply website, it isn't necessarily A.B. Martin customers who are visiting, it's A.B. Martin's customers' customers who are looking for a good and reliable contractor to build them a house, a barn, a garage, a commercial building. The builders themselves are sending them there because people want to see the results of what a builder can do before they even start seriously talking to that builder.

Eash said that's just fine with the company because helping its customers sell buildings in turn helps A.B. Martin sell the products that go into those buildings. "It's proved very useful to builders to showcase their work," he said. "It helps them to sell a project again and again and again, and that helps A.B. Martin."

What visitors view is a professional video product that combines ground shots and drone footage for a 360 degree view of each project. Online information is added about the builder and supplies. The photo quality is top-notch to capture the building in all its glory.

Eash said some of those same builders are trying to duplicate that experience on their own websites and coming to A.B. Martin for advice. As a result, A.B. Martin has helped Eash establish a side business (www.shadboost.com) in construction photography to meet the demand. It's one more way that A.B. Martin is stepping up to assist

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BY SHARON THATCHER

its own customers in conquering the visual challenges of the virtual world.

WORD OF MOUTH AND BEYOND

A builder who has embraced social media is Kyle Stumpenhorst, founder of Rural Renovators, Franklin Grove, Illinois

(www.rrbuildings.com). As a builder in his 30s, he has a high comfort level when it comes to all things internet. When social media began gaining popularity, he recognized the potential.

He said when he started his business 11 years ago, his marketing relied 100 percent on word-of-mouth advertising.

It still plays an important role, but he no longer relies solely on that for building the business.

“Word of mouth is still a huge part of my marketing campaign as I live in a rural community and your reputation is important,” he said, “but social media has been a huge brand-awareness tool.”

You can see his efforts on Facebook, Instagram and YouTube, where he has built an admiral following for Rural Renovators. At last check, he had more than 119,000 followers on Instagram, more than 104,600 on YouTube, and 2,000 on Facebook. His main focus has been on educating potential customers. “I am actively working on educating my potential clients on what we specifically will do differently for them than our competitors by showing them our day in and out across multiple social media platforms,” he said.

It has been an extremely effective tool in growing his business. “The use of social media to showcase who you are as a brand, what you stand for, and what kind of a person you are” is essential, he said, adding: “In the end, people want to hire contractors they can relate to personally and they like, above and beyond the quality of work or price of the job.”

While not everything has worked as intended or planned, in general the results have been positive. “I don’t know that I look at my marketing strategies as if they were mistakes,” he said. “I have been very fortunate to have great word-of-mouth references over the years and to have found social media the way I did and in the time frame I did.”

Having spent so many years in the virtual marketplace, Stumpenhorst is noticing changes in social media trends. Video is becoming increasingly important. “I personally have moved to YouTube to show in depth exactly what we do, how we do it, what materials we use, and what our crew looks like,” he said. “This involves a ton of time and effort but I feel it is the wave of the future.”

Fortunately, he also enjoys it. “I truly enjoy being able to share what I am most passionate about and being in control of sharing what my brand means to me rather than other people sharing what they think it is.” **RB**



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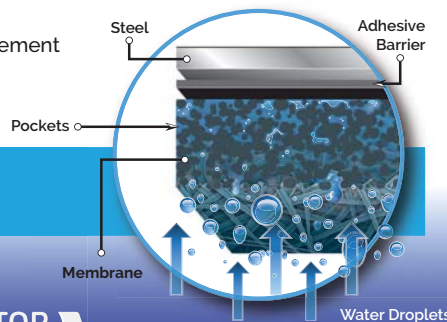
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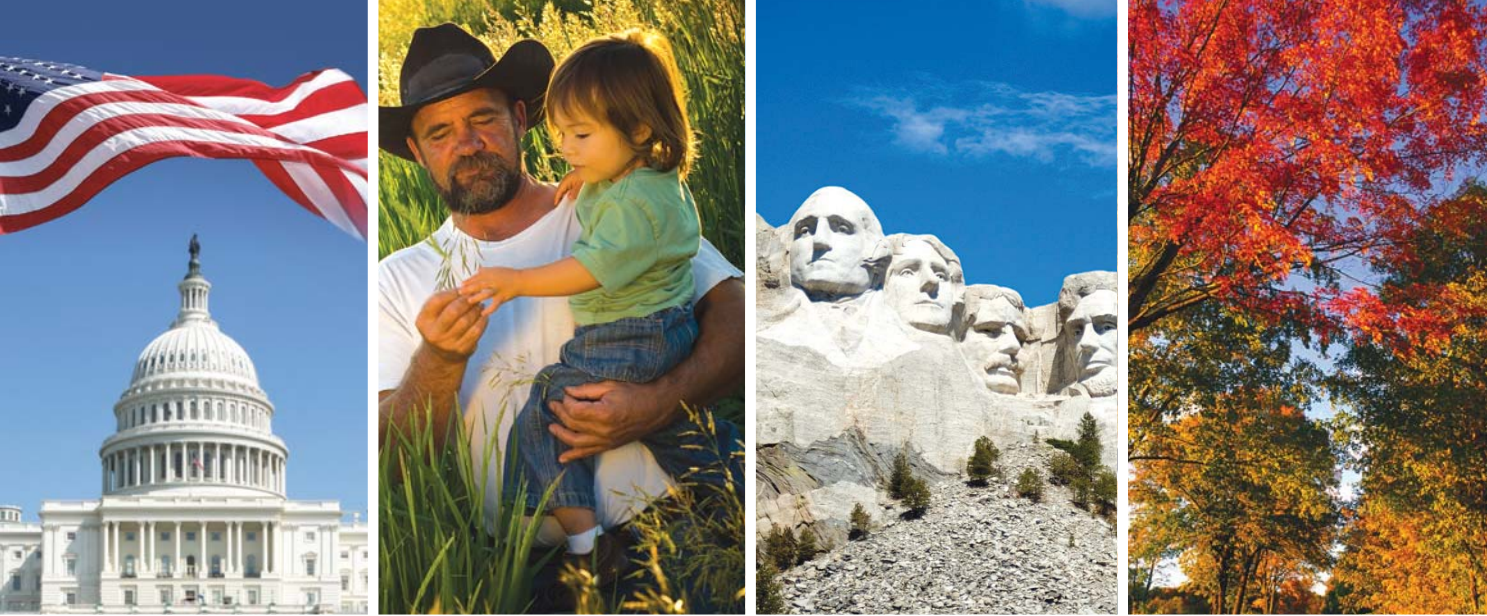
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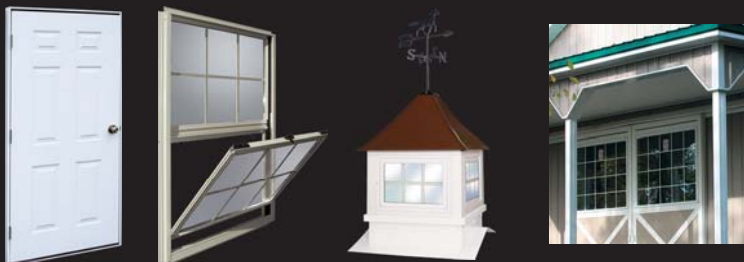
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Exit Strategy

How to Tee Up Your Business To Sell One Day

[Editor's Note: For more on succession planning see KP's article on "Succession Planning: Doing It Right! in the September issue of RB].

INTRODUCTION

The time to be thinking about your exit strategy is now, even if that means you're still years away from exiting.

Why is that the case? Think of it like selling your own home. Before you go out and stick a "for sale" sign in the yard, chances are you'll want to make some improvements (either that or your spouse or realtor will insist that you do).

The idea is to enhance the value of your home and to make it more appealing to potential buyers. For example, you might get a new roof or remodel your kitchen.

It's similar when it comes to the exit strategy for your business. Except, unlike getting a new roof or kitchen, the improvements you need to make aren't achieved in a matter of weeks. They're sometimes years in the making, so you need to get started on them now.

But unlike that new roof or remodeled kitchen—which you paid for on your way out the door and never really got to enjoy—by improving your business now, you'll reap the benefits now. These improvements cannot only boost the value of your business, but they can also help make you more money—all while making your life easier.

In Michael Gerber's book *The E-Myth Revisited: Why Most Small Businesses Don't Work And What To Do About It* is the concept that within every business owner there are three different personalities competing for your focus: (1) The Technician; (2) The Manager; and (3) The Entrepreneur. Determine, as a percentage, how you currently divide your time and resources among all three roles.

The key to working on your business, instead of in it, is to strike the right balance between all three roles. The main purpose of the exercise is to get you thinking about what occupies your focus as a business owner.

Look at your percentages. How has your balance among these three areas dictated the results your business has achieved? For example, if you as the owner lean heavily towards The Technician, can you also see that your business is also tilted in that direction? Maybe you're great at manufacturing your product, but you might also notice corresponding deficiencies in terms of management and entrepreneurial pursuits.

The importance of the exercise lies in noting how much your own balance among these three roles impacts your business as a whole. If you notice a strong connection, you should feel empowered to take action. After all, by changing your individual approach, you should see an impact in how well your business performs.

So, how do you make the transition to working on your business, not in it (both to improve your business now and to get your exit strategy underway)?

By following the steps in **Figure 1**, your focus amongst the technical, managerial, and entrepreneurial aspects will become naturally and appropriately balanced.



KP Persaud, a former executive in the lifting industry, is a business coach with ActionCOACH. He provides business coaching, consulting, and training services to clients across the country. Contact him at kp@kppersaud.com or visit kppersaud.com for more information.

6 steps
Between you and a successful business exit

Six Steps to Massive Results

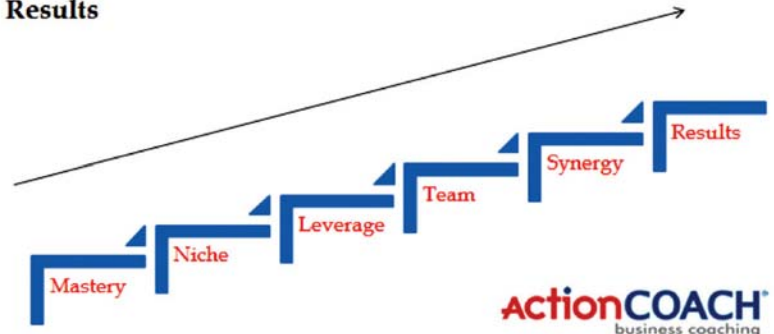


Figure 1

These steps are taken from the ActionCOACH method. These are the same steps I work on with all my clients, no matter how big or small the business.

As you can see, these steps are laid out like a staircase, meaning you start at the bottom and then work your way upwards. It's critical to take the steps in order. But don't worry—beginning at step one doesn't mean throwing everything out the window you're currently doing and starting from scratch. Rather, it's simply a process to ensure you're covering the right things, in the right order.

STEP 1: MASTERY

The first step, Mastery, is all about the owner taking back control of the business. It focuses on the fundamentals of building a commercial, profitable enterprise. There are four main components involved in Mastery:

- **Destination Mastery:** Know where your business is headed. Plan your work and work your plan. You must establish short and long-term goals according to your finances, market demand for your products, and other factors. This step is all about alignment. If all aspects of your business, including all personnel, are headed in the

same direction, your business will be propelled towards the goal you have chosen.

- **Money Mastery:** If you don't know or understand your business's numbers, there's no point in worrying about anything else. You must install a financial system to help you understand fixed and variable costs, profit and loss concepts, and cash flow management. Your numbers will be your road map as you re-shape your strategy. You'll begin to see where you should be directing your focus and where you shouldn't.

- **Time Mastery:** Identify the highest and best use of your time—and that of your employees. Critical mass must be directed to the key initiatives to get the job done in the right amount of time—and at the right times. This is about execution of your plans with maximum efficiency.

- **Delivery Mastery:** Create a system to plan and constantly deliver promises to your customers. Supply base, logistics, distribution, manufacturing and quality control are part of this system. With the right system

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STEP 2: NICHE

The goal in this step is to position your products and services to reach the target market you have strategically identified. Your sales and marketing efforts will be driven by market research and other data. The information you compile will tell you what you should sell, who you should sell it to, where you should sell it, when you should sell it, and so on. By developing the niche that's ideal for your business, you can maintain predictable cash flow.

STEP 3: LEVERAGE

To walk away from your business—whether to sell it in the future or just to get some much-needed time away—you must install systems and processes that will carry out your mission. You must also document how these systems and

processes are to work in painstaking detail. The future owner (or whoever is taking over the business) should be able to take this written documentation and be up and running without much input from you.

STEP 4: TEAM

You need to install a team that reflects your values, mission and vision at all levels of the enterprise. You could even consider hiring a CEO or COO. Not only will a high-performing team lead you to better results, but it can also help you, as the business owner, pull yourself away from the daily grind of your operation—something that is critical to your exit strategy.

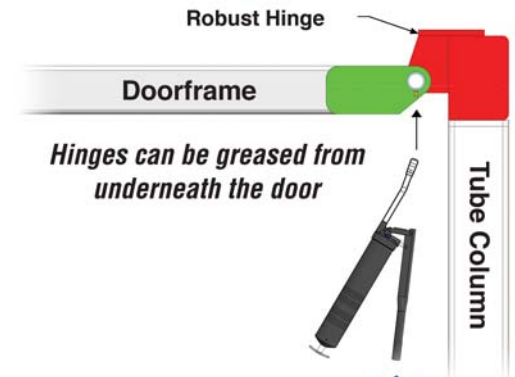
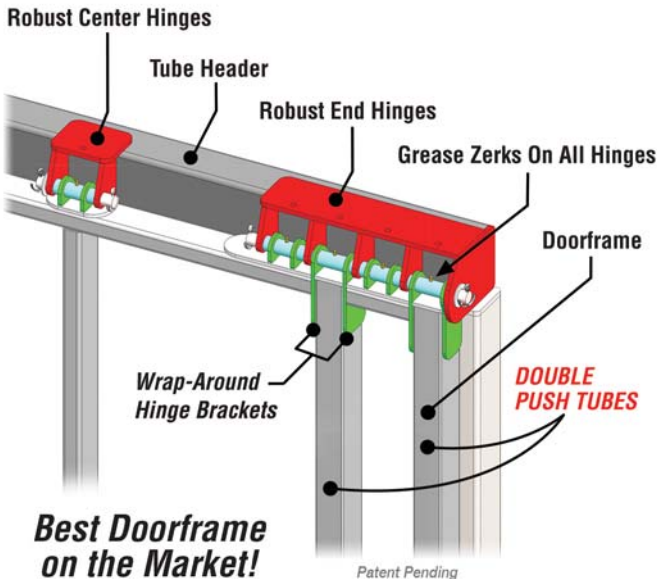
STEPS 5 & 6: SYNERGY LEADING TO RESULTS

Synergy is the point where the sum of the whole is greater than the sum of the individual parts. All the previous steps

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will bring you to this point of synergy. And once you achieve synergy, you'll see massive results. You'll end up with a commercial, profitable enterprise that works without you.

* * *

Upon arriving at the results stage, you'll be in the driver's seat in terms of your exit strategy. Not only will your business be more valuable, but it will also be easy to hand off to a successor.

CONCLUSION

What I've outlined above is the framework you can use as a guide for your exit strategy. Remember that it's all about learning to work on your business, not in it. To maximize your chances of success, consider getting assistance from a business coach or similar consultant. **RB**

industry news

RICOWI RELEASES REPORT FOR HURRICANE IRMA

The RICOWI Board of Directors has released its investigation report on Hurricane Irma. The Wind Investigation Program (WIP) Committee deployed volunteer hurricane wind investigators after Hurricane Irma made landfall in September 2017. Team members for the hurricane wind investigations were wind engineers, roofing material specialists, insurance analysts, structural engineers, and consultants. The report may be downloaded at: www.ricowi.com/reports/download/9

The WIP mission is to investigate the field performance of roof assemblies after major wind storm events, factually describe roof assembly performance and modes of damage, and formally report results of investigations and damage modes for substantiated wind speeds.

A RICOWI team is currently studying reports from a team deployed to the Panama City, Florida, area in October to investigate damage from Hurricane Michael. **RB**



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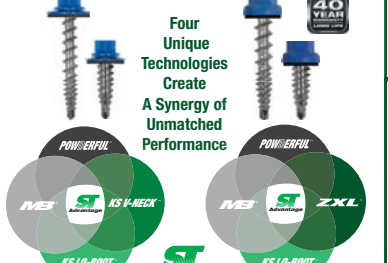
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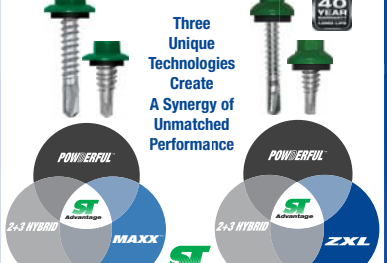
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Apps for Rural Design and Construction

AWC's calculators and software makes code compliance quick and seamless

Due to old age and the aftermath of potential deterioration, small agricultural and retail spaces often need design and safety renovations. From standard upkeep to structural replacements, contractors, builders and code officials in rural communities often find that building code compliance can be a tedious and time-intensive task.

To help make the process more efficient and user-friendly, the American Wood Council (AWC) has developed a suite of free, web-, mobile- and tablet-based applications to streamline the process of ensuring new and existing buildings comply with the latest building codes.

Each app—including the Span Calculator, Connection Calculator, Energy UA Calculator and Heights & Areas Calculator—features a seamless interface with drop-down menus offering a wide variety of specifications to choose from. All are available for browsers as well as iOS and Android devices.

- **The Span Calculator:** The Maximum Span Calculator for Wood Joists and Rafters performs calculations for all species and grades of commercially-available softwood and hardwood lumber as found in the 2012 National Design Specification (NDS) Supplement. Common uniform loading conditions are available and adjustment factors for wet service conditions even allow calculation of deck joists. The “span options” calculator allows selection of multiple species and grades for comparison purposes.

- **The Connection Calculator:** The Connection Calculator provides users with an app-based approach to calculating capacities for single bolts, nails, lag screws and wood screws per the 2005 NDS for Wood Construction. It offers a convenient way to determine both lateral and withdrawal connection values and includes adjustment factors for temperature, wet service, varying load durations and end grain. Additionally, single- and double-shear capacities can be determined, as well as wood-to-wood, wood-to-concrete and wood-to-steel connections, using a variety of solid-sawn lumber and glulam species and wood structural panels. For connections loaded in shear, the calculator presents results for each of the NDS-prescribed yield modes and calls out the controlling result.

- **The Energy UA Calculator:** The Energy UA Calculator computes an opaque wall or fenestration U-factor based on the Total UA alternative compliance method permitted by the International Code Council's 2012 International Energy Conservation Code (IECC) or International Residential Code. The U-factor indicates the rate of heat loss of a wall assem-

bly. The lower the U-factor, the greater a wall's resistance to heat flow and the better its ability to control heat loss. The Energy UA Calculator is consistent with AWC's Design for Code Acceptance (DCA) 7, “Meeting Residential Energy Requirements with Wood-Frame Construction.” DCA 7 and the accompanying app provide ways to economically meet the residential energy requirements of the 2012 IECC. The app also gives insulation requirements needed in various wood wall assemblies to achieve the specified opaque wall U-factor.

- **Heights & Areas Calculator:** The Heights & Areas Calculator is a joint effort of AWC and WoodWorks, which provides free one-on-one project assistance for non-residential and multi-family wood buildings. The app calculates maximum heights and areas for buildings of various occupancies and fire protection based on 2006 to 2015 editions of the International Code Council's International Building Code (IBC) provisions. Input a given building geometry, site conditions (e.g. open frontage), type of construction and occupancy, and allowable heights and areas can be determined. The “basic” version of the calculator limits building input to a single occupancy and equal floor areas for the entire building, while an “advanced” option permits multiple occupancies and different floor areas.

Plans Examiner Karolee Towe uses AWC's Span Calculator when completing her own plan reviews and when answering questions over the phone. “It saves me 10 minutes per phone call,” says Towe, who completes plan reviews for a nationwide consulting group. “I can check to see if the size, species, grade and span meet the code while they wait. I can take care of things in the moment instead of having to call them back with the information later. I'm so busy, and this makes it easier to just get it done.”

The AWC's Building Codes and Standards team works closely with model, state and local building code organizations, as well as with many standards developing groups, to gain the broadest appropriate acceptance of wood products in the marketplace. Whether users are located in rural communities or urban cities, these easy-to-use calculators equip them with the tools they need to ensure code compliance from the convenience of their smartphone or tablet.

Modern technology helps to simplify our daily lives in many ways with the touch of a button – and now, today's technology plays an important role in the way the wood construction industry is improving speed, efficiency and safety, and even compliance with the latest building codes.

To learn more and download the apps, visit www.awc.org. **RB**

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ADVANCES IN REFLECTIVE TECHNOLOGY

BACKGROUND

The past decade has seen significant changes and advances in the design, manufacturing, and utilization in North America of reflective insulation and radiant barrier materials. The most prominent change has been the use of metallized aluminum film to provide the reflective material for *enclosed reflective air spaces*. This is closely followed in importance by the use of reflective technology in conjunction with other types of insulation such as cellular plastic or mineral fiber insulations to create “hybrid” insulation assemblies that can economically deliver high thermal resistance values (R-values). These advances result in an expansion of choices available for insulating buildings to reduce the cost of providing comfortable enclosures and while reducing destructive emissions to the atmosphere.

FOIL TO FILM

The use of films metallized with aluminum in place of aluminum foil has resulted in an improved performance of reflective products in the widely recognized and required test for flame spread/smoke developed, ASTM E 84/D2599. E 84 tests on the present generation of reflective products is yielding flame-spread values less than 25 (often designated “Class A”). The flame-spread test on reflective products is one of the evaluations required by the “*Verification Program*” managed by the reflective industry association, RIMA-I.¹

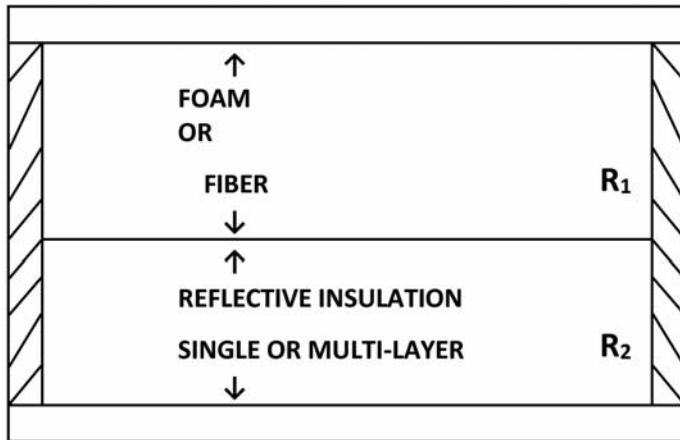
The RIMA-I verification program includes a review of technical data on product tables and technical bulletins and the basis for the claims. Metallized films, properly protected from reaction with atmospheric oxygen, have slightly higher emittances than polished aluminum foil. The RIMA-I verification program includes a test that verifies the performance of the protective coating protecting the metallized film. The coated metallized films in the market have emittances around 0.05 while foil surfaces are generally around 0.03 on a scale of 0 to 1. The higher emittance for the film products is due to a thin transparent coating that blocks oxygen from contacting the metallized sur-

face. The increase in emittance results in a small decrease in the thermal resistance of the *enclosed reflective air spaces* created by installation of the reflective product in a building construct. **Table 1** contains R-values calculated with effective emittances of 0.03 and 0.05 to show the magnitude of the decrease in thermal resistance. The calculation is based on published hot-box data.^{2,3} The R-values in Table 1 are for an average air space temperature of 75°F and a temperature difference across the air space of 10°F. The differences in R-value for the cases listed in Table 1 are tenths of an R-value in most cases. The maximum differences in R-value between enclosed air spaces with effective emittances (E) 0.03 and 0.05 occurs for heat-flow down because thermal radiation in a dominate mode of heat transfer for heat-flow down and thermal radiation is proportional to emittance. The R-values in Table 1 have units $ft^2 \cdot h \cdot ^\circ F / Btu$ commonly used in the United States.

TABLE 1. R-VALUE COMPARISON

Heat Flow Direction	Air Space (inches)	R-value E=0.03	E=0.05	R-value difference
Up	0.5	2.17	2.07	0.10
	1.0	2.42	2.30	0.12
	2.0	2.64	2.50	0.14
Horizontal	0.5	2.52	2.39	0.13
	1.0	3.87	3.58	0.29
	2.0	3.76	3.49	0.27
Down	0.5	2.55	2.42	0.13
	1.0	4.58	4.18	0.40
	2.0	7.64	6.59	1.05

BY DAVID W. YARBROUGH, PHD, PE



$$R_{TOTAL} = R_1 + R_2$$

Figure 1: Hybrid Assemble with Additive R-values

Hybrid Insulation Assemblies

Increases in required amount of thermal resistances, the march toward zero-energy buildings, and the need to control the cost of construction has promoted the use of combined insulation technologies to create hybrid assemblies with additive R-values as diagramed in **Figure 1** provides a designer or specifier an opportunity to optimize a building's insulation package with respect to performance and cost. Insulation systems that combine reflective technology with foam insulation or mineral fiber insulation are currently available in the marketplace. An example of an established type of hybrid assemble with a reflective component is pictured in **Figure 2**.

The effective emittance (E) combines the emittances of parallel surfaces into a single value.⁴ The emittance of non-

reflective surfaces such as wood was taken to be 0.90 in the present case.

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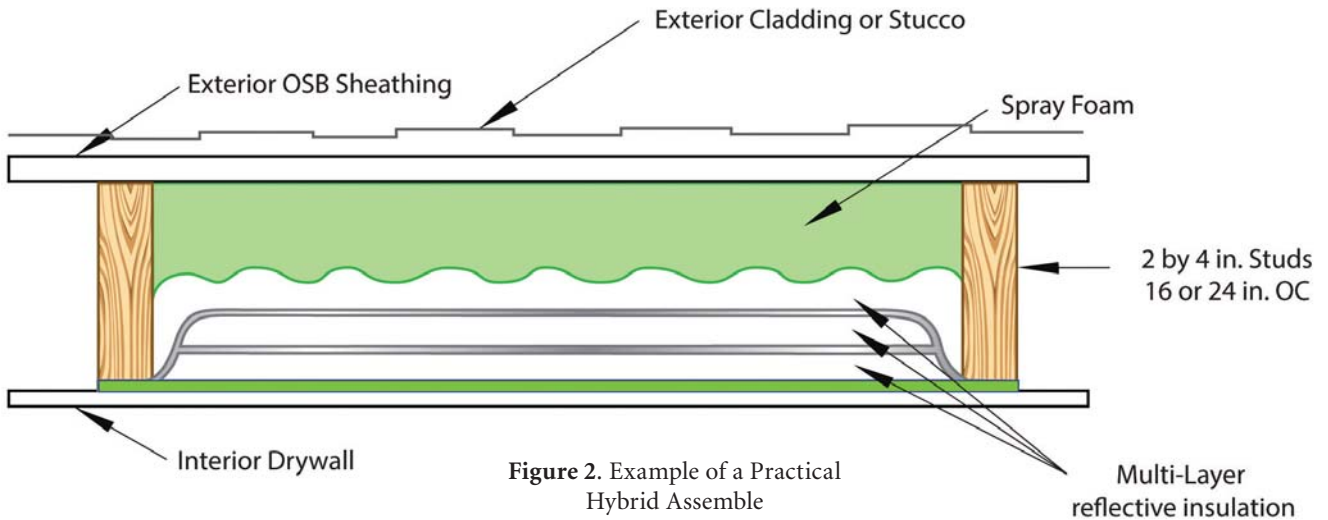


Figure 2. Example of a Practical Hybrid Assemble

Multi-Layer reflective insulation

R-values in series are additive and the temperature difference across each layer of insulation is a fraction of the total temperature difference across the region containing the hybrid assemble. Figure 3 illustrates this partitioning of the total temperature difference for a specific case with heat flow down across a 3.5-inch air space. The effective emittance of the air space is 0.05. The result for the R-value of the reflective air space was calculated

using a published iterative procedure.⁵ Hybrid assemblies like that in the **Figure 3** diagram are especially favorable for reflective insulations since the reduced temperature difference across the air space is much less than the overall temperature difference thus reducing the magnitude of natural convection, if any, in the enclosed air space.

The reflective region of a hybrid assemble can be designed to have a single low-emittance surface, can be used to

form two enclosed reflective air spaces, or a multi-layer reflective insulation can be installed if space permits. The thermal resistance contributed by the introduction of two, three, or more enclosed reflective air spaces in a region like that shown in Figure 2 significantly increases the reflective contribution to the overall thermal resistance. Large air spaces for example between floor joists provide space for multi-layer reflective surfaces



About The Author

David Yarbrough is with R&D Services, Inc. a testing and consulting company located in Cookeville, Tennessee. He is a registered professional engineer in the states of Tennessee and Florida. He is a Professor of Chemical Engineering, emeritus and a retired researcher from the Oak Ridge National Laboratory. Dr. Yarbrough is a "Fellow" of the American Society of Testing and Materials (ASTM), the Tennessee Academy of Science, and the International Thermal Conductivity Conference.

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SUMMARY

Improvements in design, testing, quality control, and verification are contributing to an insulation technology that provides flexibility in specifying materials and systems for insulating the building enclosure.

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- 4 2017 ASHRAE Handbook – Fundamentals, Chapter 26, Table 3, note "e".
- 5 Ibid 3

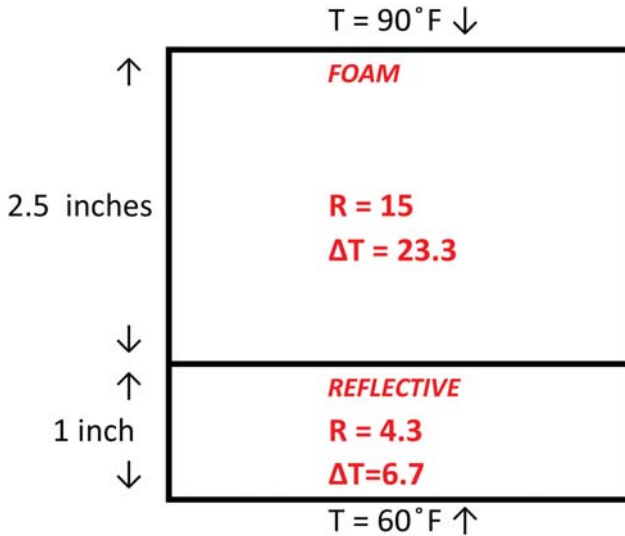


Figure 3. Illustration of Temperature Differences Across a Hybrid Assemble

and creative combinations of insulation technologies. Aluminum foils and metallized films also contribute to the control of water vapor transmission and

qualify as air barrier material in many cases thus adding to the versatility of the product type. **RB**

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<input checked="" type="checkbox"/>	<input type="checkbox"/>		Conduction
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Thermal Bridging
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<input checked="" type="checkbox"/>	<input type="checkbox"/>		Insect & Mold Resistant
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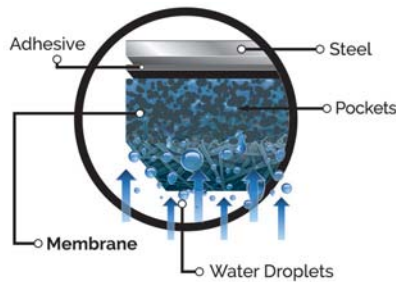
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www.rfoil.com

Filc USA LLC



DripStop from Filc USA helps fight condensation without insulation. DripStop traps and holds condensation as it forms until it evaporates back into the air. It arrives at the job site already installed on the steel; saving time and money by eliminating one step of the building process. In addition, DripStop provides a significant layer of protection against corrosion, particularly in animal confinement.

www.dripstop.com

Hitz Halter



Hitz Halter by Hershey's Metal Meister is the superior insulation for all below-ground applications. Developed through intensive research and real-life testing at the company's base in central Illinois, this termite-resistant insulation is manufactured from only the highest quality virgin materials, does not waterlog, does not compress under concrete, and therefore retains its R-value steadfastly even after many years. Hitz Halter is the answer for faster install and tremendous energy savings long-term.

HitzHalter@HersheysMM.com

Kurt Building Materials



TechVENT external nailbase roof insulation panels are ideal for use under shingles and roofing. TechWALL external wall insulation panels add a layer of continuous insulation to meet new building codes. These external insulation panels are available up to 8" thick and R=45 for maximum energy savings. All Kurt panels are made with machined T & G construction for minimal heat loss. Kurt Building Materials is borne from more than 40 years of commercial make-to-order nailbase panel experience.

www.kurtbuildingmaterials.com

Kennedy Insulation Group



Versola Reflective Insulation is produced in the USA at Kennedy's Midwest facility. Industry experts were consulted to ensure the highest levels of preventative components were used to safeguard against product degradation. The facility boasts a dedicated state-of-the-art bubble lamination machine to produce seamless rolls up to 6' in width. Versola is the company's primary product and RIMA verified.

www.kennedyinsulationgroup.com

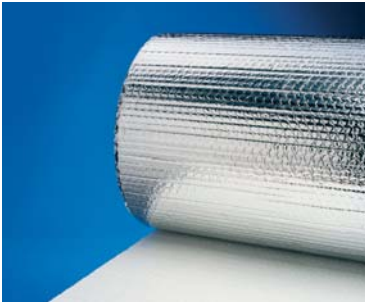
MFM Building Products Corp.



SubSeal is a self-adhering, multi-purpose waterproofing membrane that prevents air, moisture and water from infiltrating the building structure. It is engineered for use under concrete, masonry, brick, stucco, foundations and other extreme moisture environments. Suitable for both above and below-grade, as well as horizontal or vertical applications. Product is extremely tough and durable, and is self-sealing around fasteners. Available in 40 and 60 mil thickness. 10-year warranty.

www.mfmbp.com

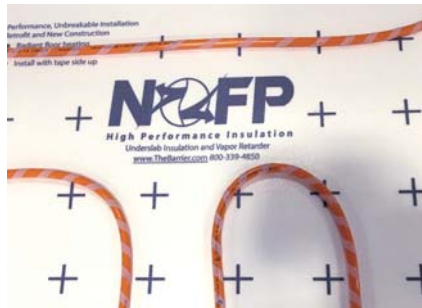
MWI Components



TempShield is a technologically-advanced insulation material ideal for new construction or retrofit installation in residential, commercial, industrial, metal buildings and post-frame buildings. It consists of one or two layers of Barrier Bubble air cellular material laminated between layers of aluminum foil to provide excellent thermal resistance. Offered is a Class A/Class 1 fire rating on white poly/foil insulation. It's available in standard widths of 48 inches and special order widths up to 120 inches.

www.mwicomponents.com

NOFP Inc.



NOFP's new Barrier EZ insulated floor system is an integrated insulation and tubing technology utilizing a "hook and loop" material to secure tubing to the insulation in one fast, efficient, "EZ" step. It features the energy-saving properties of foam, laminated with a vapor barrier "loop" film and a proprietary tubing wrapped with a "hook" tape allowing for rapid installs and secure placement of hydronic radiant floor heating systems.

www.nofp.com

Plyco Corporation



Ply-Foil is a multi-layer, reflective insulation for use in specialty and standard construction projects. Two outer layers reflect 97 percent of radiant heat. Each layer of foil is bonded to a layer of polyethylene for strength. Inner layers resist conductive heat flow while a center layer of polyethylene gives Ply-Foil additional strength. Perfect for new construction or retrofit.

www.plyco.com

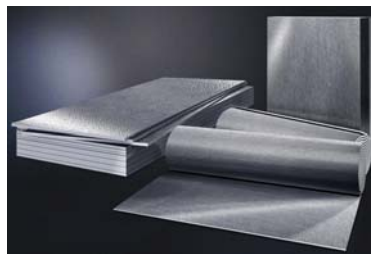
Plasti-Fab



Plasti-Fab EPS Product Solutions is an industry-leading manufacturer of rigid insulation solutions for commercial and residential construction. EnerGreen insulation is laminated on both sides to reduce damage to the product during handling, shipping and installation, and is ideal for exterior sheathing and under metal roofing. The company also manufactures SIP panels under the Insulspan brand name, and can make panels as large as 24' x 8'.

www.plastifab.usa.com

Thermal Building Concepts



Thermal 3HT's combination of components creates a high-performance thermal insulation (rolls, sheets and fan-fold) with air, vapor and radiant barriers. It can be used with all types of construction: agricultural, commercial, residential, basement walls and under concrete. To properly insulate any building structure, you must use an insulation that controls all three forms of heat transfer and can perform in any climate zone. Use Thermal 3HT in your exterior building envelope and make your building "coffee cup tight."

www.thermalbuildingconcepts.com

Thermal Design Inc.



Thermal Design's Simple Saver System is a high performance insulation and finishing system designed for roof and walls in non-residential buildings (new/retrofit). It is customized to fit each bay with a single continuous piece of flexible fabric liner and supported by a variety of strap options to help yield the designed insulation values with minimal insulation compression. Once installed, the Simple Saver System provides an instant and economical interior finish with exceptional acoustics and enhanced light reflectivity.

www.thermaldesign.com

Rural Builder

Season's





MARCH 6-8, 2019
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CONVENTION CENTER,
LOUISVILLE, KY

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*...from all of us at
Rural Builder magazine
& the Frame Building Expo!*



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AVAILABLE ONLINE: <http://www.nfba.org/expo>
NFBA CONTACT: 800-557-6957

Ventilation

SUPPLIERS AND SOLUTIONS

Plyco Corporation



Curved roof, straight roof, window kit options, premium base and more, Plyco has the cupola to add that finishing touch to your building projects. Available in 24-, 36- and 48-inch sizes, they assemble on the job site in minutes with slide-on metal connectors. Plyco cupolas can be color matched to most roll-formed steel colors. Top it off with one of several available weather vane options.

www.plyco.com

Levi's Building Components



Fastvent Plus from Levi's Building Components provides ventilation and uniform air flow for the proper maintenance of metal roofs. Uniquely engineered breathable closure strips eliminate any leak path into the ridge area by completely sealing against the panel profile. This form-fit reduces wind-driven rain problems to a minimum. Closed cell polyethylene completely surrounds the open-cell venting foam.

www.levisbuildingcomponents.com

MWI Components



MWI is an industry-leading manufacturer of light-gauge steel cupolas using pre-painted 29 gauge construction. Cupolas are available in more than 100 standard colors plus Kynar. All metal edges are hemmed. No need to worry about red-rust. Roof and sides interlock for weather-tight connection. Sizes 24-, 36- and 48-inch ship knocked-down; 66 and octagon ship assembled.

www.mwicomponents.com

Marco Industries



As North America's leading ventilation manufacturer Marco Industries 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 extreme durability and breathe to help prevent moisture absorption. All offer a 40 year limited warranty, easy one-person installations, and two full beads of M63, Marco's proprietary adhesive for superior hold.

www.marcoindustries.com

Roll Former Corporation



Roll Former Corporation offers the Ag Panel Perforator for ventilation needed on your $\frac{3}{4}$ inch x 5 rib wide ag panels. It comes complete with four sets of perf dies for 38 inches wide popular panel. It can also perforate "flat stock" so you can post-process the rest of your ventilated trim products. It's available in 26 gauge to 29 gauge ag panels or 24 gauge max flat stock.

www.rollformercorp.com

AG-CO



AG-CO cupolas will not rust or rot and are great for any roof surface. Available in three sizes, they are easy to assemble and install with only three parts: top, bottom and weather vane. Vents are screened. Durable and UV inhibited polyethylene result in a low maintenance cupola available in hundreds of custom color combinations. Choose from 13 top colors, 13 bottom colors and 15 weather vane options. Dealer pricing available on request.

www.ag-co.com

ProfileVent



ProfileVent is a single-layer ridge vent on a roll. It's a strong, durable modified polyester, nonwoven, non-wicking fiber-based matting, designed specifically for metal roofs. ProfileVent is specifically cut to fit more than 50 standing seam and metal screw-down roofing panels, more than any other ventilation system manufacturer. After 20 years and more than 1,000,000 installations, the company is still waiting for its first callback. ProfileVent is Class A Fire Rated; it will not burn.

www.profilevent.com

CannonBall



PROFILE CUT VENTING MATERIAL

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

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, with adhesive applied for easy field installation. MultiVent can be used on angled roof applications and MultiVent10 for ridge cap applications.

www.stfasteningsystems.com

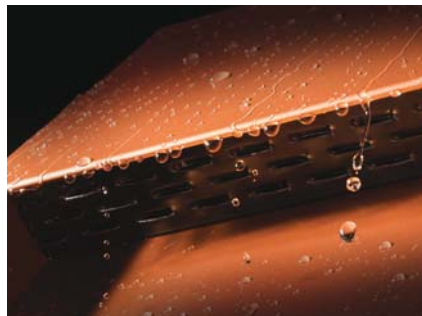
Royal Crowne



Royal Crowne cupolas are manufactured by Ridge Craft in Paradise, Pennsylvania. Offered are many different styles and sizes ranging from 18- to 72-inches square. Cupolas are made with your choice of Cellular-PVC, Western Red Cedar and capped with copper or galvanized metal roof. They will come pre-assembled in three sections for fast and convenient installation.

www.royalcrowne.com

Snap-Z Ridge Vents



Most standing seam ridge vents are too complicated to install, wasting valuable time and energy. With Snap-Z, installing a ridge vent is easy, and you can relax knowing that it won't fail over the lifetime of the roof and will vent adequately, which in turn gives you satisfied customers and no call-backs.

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 chimneys 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



A New Bank Barn

With Old World Charm

Larry L. Groff and Sons, Inc., built this brand new bank barn in New Holland, Pennsylvania, in the spirit of traditional craftsmanship. An old barn on the site was torn down to build a bigger barn from the ground up. Half of the first floor

is used for livestock and half is used for a residential garage. The second story is open, with room to host a number of activities. The Dutch doors, wooden carriage-style garage doors and two cupolas were handmade for the project. The lum-

ber, shiplap, tongue-and-groove flooring, glulam beams and MI Windows were all obtained from A.B. Martin Roofing Supply. The building features ABM Panel G-100 in Bronze roof panel with Snow Defender 4500 snow guards.





PROJECT DETAILS:

Location:

New Holland, Pennsylvania

Builder: Larry L. Groff & Son Inc.,
Stevens, Pennsylvania

Roof Panel:

ABM Panel G-100 in bronze

Snow Guards:

Snow Defender 4500

Photos courtesy of A.B. Martin Roofing Supply

WANTED

ALIVE, ON TIME AND ON TASK



Contractors and construction professionals cite locating skilled trades people as one of the major challenges to running their businesses. Readers of Rural Builder, Metal Roofing, Frame Building News, Rollforming Magazine use our publications to stay current in industry developments and best practices.

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Gary Reichert – gary.reichert@fwmedia.com – 715-350-7080

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new products

BY RURAL BUILDER STAFF

PLASTIC COLUMN FOR POST FRAME

STRELA is a newly designed plastic column for post-frame buildings from Walters Buildings available to all builders.

The patented composite lower-column has an internal height adjustment that allows it to be used with hydrated dry mix or concrete. It consists of a steel skeleton and fiber-reinforced co-polypropylene, and is made from a proprietary blend of regrind PP/PE. The recycled plastic creates a product that will last generations, ensuring lasting protection from deterioration from the elements like mold, mildew, fungi or insect attack. When used in 300 buildings, it is estimated



to save more than 1,000,000 pounds of plastic that would otherwise end up in oceans and landfills for hundreds of years.

The first STRELA building was constructed in Illinois, earlier this year by West Central FS of Galesburg, Illinois.

Interested builders can contact Fred Gilbert, 618-842-2642.

SOFTWARE FOR POST-FRAME DESIGN

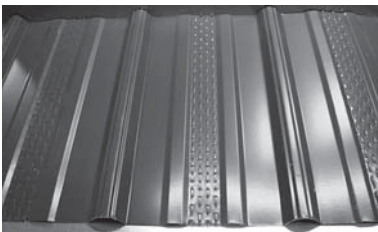
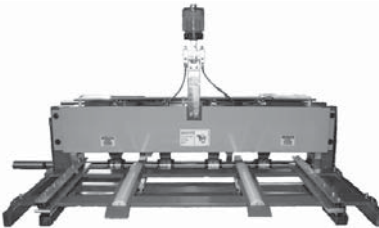
SmartBuild Systems, from Keymark Enterprises, empowers users to create custom designs for post-frame structures through web-based software. SmartBuild System users are guided through a simple, menu-driven set of prompts to create a real-time 3D model showing the user exactly what the building looks like – in shell or frame view – after every change. Framing, sheathing and trim cut lists, material lists, pricing, and drawings are automatically generated and automatically updating with every change to the design.

Framing standards, part numbers, pricing, and other variables, can be easily controlled and changed in one location to make sure users including sales people, designers, and dealers, can be instantly updated to ensure uniformity and consistency in design.

www.keymark.com

Jump/Page 49

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- 29 - 24 ga. Steel, .032" Aluminum - Flat Stock

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GOLD KEY

of Excellence Awards

In July, *Rural Builder* magazine will present its **Gold Key of Excellence Awards** for the 37th time. Help us determine the names of suppliers of building materials and/or construction equipment who do the best job of providing you with all of the services and products you need to run your business successfully. **Take a minute to submit your vote today.** You can select up to three previous award-winning suppliers from the following list or nominate someone new in the spaces provided.



Criteria to consider when making your choices include:

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

- | | | |
|--|--|--|
| <input type="checkbox"/> A.B. Martin Roofing Supply | <input type="checkbox"/> GRK Fasteners | <input type="checkbox"/> Palram Americas |
| <input type="checkbox"/> A.J. Manufacturing | <input type="checkbox"/> H&H Metals | <input type="checkbox"/> Perma Column |
| <input type="checkbox"/> ABC Supply | <input type="checkbox"/> Hansen Pole Buildings | <input type="checkbox"/> Plyco Corporation |
| <input type="checkbox"/> Akzo Nobel Coatings | <input type="checkbox"/> Hershey's the Metal Meister | <input type="checkbox"/> Post Protector |
| <input type="checkbox"/> Atlas Bolt & Screw | <input type="checkbox"/> Holmes Lumber | <input type="checkbox"/> Richland Laminated Columns |
| <input type="checkbox"/> Becker Specialty Corporation | <input type="checkbox"/> Ideal Building Fasteners | <input type="checkbox"/> RigidPly Rafters |
| <input type="checkbox"/> Boral | <input type="checkbox"/> Innovative Energy, Inc. | <input type="checkbox"/> S-5! |
| <input type="checkbox"/> Borkholder Buildings | <input type="checkbox"/> Keim Lumber | <input type="checkbox"/> Schweiss Doors |
| <input type="checkbox"/> Bradbury Company | <input type="checkbox"/> Klauer Manufacturing Co. | <input type="checkbox"/> Semmler Systems, Inc. |
| <input type="checkbox"/> Burrow's Post Frame Supply | <input type="checkbox"/> Leland Industries | <input type="checkbox"/> SFSotec |
| <input type="checkbox"/> Cannonball:HNP | <input type="checkbox"/> Lester Building Systems | <input type="checkbox"/> Shear-X |
| <input type="checkbox"/> Central States Manufacturing | <input type="checkbox"/> Levi's Building Components | <input type="checkbox"/> Simpson Strong-Tie |
| <input type="checkbox"/> Classic Equine Equipment | <input type="checkbox"/> Mac Metal | <input type="checkbox"/> Sno Gem, Inc. |
| <input type="checkbox"/> Cleary Building Corp. | <input type="checkbox"/> Marco Industries | <input type="checkbox"/> Snobar |
| <input type="checkbox"/> Coverttech/rFoil | <input type="checkbox"/> Maze Nails | <input type="checkbox"/> SnoBlox-Snojax |
| <input type="checkbox"/> DBCI | <input type="checkbox"/> McElroy Metal | <input type="checkbox"/> ST Fastening Systems |
| <input type="checkbox"/> DECRA Roofing Systems | <input type="checkbox"/> Metal Rollforming Systems | <input type="checkbox"/> Star Building Systems |
| <input type="checkbox"/> Direct Metals | <input type="checkbox"/> Metal Sales Manufacturing | <input type="checkbox"/> Starwood Rafters |
| <input type="checkbox"/> Dura Coat (Axalta) | <input type="checkbox"/> MFM Building Products | <input type="checkbox"/> Steel Dynamics |
| <input type="checkbox"/> Dynamic Fastener | <input type="checkbox"/> Mill Steel | <input type="checkbox"/> Sukup Manufacturing |
| <input type="checkbox"/> EDCO Products | <input type="checkbox"/> Morton Buildings | <input type="checkbox"/> Swenson Shear |
| <input type="checkbox"/> Energy Panel Structures (EPS) | <input type="checkbox"/> MWI Components | <input type="checkbox"/> Triangle Fastener Corporation |
| <input type="checkbox"/> Everlast Roofing, Inc. | <input type="checkbox"/> National Hardware | <input type="checkbox"/> Valspar |
| <input type="checkbox"/> Fabral | <input type="checkbox"/> North Star Metals Mfg. | <input type="checkbox"/> Varco Pruden Buildings |
| <input type="checkbox"/> Fasteners Direct | <input type="checkbox"/> Northwestern Ohio Foam (NOFP) | <input type="checkbox"/> Western Products of Indiana |
| <input type="checkbox"/> Firestone Building Products | <input type="checkbox"/> Novagard Solutions | <input type="checkbox"/> Wick Buildings |
| <input type="checkbox"/> Graber Post Buildings | <input type="checkbox"/> Ohio Timberland | |

Can't find your favorite suppliers among previous award winners above? Then write-in up to three choices in the spaces provided.

Nominate up to three suppliers in the spaces provided below.

1. Company Name & Location _____
2. Company Name & Location _____
3. Company Name & Location _____

Your name: _____
 Company: _____ Location: _____

(Your information will remain confidential.)

Please return your ballot no later than April 2, 2019!



MAIL TO: Rural Builder, 5225 Joerns Dr., Suite 2, Stevens Point, WI 54481
Fax: 1-715-445-4087 attention Sharon Thatcher • **E-mail:** sharon.thatcher@fwmedia.com



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calendar

BY RURAL BUILDER STAFF

01/19

JANUARY

14-16,

Metal Construction Association (MCA) 2019 Winter Meeting, Key Largo, FL; metalconstruction.org

18, Buckeye Frame Building

Association 34th Annual Post Frame Expo, Hartville, Ohio; ohiopostframe.org

28-29, WDMA-Northeast Winter

Conference, Baltimore, MD; wdma.com

29-30, Wisconsin Frame Builders

Association Conference & Tour, Stevens Point, WI; wisconsinframebuilders.org

02/

FEBRUARY

11-13, 2019 International Roofing Expo (IRE), Nashville, TN; theroofingexpo.com

19-21, 2019 International Builders'

Show (IBS), Las Vegas, NV; buildersshow.com

03/

MARCH

6-8, 2019 National Frame Builders

Association (NFBA) Frame Building Expo, Louisville, KY; nfba.org

13-15, 2019 Self-Storage

Association (SSA) Spring Conference & Trade Show, National Harbor, MD; selfstorage.org

04/

APRIL

2-4,

2019 Associated General Contractors Of America (AGC) Convention, Denver; convention.agc.org

3-5,

NASCC: 2019 Steel Conference, St. Louis; aisc.org/nascc

3-5,

National Insulation Association (NIA) Annual Convention 2019, Nassau, Bahamas; insulation.org

15-19,

National Coil Coating Association (NCCA) Annual Meeting 2019, Indian Wells, CA; coilcoating.org



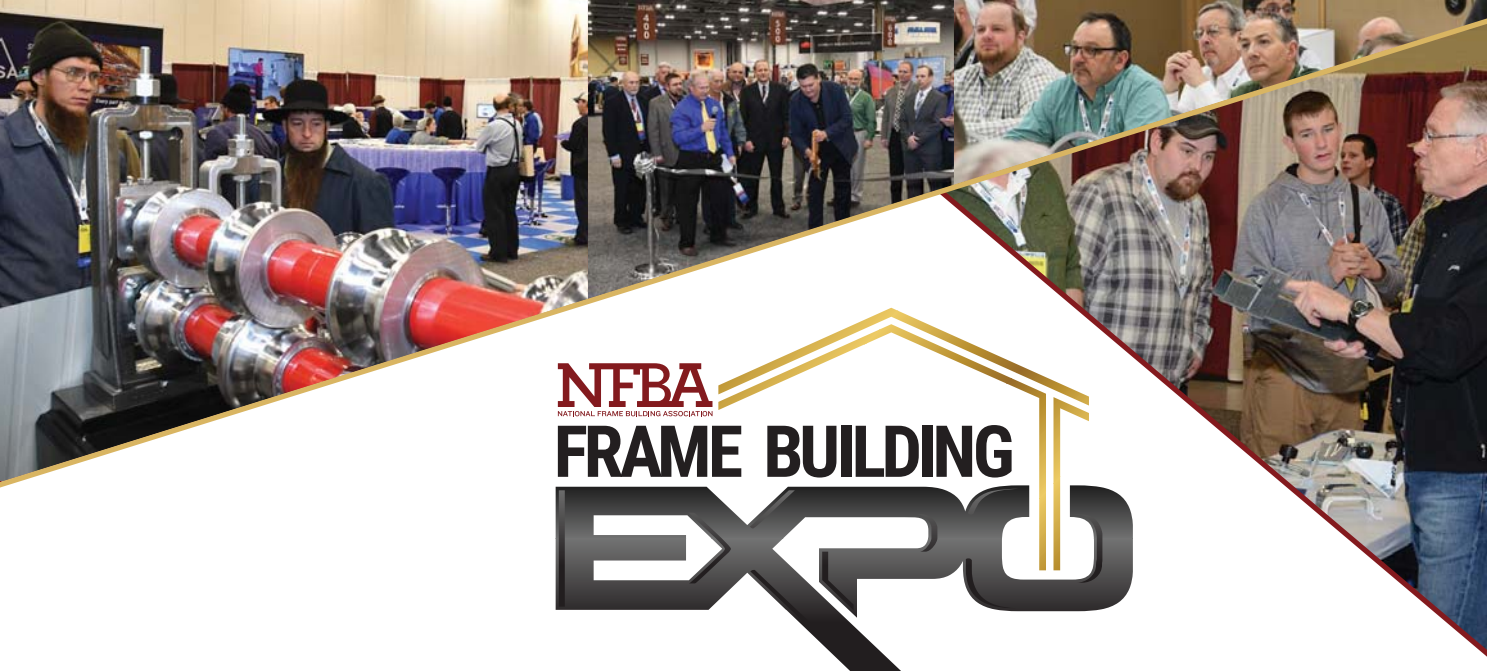
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MARCH 6-8, 2019

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THE TOOLS YOU NEED TO EXPAND YOUR BUSINESS

The 2019 Expo is expected to be bigger and more exciting than ever before, offering more opportunities to network with leaders in the post-frame industry and discover new ways to expand your business and develop your skills.

Dave Davlin, Keynote Speaker

Wednesday, March 6, 12:30–1:30 pm

The Game-Winning 3

The key to success in any business lies not only in the development of great products and services but in the development of great people. In this insightful presentation, Dave Davlin shares three essential ingredients for developing a purpose-driven mentality and achieving a fulfilling career and balanced life. During an interactive, humor-filled hour, you will be challenged to make the most of every moment in order to develop personally and professionally while also creating value and making a difference in the lives of others.

Expo LIVE!

Join exhibitors for hands-on training and new product demos in the exhibit hall.

Exciting Competitions

Test your skill and demonstrate your expertise with the popular nail-pounding, screw-driving, and shearing competitions.

Expo Social

Thursday, March 7, 8–11 pm

Join us for an evening of entertainment, food, and beverages. Bring your colleagues, friends, and family members or entertain your customers and make new acquaintances.

Presenting Sponsor:

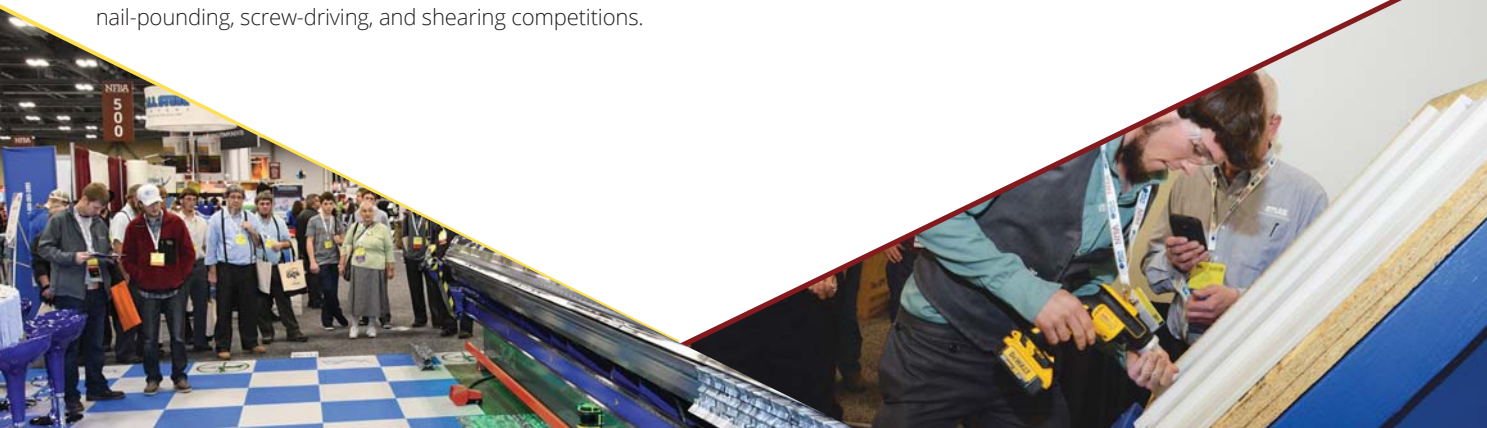


Supporting Sponsors:



NFBA Annual Awards Presentation

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

Omni Louisville Hotel
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 Louisville, KY 40202
Phone: 502.313.6664
Reservations: 800.843.6664
Rate: \$185

Reservation Deadline: Monday,
 February 4, 2019

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 www.nfba.org.

Guest Registration

Spouses, non-industry-related guests, and children under age 16 who are registered as guests will be admitted only to the trade-show floor; they will not be admitted to educational sessions. See Box C on the registration form.

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 of 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.

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 consider a builder's industry-related accreditation when they are choosing a builder. NFBA Accredited Post-Frame Builders may market

their APFB status in their bid material. In an 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.

2019 EXPO SUPPORTERS

Platinum



Gold



Silver



Bronze



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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, techniques, and tips 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 **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	Expo LIVE!
Wednesday, March 6				
7:30-8:30 am	Performance-Oriented Cultures <i>Bruce Hodes</i>		Diaphragm Design: Moving Toward a More Accurate Model <i>Gary Anderson</i> Use of Snow Retention Devices: Science or Science Fiction? Phacts or Phobias? <i>Rob Haddock, Tim Martin</i>	
8:40-9:40 am	Succession and Family Dynamics <i>Scott Douglas</i>	Are You Practicing on Your Customers? <i>Marvin Montgomery</i>	How to Read Truss Documentation <i>Kirk Grundahl</i>	
9:50-10:50 am	Achieving High Performance Levels with the Millennial Generation <i>Thomas Hudgin</i>	Prospecting for Success <i>Renee M. Covell</i>	A Few Myths About Having a Safe Worksite <i>Gary Auman</i>	
2:15-2:30 pm				Thermal Expansion Fasteners and Corrosion Protection <i>Leland Industries</i>
3:30-3:45 pm				The Standing Seam Notcher, Panel Cutter, and Eave and Valley Hemmer <i>Swenson Shear</i>



Time	Business Management	Sales and Marketing	Safety and Technical Knowledge	Expo LIVE!
Thursday, March 7				
7-8 am	Welcome on Board! Now What? <i>Alan Kerschen</i>	Creating Realistic Sales Plans for Success: A Hands-On Workshop <i>Renee Covell</i>	Vertical Load Paths in Post-Frame Construction <i>Aaron Halberg</i>	
8:10-9:10 am	Succession Planning <i>K. P. Persaud</i>	Striving for Excellence: The Key to Superior Customer Service <i>Thomas Hudgin</i>	What You Can Do to Avoid Accidents and OSHA Citations <i>Gary Auman</i>	
9:20-10:20 am	Recruitment, Retention, and What People Want from Their Jobs <i>Mike McKinley</i>	Creating an Additional Revenue Stream Without Rethinking Your Business: Residential Metal Roofing <i>Todd Meinhold</i>	NFBA Safety Panel: Implementing a Safety Program <i>Gary Auman, Dave Underwood</i>	
10:30-11:30 am	Starting Your Own Business and Making It a Success <i>Craig Bodette</i>		The NFBA Safety Program Template <i>Gary Auman</i> Structural Self-Tapping Fasteners for Wood Construction <i>Kirk Grundahl</i>	
				4-4:15 pm Variobend Innovations <i>Hershey's Metal Meister</i>



Schedule

Tuesday, March 5

4–7 pm

Registration

Wednesday, March 6

6:30 am–5 pm

Registration

6:30–7:30 am

Coffee



7:30–8:30 am

Breakout Sessions

BUSINESS MANAGEMENT

Performance-Oriented Cultures

Bruce Hodes

It is possible to develop and expand powerful organizations in challenging times, but it takes courage, determination, and actionable techniques that work. Develop your company culture in the right direction and you can not only succeed but truly make a difference in the lives of your employees and your customers. Hodes will introduce tools and techniques for creating outstanding business results and guide participants through interactive educational exercises based on his book *Front Line Heroes: Battling the Business Tsunami with Performance Oriented Cultures*. Learn practical and critical techniques that you can put to use immediately to tap into your company's true potential.

SAFETY AND TECHNICAL KNOWLEDGE

Diaphragm Design: Moving Toward a More Accurate Model

Gary Anderson, PhD

Learn about diaphragm components—roof sheathing, roof sheathing purlins and associated fasteners, purlin-rafter connections, and frame—and their interactions. The presentation will cover three types of purlin-rafter connections (purlins on edge over truss top chords, purlins flat over truss top chords, and purlins recessed between truss top chords) and relevant structural data. Results for three lateral-load-sharing analyses (purlin-rafter connections with roof systems, with frame, and as an independent component) will be presented.

SAFETY AND TECHNICAL KNOWLEDGE

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

Rob Haddock and Tim Martin

The forces of snow and ice on rooftops can be significant, causing damage to valleys, eaves, and gutters. Slippery roof surfaces can release a sudden load of snow that may harm people and property below. Many snow-retention devices are available, but not all are effective in all applications. This presentation will cover myths and misconceptions about how snow acts on a roof and what products and placements work in particular situations. The presenters have

decades of experience in the field—their factual knowledge and commonsense approach will equip you with what you need to know to construct a safe, complete metal roof system.

8:30–8:40 am

Break

8:40–9:40 am

Breakout Sessions

BUSINESS MANAGEMENT

Succession and Family Dynamics

Scott Douglas

Family businesses are close-knit structures, and family relationships can create challenges in transitioning management and ownership. Careful medium- and long-term planning will minimize conflict both within your organization and with others who are not involved in the business.

SALES AND MARKETING

Are You Practicing on Your Customers?

Marvin Montgomery

This dynamic presentation combines motivation with substance, demonstrating the benefits of preparation and practice—and of not practicing on your customers—in three specific areas. Learn how to become a trusted advisor to your customers, how to perform a needs analysis, and what effective active listening techniques will help you in every part of your business.

SAFETY AND TECHNICAL KNOWLEDGE

How to Read Truss Documentation

Kirk Grundahl, PE

Truss design drawings (TDDs) and truss placement diagrams (TPDs) are an important part of the documentation used in the metal-plate-connected wood truss industry. Truss manufacturers use these documents to communicate important safety, installation, restraint and bracing, and design information to owners, building designers, contractors, framers, and building officials. Understanding the information in these documents is crucial for a properly installed truss system. This presentation reviews truss industry-specific terminology and information included in TDDs, TPDs, and truss repair drawings to provide a practical working knowledge of trusses and how to best specify, install, and inspect them.

9:40–9:50 am

Break

9:50–10:50 am

Breakout Sessions

BUSINESS MANAGEMENT

Achieving High Performance Levels with the Millennial Generation

Thomas Hudgin

Millennial employees (age 18–35) make up nearly 50% of our workforce today, and their numbers are growing. Most are educated, energetic, culturally diverse, creative, and technically savvy, but they also tend to be job-hoppers. The challenge is to hire the right people, keep them motivated and engaged, and earn their trust. They are hungry to fit in with the company's vision and make a tangible difference in the company's growth. Important goals for them are receiving frequent feedback and encouragement, having work flexibility and professional development opportunities, and having the chance to communicate directly with customers. Understanding their thought processes and priorities will help you capitalize on their talents and work ethic. Then watch them achieve high-level performance and make a significant difference in your company's short- and long-term success.

SALES AND MARKETING

Prospecting for Success

Renee M. Covell, PhD MBA

When should salespeople and business owners “prospect” (if they don't yet have their own sales team)? If you answered “always,” then you'd be correct! Learn about the four main prospecting techniques and when to apply them. This session is designed for all levels of professionals—from the entrepreneur in a growth cycle to the seasoned sales professional who wants to brush up on prospecting techniques. Help get the sales flywheel started toward sales success!

SAFETY AND TECHNICAL KNOWLEDGE

A Few Myths About Having a Safe Worksite

Gary Auman

Myths to be discussed and dispelled: Because your company has never had an accident, you are in compliance with Occupational Safety and Health Administration regulations and have a safe worksite. The only person in danger when someone violates a safety rule is the person violating the rule. A tag on a piece of equipment that it is out of service can still be used if someone gets it to operate. Any rules about working more than 6 feet above the ground apply only if the worker is going to spend more than 15 minutes “up there.” Safety rules apply only to nonmanagement personnel, not to the owner or supervisor. If your idea of a safety program is to give employees a copy and tell them to read it and then get to work, this session is for you.

10:50–11 am

Break

11 am–12:30 pm

General Session with Keynote Presentation

The Game-Winning 3

Dave Davlin

The key to success in any business lies not only in the development of great products and services but (and more important) in the development of great people. In this insightful presentation, Dave Davlin shares three essential ingredients for developing a purpose-driven mentality and achieving a fulfilling career and balanced life. During an interactive, humor-filled hour, you will be challenged to make the most of every moment in order to develop personally and professionally while also creating value and making a difference in the lives of others.

12:30–5:30 pm

Trade Show Open

Concessions are available on the trade-show floor.

2:15–2:30 pm

Expo LIVE!

Thermal Expansion Fasteners and Corrosion Protection Exceeding 3,000 Hours of Salt Spray

Leland Industries

3:30–3:45 pm

Expo LIVE!

The Standing Seam Notcher, Panel Cutter, and Eave and Valley Hemmer

Swenson Shear

5:15–5:30 pm

Prize Drawing in Exhibit Hall

8 pm–Midnight

Plyco Reception

PLYCO

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, March 7

6:30 am–5 pm

Registration

6:30–7:30 am

Coffee



7–8 am

Breakout Sessions

BUSINESS MANAGEMENT

Welcome on Board! Now What?

Alan Kerschen

It takes time and money to find key employees. After you've found them, you need a strategy for integrating them into your company. An improved economy means that employees will move on quickly if a job is not a good fit, and voluntary turnover affects company morale—and your bottom line. A good onboarding process will help you retain your new hires. Learn effective onboarding techniques with specific examples from construction companies.

SALES AND MARKETING

Creating Realistic Sales Plans for Success: A Hands-On Workshop

Renee Covell, PhD MBA

Are you a small-business owner, an entrepreneur, or a sales representative just getting started in your career? Are you a sales professional who never had to write a sales plan before or would like to sharpen your skills? Or perhaps a sales manager in need of a template to guide and keep your sales team on track? Then this hands-on workshop is for you! In this participatory workshop, you'll receive a template for developing a formal sales plan and step-by-step instructions on how to customize it. You are guaranteed to leave with a roadmap for sales success!

SAFETY AND TECHNICAL KNOWLEDGE

Vertical Load Paths in Post-Frame Construction

Aaron Halberg, PE

Post-frame buildings efficiently resist a variety of loads, and although vertical loads are in many ways easier to analyze than lateral (or horizontal) loads, some situations require careful consideration. We'll discuss how to design and construct buildings that can handle vertical loads from snow, occupancy (live), self-weight (dead), and wind. Post-frame sales representatives, builders, and designers will get to look at common post-frame features through the eyes of a structural engineer and get assistance in steering future projects toward a successful completion by better understanding efficient methods to resist vertical loads throughout the vertical load path, from roof purlins and trusses down to the footing.

8–8:10 am

Break

8:10–9:10 am

Breakout Sessions

BUSINESS MANAGEMENT

Succession Planning

K. P. Persaud

This session will focus on the business owner who is developing an exit strategy to divest himself or herself of a business.

We'll discuss readiness to let go, retirement plans, cash-flow requirements for the rest of life, the current and future worth of your business, whom the business will be sold to, methods of handling the buyout, and tax strategies.

SALES AND MARKETING

Striving for Excellence: The Key to Superior Customer Service

Thomas Hudgin

"Here today, here tomorrow" is everyone's dream for long-term business success. To achieve this goal, you must be passionate about beating your competition and becoming the best in customer service. Get a handle on effective techniques for developing a superior customer service image at little or no cost. We'll discuss development of a superior customer service team, ways to exceed customer expectations, how to fix problems, ways to get constant feedback from customers and determine what your customers value most, getting rid of your telephone menu system, and figuring out why customers might go to your competition.

SAFETY AND TECHNICAL KNOWLEDGE

What You Can Do to Avoid Accidents and OSHA Citations

Gary Auman

Compliance with the regulations of the Occupational Safety and Health Administration and having a safe workplace are not necessarily the same thing. A construction company can have all the right programs in place and still have an unsafe worksite. Learn about the critical need to train (intelligently), audit (constantly), and enforce (consistently and objectively). You'll leave this session knowing how to make your safety program more than a booklet or a piece of paper and instead a substantive program that safeguards the well-being of your employees and is a credit to your company.

9:10 am–9:20 am

Break

9:20 am–10:20 am

Breakout Sessions

BUSINESS MANAGEMENT

Recruitment, Retention, and What People Want from Their Jobs

Mike McKinley

If you're not making your business better, it will become worse. If you don't have in place concrete reasons why people will stay with you, they will leave. If you don't take care of your people, someone else will. Building your business around strong values and principles begins with leadership and filters through everyone in your organization. What's your belief system? Are you overcommunicating? Is your organization change-driven or change-locked? Learn how to identify the key areas of improvement, become an education-driven organization, understand the role of leadership in effecting these changes, and ultimately make your business a place where people want to stay!

SALES AND MARKETING

Creating an Additional Revenue Stream Without Rethinking Your Business: Residential Metal Roofing

Todd Meinhold

Gain a better understanding of why diversity is important to your business, your employees, and your customers and how residential metal roofing can be part of your company's plan to achieve greater diversity and create an additional revenue stream.

SAFETY AND TECHNICAL KNOWLEDGE

NFBA Safety Panel: Implementing a Safety Program

Gary Auman, Dave Underwood

Increase your understanding of what it takes to implement a safety program and learn about best practices in safety. Take this opportunity to discuss the complex safety issues facing today's post-frame industry—everyone benefits when we share our knowledge and experience.

10:20–10:30 am

Break

10:30–11:30 am

Breakout Sessions

BUSINESS MANAGEMENT

Starting Your Own Business and Making It a Success

Craig Bodette

Starting your own business is a big step in life but an exciting one. You know it will require long hours and hard work, but you want to give it the best chance for success. Learn why it is key to have strong advisors from the very beginning, use best practices for your internal controls, understand your financial condition (not just your financial statements), and have a strong business plan with solid projections and a succession plan. With these tools, you can be sure that your business is operating in the best way possible.

SAFETY AND TECHNICAL KNOWLEDGE

The NFBA Safety Program Template

Gary Auman

NFBA now offers its members a safety program template, but what does that mean for your company? It means you now have every reason—and the proper tools—for constructing a solid safety program that will put you in a good position to defend your company in a case with a regulator or a plaintiff. You'll learn the importance of customizing your safety program rather than using an "off-the-shelf" approach, and hear about a number of refinements you can make to your safety program so that it serves you and your employees well.

SAFETY AND TECHNICAL KNOWLEDGE

Structural Self-Tapping Fasteners for Wood Construction

Kirk Grundahl, PE

Connections are a critical part of a building's design, and the type of fastener used for the connections can have a significant impact on the cost of constructing a building. The number of structural self-tapping fasteners available in the market is increasing. These fasteners have many advantages over traditional nails, lag screws, and through-bolts. Understanding these fasteners and their uses can make the construction of a building more efficient. This presentation will cover the advantages of using these fasteners, their design properties, where to find design information, and how to specify the fasteners.

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 D on the registration form.)*

1:30–5:30 pm

Trade Show Open

Concessions are available on the trade-show floor.

4-4:15 pm

Expo LIVE!

Variobend Innovations

Hershey's Metal Meister

Hershey's Metal Meister introduces a revolutionary patent-pending trim production concept on the Variobend USA double folder.

5:15–5:30 pm

Prize Drawing in Exhibit Hall

Thursday, March 7 *(continued)*

5:30–7 pm

Christians in Construction Reception

This reception is supported by Central States Manufacturing, FBI Buildings Inc., McElroy Metal, Ohio Timberland Products, Perma-Column Inc., Rigidply Rafters, and Timber Tech Engineering.
(Advance registration is required. See Box D on the registration form.)

8–11 pm

Expo Social

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

Friday, March 8

7:30–10:30 am

Registration

7:30–8:30 am

Coffee

8:30 am–12:30 pm

Trade Show Open

9–9:45 am

Shearing Competition



10–10:45 am

Screw-Driving Competition



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

11–11:45 am

Nail-Pounding Competition



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 2020 Expo in Des Moines, IA, along with one complimentary hotel room for up to 3 nights at the 2020 headquarters hotel and a \$250 cash prize, courtesy of NFBA. In addition, our exhibitors will be raffling off many other excellent prizes.

“ 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!”

—Frame Building Expo attendee



2019 Frame Building Expo

March 6-8, 2019 | Kentucky International Convention Center
Louisville, KY

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*) _____

Emergency contact _____ Daytime phone (____) _____ Evening phone (____) _____

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

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 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 2/1/19	After 2/1/19
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 2/1/19	After 2/1/19
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 \$ _____

Spouse/Guest Registration C

Spouses, non-industry-related guests, and children under age 16 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) D

Awards Luncheon (LUNCH), Thursday, March 7, 11:45 am-1:15 pm

Member tickets at \$55 ea = \$ ____ Nonmember tickets at \$65 ea = \$ ____.

Christians in Construction Reception (REC), Thursday, March 7, 5:30-7 pm

(Free) # of tickets ____

Subtotal D \$ _____

Non-Exhibiting Supplier/Dealer Community B

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 2/1/19	After 2/1/19
Member	<input type="checkbox"/> \$320	<input type="checkbox"/> \$420
Nonmember	<input type="checkbox"/> \$800	<input type="checkbox"/> \$930

Subtotal B \$ _____

Attendee Information E

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"/> Technical
<input type="checkbox"/> Metal Frame Builder	<input type="checkbox"/> Architect/Engineer	<input type="checkbox"/> Crew Leader	<input type="checkbox"/> Other
<input type="checkbox"/> General Contractor	<input type="checkbox"/> Code Official	<input type="checkbox"/> Crew Member	
<input type="checkbox"/> Lumberyard/Distributor	<input type="checkbox"/> Student	<input type="checkbox"/> Sales/Marketing	

What is your role? (Check one.)

Total Amount Due F

(A or B) + D = \$ _____

Photography Disclosure

As at past expos, a professional photographer may take photos or videos of participants at NFBA's 2019 programs and events. These photos and videos are for NFBA's use only and may appear on NFBA's website, in printed brochures, or in other promotional materials. Attendee registration grants NFBA permission and consent for use of this photography.

4 Ways to Register

Online*: 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 February 22, 2019, 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.**



2019

FRAME BUILDING EXPO

Register by February 1, 2019, for discounted rates!

Exhibitors *(as of September 1, 2018)*

A J Manufacturing, Inc.	Dripstop/Filc USA	McElroy Metal, Inc.	Richland Laminated Columns
A. B. Martin	Eagle Metal Products	Menards, Inc.	Rigidply Rafters
ABC (American Building Components)	East Coast Fasteners	Metal Rollforming Systems	Royal Crowne Cupola
Advanced Roofing Products	Energy Panel Structures	Metal Sales Manufacturing Corp.	S-5!
AG-Co., Inc.	Everlast Roofing, Inc.	Metalforming, Inc.	Safe-Way Garage Door
AkzoNobel	Extrutech Plastics	Mill Steel Co.	Schweiss Doors
Allied Powers, LLC	Fabral	MWI Components	SFS
Ameripak, Inc.	Fasco America	NC Automation	Sherwin-Williams Coil Coatings
AMS Controls, Inc.	Fasteners Direct, LLC	New Process Steel Corp.	Sikkema Equipment
ASC Machine Tools, Inc.	Flack Global Metals	NOFP, Inc.	Silvercote
Atlas Bolt and Screw Co.	Glick Metals, LLC	North Star Metals Manufacturing Co.	Silvercraft, LLC
Axalta Coating Systems	Graber Post Buildings	Novagard Solutions	ST Fastening Systems
Becker Specialty Corp.	H and H Metal Products	Nuform Building Products, Inc.	Steel Dynamics, Inc.
Bestline Building Products	Henkel Corp.	Ohio Timberland Products	Stiletto Tools
Boral	Hershey's Metal Meister	Paint Valley Parts, Ltd.	Strong Way Systems
The Bradbury Group	H-Pac Plastics, LLC	Palram Americas	Swenson Shear
Cannonball:HNP, LLC	I Beam Sliding Doors	Perma-Column, Inc.	SWI Machinery
Capital Forest Products	Innovative Energy, Inc.	Permanent Post Systems	Taylor Steel, Inc.
Central States Manufacturing	Janus International Corp.	Planet Saver Industries, LLC	Thermal Building Concepts
Champion Steel Buildings	Kennedy Insulation Group	Plasti Fab, Ltd.	3GM Steel, Inc.
C.H.I Overhead Doors	Keymark Enterprises, LLC	Plasti-Sleeve/Homework Design	Timber Tech Engineering, Inc.
Cidan Machinery, Inc.	Klauer Manufacturing	Plyco Corp.	Triangle Fastener Corp.
Combilift	Kloeckner Metals	Post Protector, Inc.	Tru-Seam Metal Solutions
Construction Maestro/Symun Systems	KP Building Products	PowerLift Hydraulic Doors	Tuftex
Continental Coatings	Lakeside Construction Fasteners	PPG Industries	United Steel Supply
County Line Concepts, LLC	Leland Industries	Prazi USA	Ventco, Inc.
Covertech	Lester Building Systems, LLC	Precoat Metals	Wasung USA Corporation
Daystar System, LLC	Levi's Building Components	Premier Metals	Weaver Metal Products
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Diamond Door, Inc.	Marco Industries	Radiant Outfitters	Wick Buildings
	Marion Manufacturing	Red Bud Industries	
	Maze Nails Co.		

The 2019 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.



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To our advertisers and subscribers, a sincere **THANK YOU** for making 2018 another successful year. We couldn't have done it without you. May 2019 bring you prosperity, happiness and good health.

Rural Builder

A COST-CONSCIOUS SKID-LIFT

The new Skid-Lift 1530S and 2230S models allow customers to work safely up to 21-28 feet in the air with a 15- and 22-foot platform height respectively, a 12.5 square foot working deck, along with side and end access doors. Both models have an optional end attach plate that is now available.

The 1530S and 2230S models were designed for the user looking for a more cost-conscious model that does not need all the features found on the 2030E HD. Unlike the 2030E HD, the 1530S and 2230S do not offer side tilt, deck extension or heavy-frame construction.

They also come standard with a single side attach plate but the end attach plate is available as an option if needed to allow for specific basket placement along a building. These design differences keep the weight and cost down while still offering a safe working platform, the ability to work on uneven terrain, ease of use, simple setup and easy transportation.

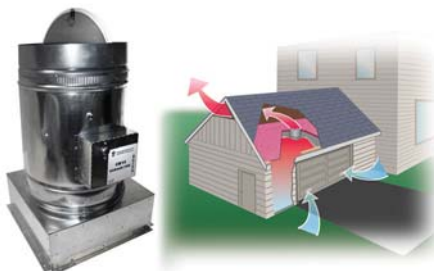


www.skid-lift.com

FAN AUTOMATICALLY VENTILATES AND COOLS GARAGES

Homeowners wanting relief from their too-hot attached garage can install a “Cool Breeze” garage fan recently introduced by Tjernlund Products Inc. Mounted between the ceiling joists, the Cool Breeze fan pulls hot air from the garage ceiling and exhausts it into the garage attic space where it exits out the ridge, roof or gable vents. Outdoor air replaces the hot exhaust to lower air temperatures and reduce the thermal heat gain of the floor, structure and contents.

The Cool Breeze Fan has a 16-inch wide intake plenum made of 22-gauge steel. It has an automatic fire damper for building code compliance and comes with ceiling grille, two outdoor air intake grilles, adjustable thermostat for automatic operation plus mounting hardware. Installation involves cutting a 16-inch square opening between joists in the ceiling and mounting the fan to the joists above the gypsum board ceiling using provided brackets.



www.tjernlund.com

NEW OPTION FOR EXTENDING ROOF LIFE FROM NATIONWIDE COATINGS

Nationwide Protective Coatings Mfrs., Inc. has added Perm-A-Sil to its Perma-Product line.

Perm-A-Sil is a silicone-infused bright white elastomeric acrylic, ceramic insulating, waterproofing protective roof coating with a 15-year warranty.

Its water-based energy-saving high-build formula beautifies, protects and extends the life of most any roofing surface. Silicone technology adds extra waterproofing protection by sheeting off water from the dried coating surface.

Perm-A-Sil is easy to apply and will provide many years of durable protection, offering an inexpensive alternative solution to re-roofing.

Perm-A-Sil is easy to apply and will provide many years of durable protection, offering an inexpensive alternative solution to re-roofing.

www.nationwidecoatings.com



THE HEATED HOODIE

Powered by M12 RedLithium battery technology, Milwaukee Tool's M12 Heated Hoodies use carbon fiber heating elements to create and distribute heat to the chest and back. A one-touch LED controller allows users to select from three heat settings, delivering ideal heat for any environment.



The new Quick-Heat function allows users to feel heat 3X faster than previous hoodies. Combining a durable cotton/polyester exterior with a waffle-weave thermal lining, the hoodie provides a versatile three-season solution to keep heat in and allow users to shed bulky layers. Purchase includes hoodie, RedLithium battery pack and Lithium-ion battery charger.

Sizes are available in small to 3X. Milwaukee's M12 Heated Gear line also includes heated jackets, vests and gloves.

www.milwaukeetool.com

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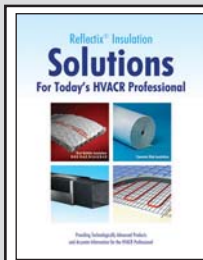
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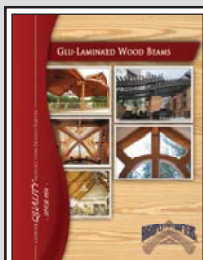


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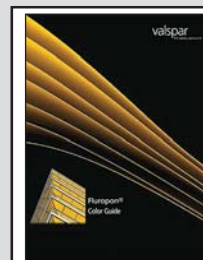


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