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We are finalizing the publication dates and editorial schedules for our newest addition.

If you have a question or a suggested topic, or would like to be considered as an author or resource for the magazine, please contact me.

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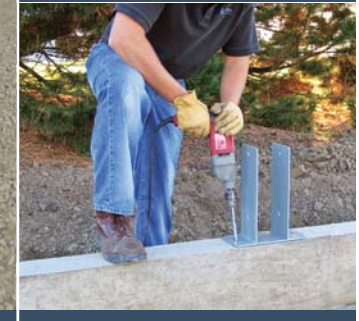
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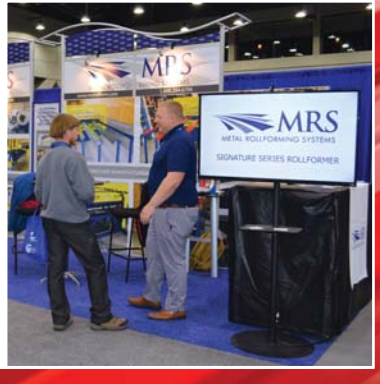

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Barn by Welch Buildings LLC, an authorized Wick Builder. Photo by Dale Brinks of Cadillac, Michigan.
COVER DESIGN: Kevin Ulrich

FRAMEBUILDING NEWS

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Always Learning

And always wishing we'd known more for our own post-frame building

I must admit when I first joined Shield Wall Media in December 2019, I knew the bare minimum about the post-frame industry. While we had put up a post-frame barn on our own property, my knowledge was limited to the choices we had selected for our project. After a short seven months, I've learned so much! From the nitty-gritty details about fastener choices to foundation products and metal panel options, I can confidently say that we would have made different choices for our own project if we'd known they were even an option. Use this as a lesson—always inform customers of the options in the market. For more customer service tips, check out the article on page 24 of this issue.

A monstrous 100' x 200' agricultural cold storage building. *PHOTO COURTESY OF FBI BUILDINGS.*

The main cover article on "Big Builds" was also really an eye-opener for me. I am thoroughly impressed by the magnitude of the pictured projects and how post-frame techniques are being tested, tweaked, and used to their maximum potential. Head to page 14 for an in-depth look on giant post-frame projects.

In other thrilling news, in case you missed it, flip back to page 3 for a big announcement from our publisher! We hope you're as excited as we are.

Jessica Franchuk, Managing Editor
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NOTE: Due to the COVID-19 pandemic, many events have been rescheduled or cancelled. Contact the show organizer for updates before traveling.

August

12-14. National Association of Women in Construction Virtual Conference. www.nawic.org.

18-19. National Institute of Building Sciences Building Innovation, Virtual Edition. www.buildinginnovation.org.

24-27. Groundbreaking Women in Construction Virtual Conference. www.enr.com/groundbreaking-women-in-construction.

September

1-3. *CANCELLED*. National Hardware Show. Las Vegas, Nevada. www.nationalhardwareshow.com.

9-11. Self Storage Association (SSA) Fall Virtual Conference & Trade Show 2020. www.selfstorage.org.

15-17. *CANCELLED*. GlassBuild America. Las Vegas, Nevada. www.glassbuildamerica.com.

21-23. *CANCELLED*. National Coil Coating Association (NCCA) Fall Meeting. St. Louis, Missouri. www.coilcoating.org.

October

1-2. *CANCELLED*. Shed Builder Expo 2020. Grand Rapids, Michigan. www.shedbuilderexpo.com.

7-8. Construct AEC Education & Expo Virtual Experience. www.constructshow.com.

12-15. *CANCELLED*. PaintExpo. Karlsruhe, Germany. www.paintexpo.de.

14-16. ENR FutureTech. San Francisco, California. www.enr.com.

21-23. METALCON 30th Anniversary Event. Las Vegas, Nevada. www.metalcon.com.

28-30. Design-Build Conference & Expo. National Harbor, Maryland. www.dbia.org.

November

4-6. Adhesive & Sealant Council Convention and Expo. Louisville, Kentucky. www.ascouncil.org.

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10-12. Greenbuild Virtual International Conference & Expo. www.greenbuildexpo.com.

December

9. Rollforming Basics Course. Duke Energy Convention Center. Cincinnati, Ohio. www.constructionmagnet.com/construction-rollforming-registration.

10-11. 2nd Annual Construction Rollforming Show. Duke Energy Convention Center. Cincinnati, Ohio. www.constructionmagnet.com/construction-rollforming-registration.

2021 January

12. Wisconsin Lumber Dealers Leadership Conference. Wisconsin Dells, Wisconsin. www.nlassn.org

19-22. World of Concrete. Las Vegas, Nevada. www.worldofconcrete.com.

23-27. ASHRAE Winter Conference & AHR Expo. Chicago, Illinois. www.ashrae.org.

26-28. The International Surface Event. Las Vegas, Nevada. www.intlsurfaceevent.com.

2021 February

4-5. 1st Annual Garage, Carport & Shed Builder Show. Century Center. South Bend, Indiana. www.constructionmagnet.com/garage-carport-shed-builder-show-home-page.

9-11. International Builders Show. Orlando, Florida. www.buildersshow.com.

22-25. Fenestration and Glazing Industry Alliance Annual Conference. Amelia Island, Florida. www.aamanet.org.

24-26. International Roofing Expo. Las Vegas, Nevada. www.theroofingexpo.com.

24-26. ENR Top Young Professionals Conference. Tempe, Arizona. www.enr.com.

25-27. Construction Institute Summit. St. Louis, Missouri. www.cisummit.org.

2021 March

3-5. Frame Building Expo. Nashville, Tennessee. www.nfba.org.

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Lester Buildings Announces Succession Plan

Lester Buildings said it has completed the first phase of its ownership succession plan. A Management Buyout Group consisting of Mark Billstrom (President), Melanie Hoof (Chief Financial Officer),

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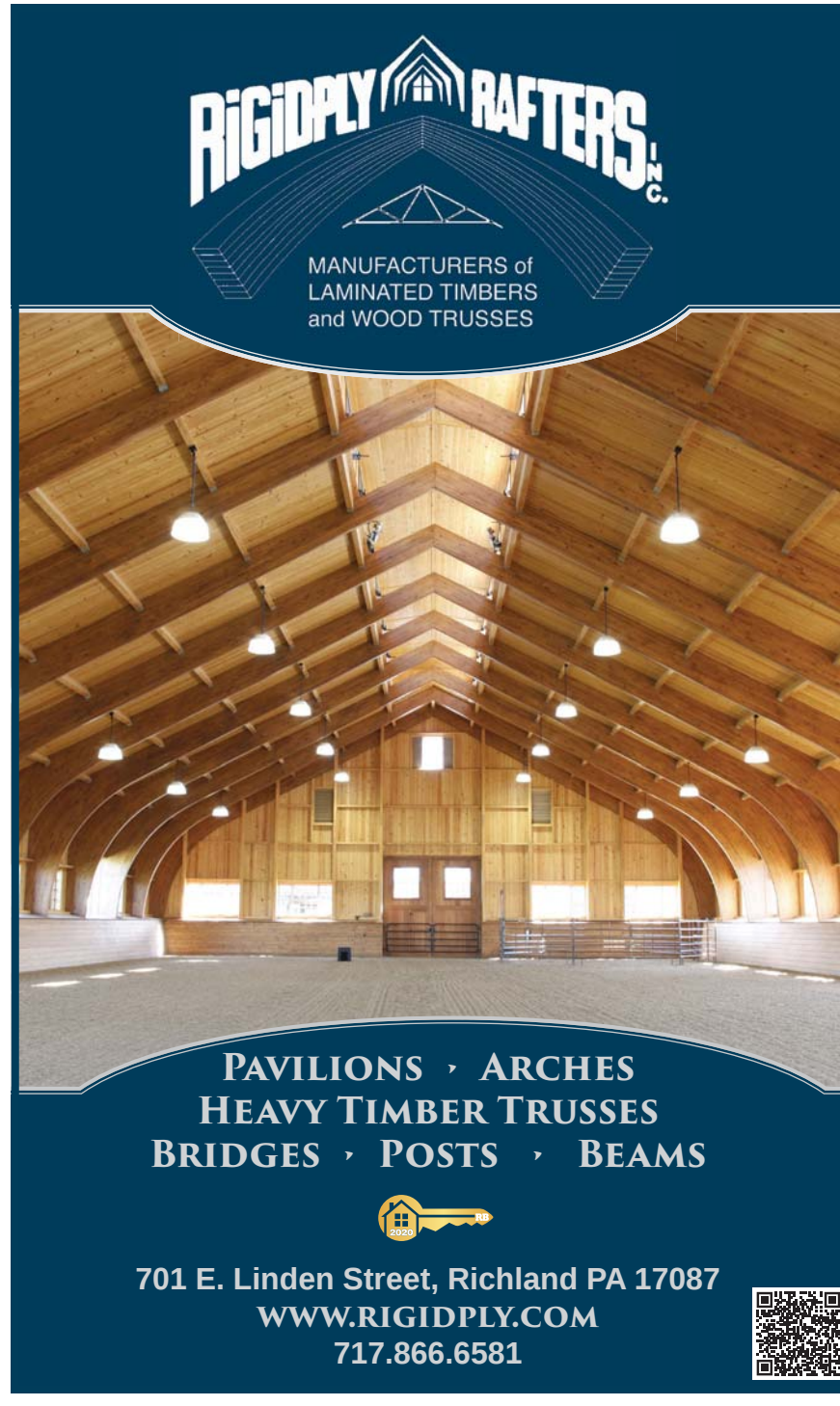
Ted Helmink (Vice President, Engineering Services), and Tyler Bennett (Vice President, Manufacturing) has purchased a minority interest in the business. Included as a part of the transaction is an option to purchase the remaining interest in the business at a future date. The group will join John Hill, who previously owned 100% of the business, as the newly formed ownership group. Hill will sell his remaining interest in the business over the next few years as called for in a purchase option agreement executed by the parties.

This plan is the culmination of a yearlong set of discussions between the parties. It begins the process of successfully transitioning the business to a fourth generation of ownership. Lester was originally founded in 1947 by a group of local businessmen in Lester Prairie, Minnesota. It was purchased by Art Schwichtenberg in 1954, who was running the business for the group at the time. He owned the business until his retirement in 1986. He sold the business to Butler Manufacturing Company, who turned the successful regional business into a nationally recognized leader in post-frame construction. Butler sold the business in 2004 to a management group led by Hill. He and his original ownership team owned and operated the business for much of the intervening years, with Hill buying out the last remaining original minority owner in 2018.

Hill made the following comments regarding the incoming ownership group: "As I begin to think about my own retirement, it is important that I take the necessary actions to ensure the successful transition of Lester to its next generation of ownership. Each of the new minority owners has been active in the business for several years, lives in a community close to where the company operates, is relatively young, and is well-respected by employees and customers alike. I have a high degree of confidence that this move will position the company for further growth and prosperity for many years to come."

New owner Mark Billstrom commented, "The previous three generations of ownership have positioned Lester as a respected national leader in the post-frame construction industry. We are excited for this opportunity to continue the work of our predecessors. Lester's people and work culture are second to none. Their experience, abilities, and technical knowledge, along with the strong reputation of the Lester brand, give us confidence that Lester will continue to grow in both traditional and non-traditional post-frame markets." ***FBN***



BIG BUILDS

Stretching the limits of post-frame

By Jessica Franchuk

In today's world, almost everything seems to adhere to the "bigger is better" mentality—houses, cars, stores, and more are expanding to ever-larger sizes. According to the U.S. Census Bureau, the average area of a new home in 1973 was 1,660 square feet, which then grew to an average of 2,637 square feet in 2015. That's a jump of 62%, and home sizes have surely increased even more over the past five years.

Post-frame construction is no exception, though the height, width, and length of these structures can only grow so much. But with proper engineering and consideration of potentially limiting factors such as primary use, customer-requested features, building codes, location and site setup, and structural aspects, the options are expanding.

We discussed this booming trend of "mega builds" with contractors and manufacturers, and their observations fit neatly into four categories: large animal confinements, general agriculture, commercial, and event venues.

This cattle confinement project is all wood framed and uses Midwest Perma-Columns and Sturdi-Wall brackets. *Photo courtesy of Ten Corp Inc.*

LARGE ANIMAL CONFINEMENTS

As farms strive to meet current demands, many are choosing to put up big dairy structures or other large animal confinements. Grant Leavitt of Marcus Lumber, said, "From what we see and notice, the ag business is certainly being driven by larger farms [and] larger confinement structures. We're seeing lower frequency on agricultural projects but [what we see are] much larger in size and scale. Many farmers dealing in livestock have shifted to a confinement setup."

Wick Buildings' Marketing Director, Bret Buelo, agreed that their builders are seeing a number of large projects across both the agricultural industry (mostly dairy confinement and crop storage), as well as the commercial sector. He added, "Generally, we have seen an uptick in the ag segment over last year."

These large animal confinement structures are also creating a market for accessory products, such as Dr!pStop. Many of these builds are not heated, so this product is a natural fit. Tony DelGhingaro, Vice President of FILC USA, makers of Dr!pStop, said, "We have seen and do typically see a good number of large buildings (usually dairy barns) use Dr!pStop, especially since many do not have HVAC."

A milking parlor, holding area, and two free stall barns were erected by Welch Buildings LLC in Falmouth, Michigan. *Photo courtesy of Dale Brinks, Cadillac, Michigan.*

Quality Structures Inc. landed this job for a massive machinery storage building. *Photo courtesy of Quality Structures Inc.*

Steel trusses set on wood framing allow for bigger clear-span buildings. *Photo courtesy of Morton Buildings.*

GENERAL AGRICULTURE

While there was some uncertainty brewing in the agricultural industry (and all industries, really) at the start of the COVID-19 pandemic, this has since recovered. Mark Stover, President of Perma-Column LLC, commented, "COVID-19 has not slowed us down…there was a brief pause due the early uncertainty of what was happening, the impact, and subsequent shutdowns. Once the industry was deemed 'essential,' business started to quickly get back up to speed and then some. The ag market may not be building more buildings, but they are building bigger. Our business is growing based on post-frame builders using our ICC-ES-Certified Perma-Column and Sturdi-Wall products more than ever before. [This is] good news for the industry."

Constructing these monstrous structures can be a challenge, and one building package manufacturer has come up with a creative solution. Danielle Scott, Marketing Specialist with Morton Buildings, said, "Morton Buildings uses a hybrid technology of steel trusses set on wood framing to achieve clear-span buildings up to 150'. These buildings feature pre-engineered steel trusses, which allow for a wider building, while wood framing provides superior insulating properties and building strength. Our warranty for these buildings, specifically for snow and wind loads, is an indicator of our confidence in these types of structures. Hybrid buildings are popular for machine storage, riding arenas, and light commercial facilities."

While not typically on one's mind when thinking of the agricultural segment of the market, legal marijuana grow houses are on the rise and require a *lot* of space, something post-frame can provide. MWI Components' Customer Service Manager, Alicia Cahill, shared, "With the legalization of marijuana state-to-state, we are seeing booms of polycarbonate and light gauge component sales to supply and construct commercial grow house buildings and facilities."

She continued, "We are also seeing an increase in Arcadian door and slide frame kit sales for use in lieu of overhead doors; we believe this may be due to the current lead times on overhead doors and the associated freight costs for material requisition. The Arcadian-style doors with crossbucks or windows also provide an aesthetic for larger scale operations that lessens the utilitarian factory look and provides more of a family-farm feel. This creates an easier regional acceptance, just based on how the new structure's visual may fit into its immediate surroundings. COVID-19 stimulus dollars have also seemed to fuel a rise in large-scale buildings, increasing the per-project quantity requests for all buildings accessories."

Two 80' x 150' x 14' wings flank a central 80' x 148' x 14' area in this Lafayette, Indiana, Harley-Davidson service center and retail dealership. *Photo courtesy of FBi Buildings.*

Riding the line between agricultural and commercial, this beast of a building is home to a Stoller International dealership in Herscher, Illinois. *Photo courtesy of FBi Buildings.*

COMMERCIAL

Aside from the agricultural and animal confinement markets, builders are also seeing a rise in large structures for a variety of commercial uses. Kurt Bahler, VP of Marketing for FBi Buildings Inc., shared the sizes of two recent builds they constructed: one, a Stoller International dealership (above), is a monstrous 180' x 175' with an additional 12' x 125' area for a total of 33,000 square feet. The other, a Harley-Davidson shop in Indiana (top), is a combined 35,840 square feet!

Tom Schwarz, Project Manager and Sales with MPB Builder, Inc., also shared that they just finished the building construction phase of a 95' x 126' clear-building for racked boat storage, showing that the commercial market is an open field of potential uses and possibilities.

This new West Virginia event venue includes a main event barn, covered pavilion, and spacious veranda. *Photo courtesy of A.B. Martin Roofing Supply.*

Post-frame lends itself well to open spaces, such as those needed for event venues (shown here is the Red Acre Barn in Prole, Iowa). *Photo courtesy of Greiner Buildings.*

Rock Ridge Orchard of Edgar, Wisconsin, boasts a grand building that can be reserved for weddings and other events. *Photo courtesy of Hixwood Metal Inc.*

EVENT VENUES

While technically these projects could fit into the "commercial" realm, there has been such an increase in their frequency that they deserve their own mention. Greiner Buildings' Business Development Director, Will Hipwell, said, "One area where Greiner Buildings is seeing a lot of activity and traction with regards to 'big buildings' is wedding and event centers. I think we've built five or six this year, including ones currently in progress in Waverly, Iowa, and Boone, Iowa. Generally these event centers are somewhere between 5,000 and 7,000 square feet, and some also have additional buildings on-site (i.e. separate bride and groom suites).

"The special challenges these buildings present are mostly around local building codes—specifically related to fire suppression and septic requirements. Sometimes it can just be a challenge figuring out if the building is going to be on city or county water. If city water, then the sprinkler system can be easier and less expensive to install. If county water…you just might have to install a separate pressurized water tank on-site to supply the fire suppression system.

Hipwell also mentioned an aspect that is often overlooked when planning the initial project costs of these big builds: "Another area that impacts cost is the size of land required… customers/investors tend to forget that you need the appropriate amount of land (approximately 1 or 1½ acres) for parking, depending on final occupancy of the building. And you probably want to light that parking lot…something else that can get overlooked in the overall cost." ***FBN***

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Complementary tones can create a subtle color combination. *Photo courtesy of Lester Buildings.*

Design Details

5 Ways to dress up equine facilities

By Jessica Franchuk

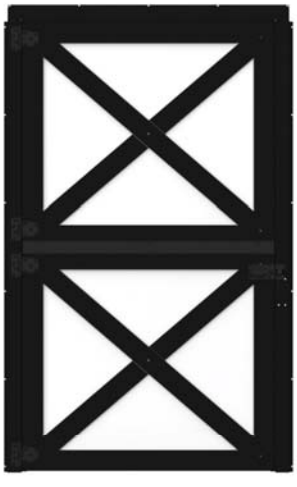
Years ago, most post-frame buildings looked the same regardless of their purpose—they could be a commercial storage space, an extra garage for one's "toys," a horse barn, or any other number of possible uses. No matter the use, it would likely be a simple metal box with a simple metal roof.

Fast-forward to present day—there are still basic, hardworking post-frame buildings being erected with function over form as the priority. But there are also elaborate, complex barns being designed and constructed. Many of these more stylized buildings are used as equine facilities—those with a passion for the equestrian sports are often happy to pour funds into the project for extra design elements.

Here are the five most frequently seen design details being added to equine facilities:

1. Decorative Doors

While doors are a necessary aspect of every building, they can also add personality and pizzazz. Shannon Clark of MWI Components said,



MWI Components' Dutch Doors are available in thousands of color combinations, and are offered as a one-piece, laser-cut design or in optional kit form. *Photo courtesy of MWI Components.*

Alongside cupola trends, weathervane popularity shifts, as well. MWI's no-ornament weathervane has come into higher demand over the last few years. *Photo by Orchard Construction in Armada, Michigan; photo provided by MWI Components.*

This building combines several design elements for an elegant façade. *Photo courtesy of Greiner Buildings.*

"Doors are the ultimate guide to building beautification. Adding a hay/loft door is a great way to accent your building; whether you use real or fake Arcadian sliding doors, a Dutch door, or a bale door, your building will exude beauty. Plus, ground floor door options serve many purposes. From extravagant, main entrance sliding doors to Dutch and bale doors for horses, this component is sure to add functionality and charm to your project."

2. Cupolas: Standing the Test of Time

Regarding these rooftop additions, Clark shared, "Cupolas have stood the test of time—dating all the way back to the Renaissance—and it's clear this dome-like jewel is a fan favorite amongst the rural building community. Over the years the cupola has evolved and color trends have come and gone. Now the options for cupolas are better than ever, and getting the right sized cupola for your project has never been easier." MWI offers 24", 36", 48", and a massive 66" cupola. Plus they have over 100 standard colors and Kynar to help customers keep up with the trends or match the character of their build.

3. Color Combinations

This may seem like a no-brainer, but with the seemingly endless material colors to choose from, a building's color scheme can quickly go from blah to brilliant. A red barn with white trim is classic, while red walls with a black roof and trim is a surprising twist.

Tone-on-tone buildings are also popular at the moment, and are one way to let the design elements of the building "pop." Pairing a white building with a white or light gray roof leaves the options open for dark doors, rich wood beams, or bright/unique landscaping.

4. Roofline Options

Gambrel, gable, monitor, or saltbox? Any of these roofline styles (or the many other options available) could take a horse barn to the next level. Changing up the roofline can turn a project into a show-stopping feature of the landscape, or it can be used to help a new barn blend in with its surroundings.

Cupolas can be the "icing on the cake" in a building design. *Photo courtesy of Greiner Buildings.*

A high-contrast color combo can define a building's style. *Photo courtesy of Hershberger Construction.*

Maybe the customer wants their new barn to look like it's always been on the farm, or are hoping it will fit into a rural area full of 100-year-old barns. Barn styles and rooflines are often regionally specific, so do your homework of the project area before offering suggestions.

5. Getting Creative

Sometimes adding design details is all about getting creative and thinking out of the box. MWI Components had the idea to add battery-powered lights to one of their cupolas for a subtle nighttime glow, and it turned out to be a dramatic addition to the building. Clark shared, "Lights have the ability to draw attention to a building or horse barn that would otherwise go unnoticed upon nightfall. Adding automatic lights to cupolas will make your bold build stand out!"

No matter what you choose to add, minor additions can often make a major impact on a post-frame horse barn. ***FBN***

Add drama to a front entrance with battery-powered (or hardwired), automatic lights tucked into a cupola. *Photo courtesy of MWI Components.*

10 TIPS for Providing Exceptional Customer Service

Win repeat business and referrals with professional communication

By ABC Supply

From your first interaction with a client to your last, it's important to provide a positive customer service experience. Doing so will not only ensure that your project runs as smoothly as possible, but it can also lead to great reviews about your business and referrals for future projects.

Follow these tips for providing exceptional customer service, beginning with your sales presentation, and for continuing to build a positive relationship once you win the job.

Win Over New Customers With a Professional Sales Presentation

1. Dress Professionally: It's important to dress for success and put your best foot forward when you're heading into a sales presentation meeting—even a virtual one. Wear clean, professional attire. Purchase customized apparel, logos, and stationery to help you project a professional image and show that you operate a business your client can rely on to deliver quality work. ABC Supply offers all of these professional image resources and more through its Freedom Programs.

2. Listen to Your Prospects' Requests: Actively listen to prospective customers to really understand what they want so that you can create a detailed sales presentation that addresses all of their project requirements. It sounds simple, but if you miss the mark in your presentation, prospective customers will feel like you've wasted their time.

Once you've covered what the prospect is looking for, then you can consider sharing additional ideas or opportunities that they might not be thinking about. Is there a more sustainable solution for the look the client wants? Do you offer additional services that the customer might not be asking about that may be needed in the future? By addressing their primary must-haves and including bonus ideas, you'll demonstrate your ability to listen and exceed their expectations.

3. Plan for Visuals and Samples: The projects you're pitching often come with big price tags and are viewed as long-term investments, so it's important to make customers feel good about moving forward with you and the project.

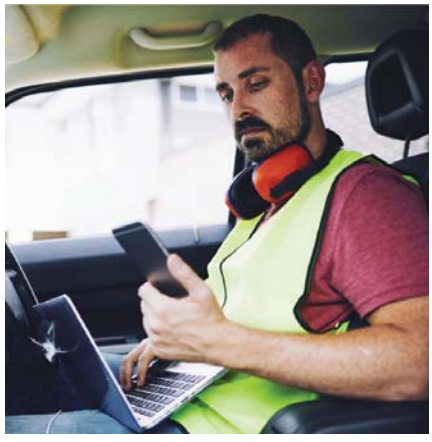
Visuals can be a great way to sell your capabilities and get people excited. Consider including visual renderings of the property, before and after shots of similar projects, or even bringing product samples. ABC Supply offers Pictureit, a tool that lets you virtually design a home's exterior, to help your prospect "try on" products and see what the end result will be.

4. Include Testimonials: One of the most powerful ways to prove you can do

the job is to share examples of success stories from your other satisfied customers. After you finish a job, ask them the following questions and see if they'd be comfortable with you sharing their review with prospects:

- Why did you choose our business?
- Were you satisfied with the work? Why or why not?
- How would you describe what it's like to work with my team?
- Was my team responsive and accommodating?

Incorporate the positive reviews in presentations where you're pitching similar types of jobs.



5. Provide Financing Options: When you're pitching a job, your prospective client may have concerns about how they can pay for the project. Consider including financing options in your sales presentations to make it easy for your customers to understand what resources are available to them to finance their residential or commercial projects.

ABC Supply offers in-home financing with GreenSky® through its Freedom Programs. It's a win-win service that helps you grow your business by making a project more affordable for your client.

6. Establish Next Steps at the End of the Sales Presentation: Make sure everyone is clear on what needs to happen after the meeting ends and when you'll follow up. Do you owe the customer more information? Do they know when they're hoping to make a decision? Instead of saying, "I'll get back to you next week," let them know the specific date and time that you'll plan to circle back with answers to any lingering questions.

Continue Providing Great Customer Service by Professionally Navigating the Project

1. Be Clear on What You're Agreeing To: Congratulations! You've won the job. When discussing your contract, it's important that you and the customer(s) are clear on what you're agreeing to do. This will help guide conversations in the future, should questions about additional work that is out of scope come up. To prevent difficult questions about costs later in a project, take time to walk through your scope of work before a job begins.

2. Reinforce Your Professional Experience: There are a lot of "experts" your customers may reference when asking you questions. If your customer asks why you're doing something one way when they saw it done another way in an article or on a show, be sure to sell the expertise you have in the industry. For example, "There are a few different ways you can approach this type of work. Based on my professional experience and these XYZ factors, my opinion is to…"

3. Take Time to Inform Your Customers: Can you get the project done faster? Why do you recommend one product over another? Can you do it cheaper? Your clients will likely have lots of questions throughout the course of a project, so it's important that you're patient with them and take time to explain the reasoning behind your actions. It can also be helpful to walk your customers through your time line, so they understand all the steps that need to happen.

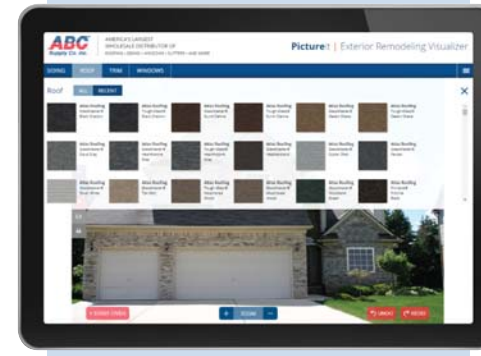
4. Turn Extra Client Requests Into Business Opportunities: If your customers start making requests that are outside your scope of work, you or your crew may feel pressured to say "yes" without discussing additional charges. But as you know, time is money, so don't get in the habit of giving away work for free.

Instead, train yourself and your team to respond to these customer requests in a way that shows you're accommodating but won't perform the favor for free. For example, "Yes, we're happy to take care of that while we're here. I can provide you with an estimate for the work right away."

If the extra work will take your team off of their original time line, be clear about that up front and be careful not to spread yourself and your crew too thin: "Because it'll take a few hours for us to complete that, we're not going to get through everything we planned for today. It may push the completion date of your project back a little bit. Are you OK with the added cost and a later project completion date?"

With clear and up-front communication and good customer service from the sales pitch through to the completion of the job, you can maintain a great relationship with your client.

Visit www.abcsupply.com/blog for more tips on providing great customer service. ***FBN***



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- **Advertising Deadline:** August 26, 2020
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- Tiny Houses
- Entry doors, windows and accessories
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- **Question of the Month**
- **Project of the Month**
- **Advertising Deadline**: October 6, 2020

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- **Product Profiles/Feature:** Frame Building Expo (FBE) Exhibitors
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Worried Workers

How to reinvigorate post-pandemic employees

By Phillip M. Perry

Robert has returned to the sales floor after weeks of working from home. To his manager's surprise, he no longer exhibits his customary drive. He seems disengaged with his work and uninterested in customers.

Anita continues to work from home since her duties do not require an on-site presence. Her supervisor can't help but notice a decline in motivation. The one-time dynamo no longer bubbles with creative ideas that help drive profitability.

Your success as a company during the ongoing pandemic concern depends on your ability to light fires under anyone like Robert and Anita who seem to have exhausted their inner resources. How can this be accomplished? We'll answer that question shortly. First, though, let's examine why so many workers are feeling a slump in enthusiasm these days.

Curing Anxiety

"Employees everywhere are feeling a high level of anxiety because of the COVID-19 outbreak," said Jack Altschuler, President of Fully Alive Leadership, Northbrook, Illinois (www.fullyalivelead ership.com). "Anxiety makes people see everything in the light of their fear." And fearful people, he added, perform poorly. The energy that would normally go to their work instead goes toward worrying about the health and financial survival of their families and themselves.

Much of this worry takes the form of unanswered questions. "Employees are concerned about many unknowns caused by the virus," shared Dr. Karlyn Borysenko, Principal at Zen Workplace, a consulting firm outside of Boston (www.zenwork place.com). "They are asking questions such as, 'Is my job safe? Will the business survive? How will the pandemic affect the economy? Can I believe what the bosses are saying?' These questions and others reflect a good deal of uncertainty, and uncertainty is always a challenge to motivation."

The problem is made worse by the insecurity of supervisors themselves. "Because managers in many cases do not know what's going on, they do not have a way to comfort the employees with information," said Borysenko. Winging it, while tempting, can only make matters worse. "If you are not sure about something, you should communicate that fact," added Borysenko. "Don't hesitate to say you don't know. Then follow up that statement with something like, 'As soon as I do know, I will tell you.'"

The goal of all of the above is to assure people that management will respond quickly and conscientiously to new information as it is discovered. In the meantime, people should know the business will reduce the risk of harm by taking extraordinary safety measures.

Personal Connections

If anxiety is a highly individualized phenomenon, so is its cure: Supervisors must renew connections with their charges and retool the environment in response to individual needs.

"Everything that happens right now in the workplace must revolve around the needs of each employee," said Altschuler. "That is the starting point and the overarching message." The launching pad for this initiative is the expression of a genuine concern for the staff's well-being. "People want to feel cared about," shared Altschuler. "When someone cares about me, the last thing I want to do is let that

person down."

Consider the case of Robert from our story's opening. Although he has expressed some good feelings about returning to the workplace, much of his current malaise likely derives from his concern about the safety of that very environment. Management must convince him that everything possible has been done to reduce risk.

"The source of anxiety for people like Robert is often fear of the unknown," said Martha Forlines, President of Belief System Institute, Ellijay, Georgia (www.beliefsysteminstitute.com). "Employers need to continually remind their charges about the safety precautions taken to keep everyone safe. These can include disinfection of the office, assuring the availability of face masks, and the alteration of seating arrangements to maintain social distancing."

While some of the COVID-19 fears are obvious, others may not be. Supervisors should encourage two-way communications with employees to uncover unanticipated fears. "Ask employees what they need to make them feel motivated and good about their working conditions," added Forlines. "Their answers will take the guesswork out of the equation."

Remote Workers

Now, how about Anita, who is still working from home? Recharging her batteries may prove more challenging than the same task with Robert. The absence of any face-to-face contact beyond the cold stare of the computer screen is likely the root of the problem. Isolation can mean a deprivation of the usual personal stimulation gained from interaction with colleagues. Not only is there a joy in working together that goes missing in a remote environment, but solitude can also magnify COVID-19 fears. "A lack of face-to-face contact does have an impact on some people," said Altschuler. "They start to feel more uncertain and fearful."

Employees unmoored from the traditional working environment can also experience a loss of purpose. "Remote workers can lose clarity about why they are doing what they are doing, about the so-called vision statement," said Altschuler. "It's easy to forget they are engaged in something noble and helpful." Millennials

can be especially sensitive to such a moral vacuum, he added. "More than previous generations, millennials put more value on meaningful work."

Finally, people separated from their colleagues can miss the satisfaction of performance feedback. "One of the things that motivates people is a feeling of mastery over their work," says Altschuler. "And that feeling fails to grow when they are not working closely with the other members of their team."

> **"Everything that happens right now in the workplace must revolve around the needs of each employee."**
>
> Jack Altschuler
> President of Fully Alive Leadership

The solution to these problems starts with more frequent engagement. "Establish a shorter communication cycle time," said Altschuler. "If you scheduled a weekly check-in before the employee started working from home, that may not be sufficient now. Remember that you no longer benefit from those quick watercooler conversations to fill things in. So maybe now you need to check in twice a week."

Managers also need to show interest in the remote worker's working habits and emotional state. "Home workers tend to spend more hours at their desks and often fail to get enough physical exercise," said Borysenko. "That can affect their focus during the day and translate into productivity problems." Managers need to give permission to take breaks and walks.

Managers can also encourage home workers to network as a team and engage in activities that improve their psychological well-being. Perhaps they can organize exercise groups, conferencing on cell phones during walks. "Try organizing remote workers in pairs and have them work on tasks together so they do not feel so isolated," suggested Altschuler. "You might establish a larger mission by organizing a Red Cross blood drive or a volunteer group at a food bank. Such 'culture-building activities' bring people together."

Hot Buttons

If Anita and Robert represent employees in general, the advice for remotivating them is valid. But in human psychology, one size does not fit all. "Good managers realize that people are motivated by different things," said Dennis Whittaker, Ph.D., a Charlotte, North Carolina-based

psychologist who specializes in corporate psychology (www.corppsyc.com). "They make an effort to discover each person's 'hot button'—the motivator intrinsic to their personality—then push that button every day."

Some people may be motivated by status and by sales results. Others may be motivated by workplace stability, by joy in the process, and by the details of their work assignments. Still others might desire to collaborate and bring people together. Furthermore, people can possess mixed motivational bags.

"Engaged people enjoy what they do, do more of it, and work longer and harder."

Dennis Whittaker, Ph.D.

Sometimes you can ferret out hidden motivators by just asking. Other times employee actions can be revealing. "Pay attention to what people do well," said Borysenko. "When you see employees who thrive in group settings and seem to love bringing teams together, for example, you can be sure they are motivated by collaboration."

One final thing: Many supervisors assume that financial compensation is a prime motivator. But experience shows that employees usually want something more. "Money is just a 'satisfier,'" said Forlines. "If you pay people fairly for their expertise, money will not be an issue." Indeed, she added, money most often comes into the picture when people think they are not being fairly compensated. But as a productivity booster, it falls short.

The Success Environment

Successful motivation occurs not so much by working some magic on an employee, but rather by reengineering the working environment in ways that stimulate each individual's hot buttons. "There is a fallacy that you can motivate people," said Dr. Kevin D. Gazzara, Founder and senior partner, Magna Leadership Solutions, Phoenix, Arizona (www.magnaleadership.com). "That's not true. What you can do is create an environment that raises the potential for motivation."

Some motivators can light fires under all of your employees, whether still working at home or back at the traditional workplace. For example, most of the Roberts and Anitas of your world will respond productively to a consciously and gradually increasing degree of autonomy. Words such as "use your judgment about the best way to get this done" will help spark creative initiative by focusing on results rather than method.

Providing the right degree of autonomy is something of a balancing act. "You need to create a motivating environment in which the work given to people is challenging enough for them to avoid boredom, but not so intimidating as to cause anxiety," said Gazzara. "When people have the right balance of challenge and skill, they can get into a zone I refer to as 'the flow.' And then their engagement with the enterprise goes way up."

The right amount of autonomy will encourage employees to exercise creativity in problem-solving and to master new skills. They will also see their work as having a meaning deeper than just the earning of a paycheck. "Engaged people enjoy what they do, do more of it, and work longer and harder," said Whittaker. "As a result, the business gets more mileage out of their working hours, and that is the very definition of productivity."

Enhanced performance can also lead to unexpected benefits. One is the retention of top performers. "Engaged people are more likely to stick around," added Whittaker. "And that's good because the business can avoid the expense of recruiting, interviewing, assessing, and onboarding new people."

Those same deeply engaged employees are likely to identify closely with your enterprise, helping you recruit still more high-quality people and transform your business into a robust profit-making machine. "Motivated employees take the initiative to perform better and improve business processes," said Whittaker. "But they will only do that if they feel their future is tied to their place of work." ***FBN***

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Farm Equipment Storage/ Service Shop

Coming in just shy of 10,000 square feet, this is one big post-frame project. Located southwest of Indianapolis, Indiana, the building functions as both extra storage space for the working farm's equipment as well as an on-site service shop for their large machinery. An attached 26' x 20' office, bathroom, break room combo on the face of the building adds additional function.

Substantial 24' x 16' overhead doors span the space on either side of the office and provide easy access for farm equipment storage and service, while five man doors offer additional entry points. Eleven windows brighten up the interior; wainscoting and a gutter system in complementary Evergreen add subtle design elements to the otherwise utilitarian structure.

The large shop was built to last using 3-ply 2" x 8" Perma-Column Sturdi-Wall® Brackets, and a combination of insulation types (1/8" Solex in the roof, R-30 blown-in fiberglass in the ceiling, and 2" closed cell spray foam in the sidewalls) keep it toasty warm for service work during the cold Midwestern winters. ***FBN***

PROJECT DETAILS

Builder: W&M Construction
Location: Odon, Indiana
Primary Use: Farm equipment storage and service shop
Project Size: 72' x 136' x 18' with 26' x 20' x 8' attached office
Primary Supplier: Graber Post Buildings
Roofing & Cladding: Graber Post G-Rib 29-Gauge Metal Panels in Stone and Evergreen
Overhead Doors: CHI 24' x 16' 3285 series doors
Entry Doors: 36" nine-lite tradesman doors
Windows: 30" x 40" VDH windows and 2836 windows
Insulation: 1/8" Solex (roof); R-30 blown-in fiberglass (ceiling); and 2" closed cell spray foam (sidewalls)
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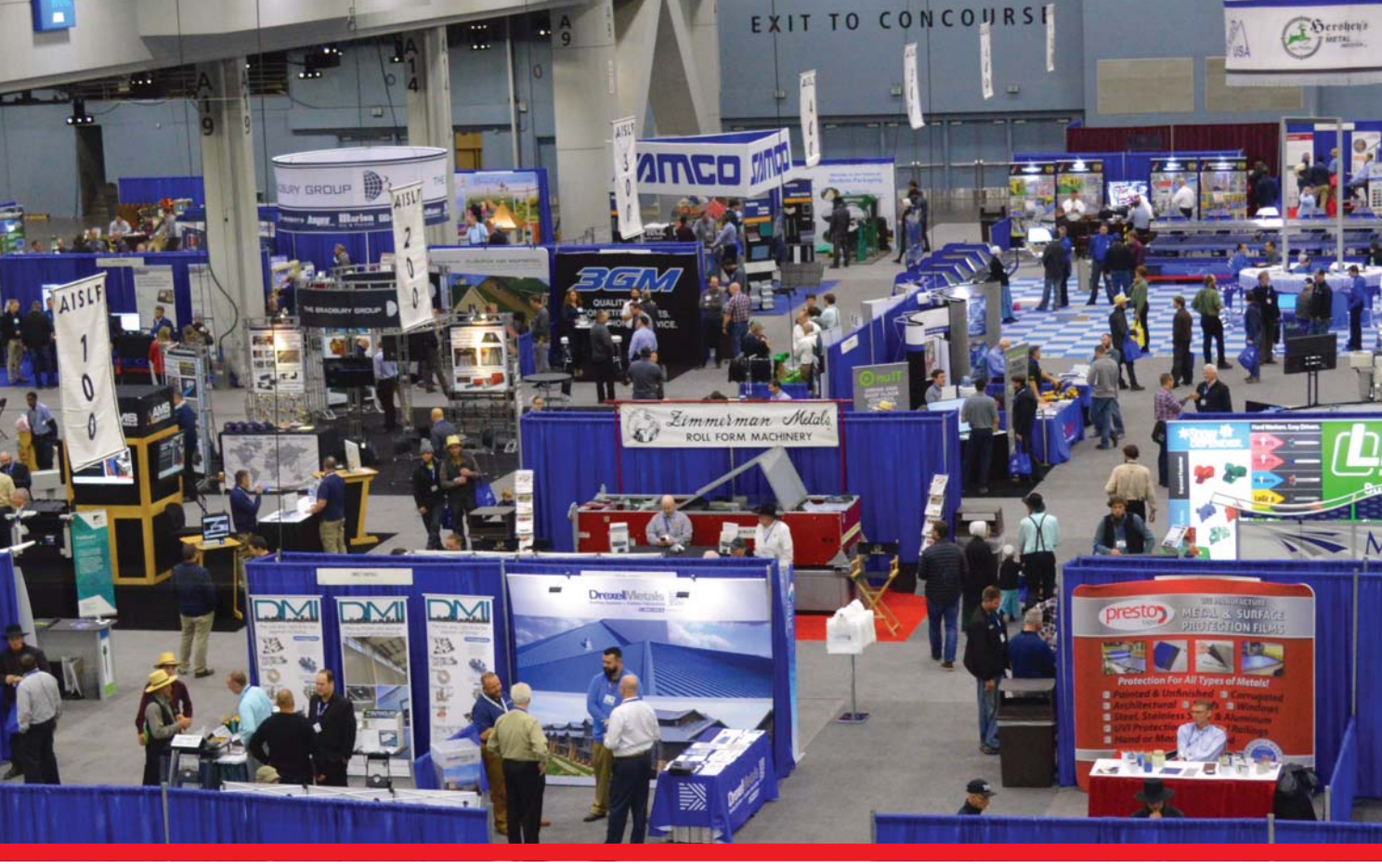

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FootingPad Announces 20" Dia. Post Foundation

FootingPad® is a post foundation used in post-frame, deck, and other post-in-ground structures. It is made in the U.S. of a composite material combining polypropylene and fiberglass. FootingPad has added a 20"-diameter version to join four other sizes (10", 12", 16", and 24"). This newest footing supports up to 6,545 lbs per post. The International Code Council–Evaluation Services (ICC-ES) has just certified the new 20" as compliant to IRC and IBC code requirements.

It completes a line of composite footings with load capacities for almost all applications. Additionally, FootingPad has developed an online footing size calculator that guides users to choose the best size FootingPad for their project. The calculator allows the user to enter data for their post-frame or deck projects with output that offers the appropriate footing size. See it at www.footingpad.com on the "Building Professionals" page.

"A footing's success or failure is dependent on the load and surface area of the footing, and these variables do not change based on the material of which the footing is made," said developer Glen George. "FootingPad is tested to be stronger than the soil capacity and is certified at soils up to 3,000 psf load capacity. If overloaded, the soil gives way long before the FootingPad will fail."

www.footingpad.com

General Equipment Company Introduces Portable HEPA Air Filter

The AF501 portable HEPA air filter is General Equipment Company's latest addition to its AIR-SCRUB-R™ line. This compact, efficient unit delivers air scrubbing/negative pressure air movement capabilities, as well as outstanding air filtration in a wide range of

industrial and construction-related job applications in nonhazardous locations.

Featuring a two-stage design, the AF501 includes a 30% pre-filter and a 99.97%-efficient HEPA secondary filter, capable of capturing allergens and other particles as small as 0.3 microns. The pre-filter can be replaced with an optional activated carbon filter to help absorb a variety of volatile organic compounds (VOCs), smoke, and other noxious odors and contaminants. An indicator light on the unit alerts users when to change filters to maintain optimum airflow and filtration.

The AF501 offers a 9½"-diameter inlet for maximum airflow and low power consumption. It also allows easy attachment of standard ventilation ducts for negative/evacuation airflow applications. Other standard features include a ¼-horsepower, 115 VAC electric motor, aluminum hub/blades, and a high-density polyethylene housing that is UV-resistant. The AF501 weighs only 31 pounds and is stackable for easy transport and storage. It operates quietly with sound levels ranging from 56 to 72 dBA.

www.generalequip.com

Stay Comfortable With Makita's Hot Fan Jacket

Keep cooler in hot job site conditions with the 18V LXT® Cordless High Visibility Fan Jacket. The 18V LXT Cordless High Visibility Fan Jacket utilizes the same 18V lithium-ion slide-style batteries that work in your power tools. Fan units provide air circulation inside the jacket for up to 11¼ hours of run time on the high setting when using a 5.0Ah LXT battery (BL1850, sold separately).

The fluorescent fan jacket has silver reflective tape accents and a polyester shell for increased wind and water resistance. The fan jacket has three airflow modes so you can adjust the airflow to the work conditions. The additional turbo mode provides optimum air circulation and effective cooling. It is an ideal solution for working in full-sun conditions, such as road workers and landscapers, those who work in attic and crawl spaces, or anyone seeking cooling relief in hot job site conditions.

www.makitatools.com

Portable Power, Anywhere

Milwaukee's new MX FUEL™ CARRY-ON™ 3600W/1800W Power Supply provides the best power for the job. You can power more on-demand with efficient, quiet, and portable power, anywhere. The portable power supply provides 3,600 peak watts of pure sine inverter energy, powering everything from your high-demand 15A tools to sensitive electronics. The compact size, zero emissions, and quiet operation of the power supply unit allow you to use it safely in confined spaces indoors, while the metal roll cage provides durability for outdoor job site use.

The battery-powered generator eliminates the cost of gasoline and doesn't require engine repair or maintenance, reducing downtime and allowing you to get jobs done faster.

www.milwaukeetool.com

FRAMEBUILDING NEWS

PRODUCT PROFILES

FARM & RANCH BUILDING PRODUCTS

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Do you need an extraordinary look for that special project? Get the Aged Metal rustic panels with a 40-year finish warranty. The dual-coat Kynar finish has been increasingly popular for exterior and interior projects. Made to custom lengths in all types of panels—including the 1¼" and 2½" corrugated panels, ABM Panel, and 16½"-wide ABSeam Panel. Get inspiration at www.abmartin.net/aged-metal. Order today!

www.abmartin.net

CannonBall:HNP

CannonBall offers horse stall systems in black powder-coated 14-gauge galvaneal steel and anodized extruded aluminum materials. Stall grille sections, window grilles, and door packages are available in a variety of section lengths and formed to fit standardized dimensional lumber for easy installation. Track and trolley systems, feeders, and a full assortment of finishing accessories also complement traditional post and free-standing construction projects.

www.cnbhnp.com

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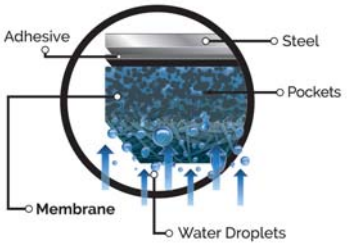

DR!PSTOP
Condensation control

www.dripstop.com

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

Have A New Product?

If your company has developed a new product for builders or contractors, email a new product announcement to one of the contacts listed below for possible publication in the Construction Magazine Network.

Include a clear, high resolution image of the product (no logos or advertisements), along with a brief description of your product and the problems it solves.

Submission is not a guarantee of publication. We reserve the right to edit all submissions for content, length, and clarity.

Rural Builder; Garage, Carport & Shed Builder: *Karen Knapstein – Karen@shieldwallmedia.com*
Frame Building News; Metal Roofing Magazine: *Jessica Franchuk – Jessica@shieldwallmedia.com*
Rollforming Magazine: *Sharon Thatcher – Sharon@shieldwallmedia.com*

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Express Barns

We manufacture tongue-and-groove stall lumber that looks great and minimizes the amount of scrap that you have by giving you the ability to use either side of the board. Contact us for more information—visit our website or call 785.521.3012.

www.expressbarns.com

Graber Post Buildings

Graber Post Buildings has been building horse barns and supplying products and materials for horse barns since 1973. It has every item you'll need, from the complete building package to the smallest stall component including Dutch doors, sliding doors, and other horse stall components. Also shop Graber Post for all sizes of tongue-and-groove lumber to construct stalls.

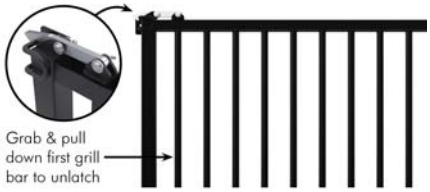
www.graberpost.com

Innovative Equine Systems

Our Alpine horse stall kit is the newest addition to our Builders series stall fronts. The stall doors feature short grill tops and bottoms set up for wood. This is a great stall for social barns. The horses get to truly interact and socialize and there are no high walls to block views. Add a matching stall partition to see all of the horses at one glance. The low and open construction of these horse stalls add optimal airflow and circulation—so important to horse health. We're always striving to add new and innovative items to our product line—ones that make lives easier and barns safer and more beautiful. We think we've nailed it with this new style of stall.

www.equinesystems.com

MWI Components



MWI has standard grill, drop and yoke front, solid and mesh horse stalls with 54 stock colors for stalls with normal lead times. Enjoy a longevity-aiding, powder-coat finish with river-texture that will hide dirt and imperfections! Also, consider color-matched track packages and latches including our affordable, 14-gauge steel, easily installed new horse stall latch with a horse play resistant, secure retention system! The easy, low-force activation latch has a concealed latch mechanism, comes in left- and right-hand configurations, and there's no assembly required!

www.mwicomponents.com

Plyco

Plyco offers a complete line of components for horse barns and livestock facilities. Plyco is a leading supplier of wholesale horse stall kits, horse stall grills and gates, and horse stable Dutch door systems, all available in a variety of custom styles. The company has its own hardware for slide doors: Ply-Trac and Combo. Horse barns can be topped off with ridge vents and cupolas from Plyco. Durable doors for livestock buildings include the 98 Series line of walk doors, all constructed to survive the most corrosive environments.

www.plyco.com

Wick Buildings

Wick Buildings is a leader in the post-frame industry. Founded in 1954, with more than 75,000 buildings completed, Wick builds everything from equine and livestock facilities to industrial and light manufacturing facilities to bank and aviation buildings, as well as gas stations and churches.

www.wickbuildings.com

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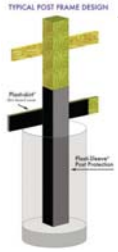

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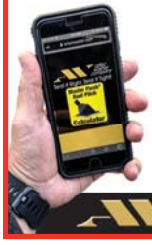

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FRAME BUILDING NEWS SPECIAL SECTION

2020 Rollforming Construction Show

PREVIEW

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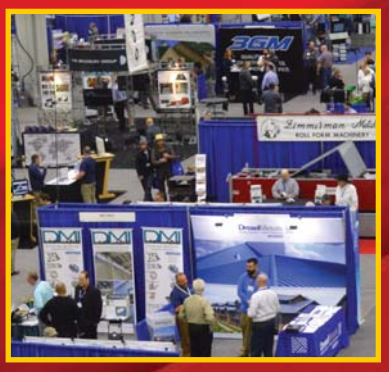

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Plans Underway for 2nd Annual CRS

We live in an interesting world; COVID-19 and protests are only the beginning. Here at Shield Wall Media, we feel obligated to contribute to the excitement…but in a positive way.

We are in contact with the Duke Energy Convention Center and the Hilton Cincinnati Netherland Plaza hotel, and have confirmed there are no restrictions or zombies on the horizon for the 2nd Annual Construction Rollforming Show (CRS) scheduled for December 10 and 11 in Cincinnati. If you are missing out on trade shows that were cancelled, here is your chance.

NEW THINGS COMING!

We have the educational programming outlined on page 4 of this special section, with a new addition to announce. As well as the traditional courses, we have added a 2½-day course on Introductory Roll Forming. This is the first official program offering of the new Construction Rollforming Association. The course will start with learning how to form a business entity and move on to cover everything from coil basics and maintenance through marketing and sales. The course will have a dedicated textbook and will require specific pre-registration. The goal is to help create a minimum shared knowledge base so that we can develop standards and best practices within the roll-forming industry.

We have also recently released the hotel block information. The link is available online at www.constructionmagnet.com/construction-rollforming-registration, or you can call 800.445.8667. The group is listed as SHIELD WALL MEDIA: ROLLFORMING TRADE SHOW and the group code is SWM.

Gary Reichert, Publisher
Shield Wall Media

2020 CONSTRUCTION ROLLFORMING SHOW PRELIMINARY EDUCATIONAL SCHEDULE

	Construction Rollforming Association Introductory Rollforming Course	Materials	Machines	Business	Featured	
	Room #1	Room #2	Room #3	Room #4	Demo Area - Show Floor	
7:00-8:45	Continental Breakfast	OFF	OFF	OFF	OFF	Exhibitor Set Up. Hall Closed to Attendees
8:00-9:00	Business Entity Creation, Structure, and Risk Mitigation					
9:00-10:00	Capitalizing a Business (Debt, Equity, Lease vs. Purchase)					
10:00-11:00	Coil Basics					
11:00-12:00	Coating Basics					
12:00-1:00	Catered Lunch					
1:00-2:00	Roll Formers and Other Related Machines					
2:00-3:00	Trailers and Towing for Portable Machines					
3:00-4:00	Roll Former Maintenance, Retooling, and Replacement					
4:00-5:00	Aftermarket Software and Inventory Control					
5:00-6:00	Networking and Decompression Happy Hour					
THURSDAY DECEMBER 10, 2020 - EXHIBITOR SET UP. EXHIBIT HALL OPEN 12:00 TO 5:30						
7:00-8:45	Continental Breakfast - Sponsored				OFF	Exhibitor Set Up. Hall Closed to Attendees
8:00-9:00	Packaging, Shipping, and Delivering Products	Paint Basics	Roll Former Basics	Buying vs. Leasing Equipment		
9:00-10:00	Safety Training and Certification	Coil Basics	Software for Optimum Production	Buying a Business or Planning an Exit		
10:00-11:00	Buying and Selling Coil	Warranties on Coil and Coatings	Trailers and Towing for Portable Roll Formers	Supply Chain and Inventory Management		
11:00-12:00	Catered Lunch	OFF	OFF	OFF		Exhibit Hall Open 12:00 to 5:30
1:00-2:00	NO CLASSES				Keynote Address	
2:00-3:00	Marketing and Advertising	Coil on the Secondary Market	Other Production Machines: Slitters, Tippers, Decoilers	Social Media and Digital Marketing	OPEN	
3:00-4:00	NO CLASSES				Differences in Coil	
4:00-5:00	Social Media and Digital Marketing	Metal Types and Uses	Reconditioned and Used Equipment	Basic Sales	OPEN	
5:00-6:30	Happy Hour - In Front of Exhibit Hall Entrance - Duke Energy Convention Center - Sponsored					
7:00-11:00	Thursday Mixer - Hilton Cincinnati Netherland Plaza					Exhibit Closed
FRIDAY DECEMBER 11, 2020 - EXHIBIT HALL OPEN 9:00 TO 1:00						
7:00-8:45	Continental Breakfast					
8:00-9:00	Basic Sales	Closures and Ventilation	Material Handling Equipment and Loaders	Political Landscape and Business Climate	OPEN	Exhibit Hall Open 9:00 to 1:00
9:00-10:00	NO CLASSES				Solutions to Problems Cold Forming Metal	
10:00-11:00	Buying and Selling Used and Reconditioned Equipment	Moisture and Condensation Control	Benders and Brakes	The Role of Associations	OPEN	
11:00-12:00	NO CLASSES				Roll Former Maintenance	
12:00-1:00	Human Resources, Recruiting, and Personnel Management	NO CLASSES			OPEN	Tear Down
1:30-3:00	Construction Rollforming Association Board Meeting					

PLEASE REMEMBER THIS IS PRELIMINARY AND WE ARE OPEN TO SUGGESTIONS

- *All topics are tentative at this point.*
- *All time slots are tentative.*
- *If you have a suggestion for a topic or topics that you believe provides value or should be covered, please contact Gary Reichert, gary@shieldwallmedia.com, 715.252.6360.*

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DECEMBER 10-11

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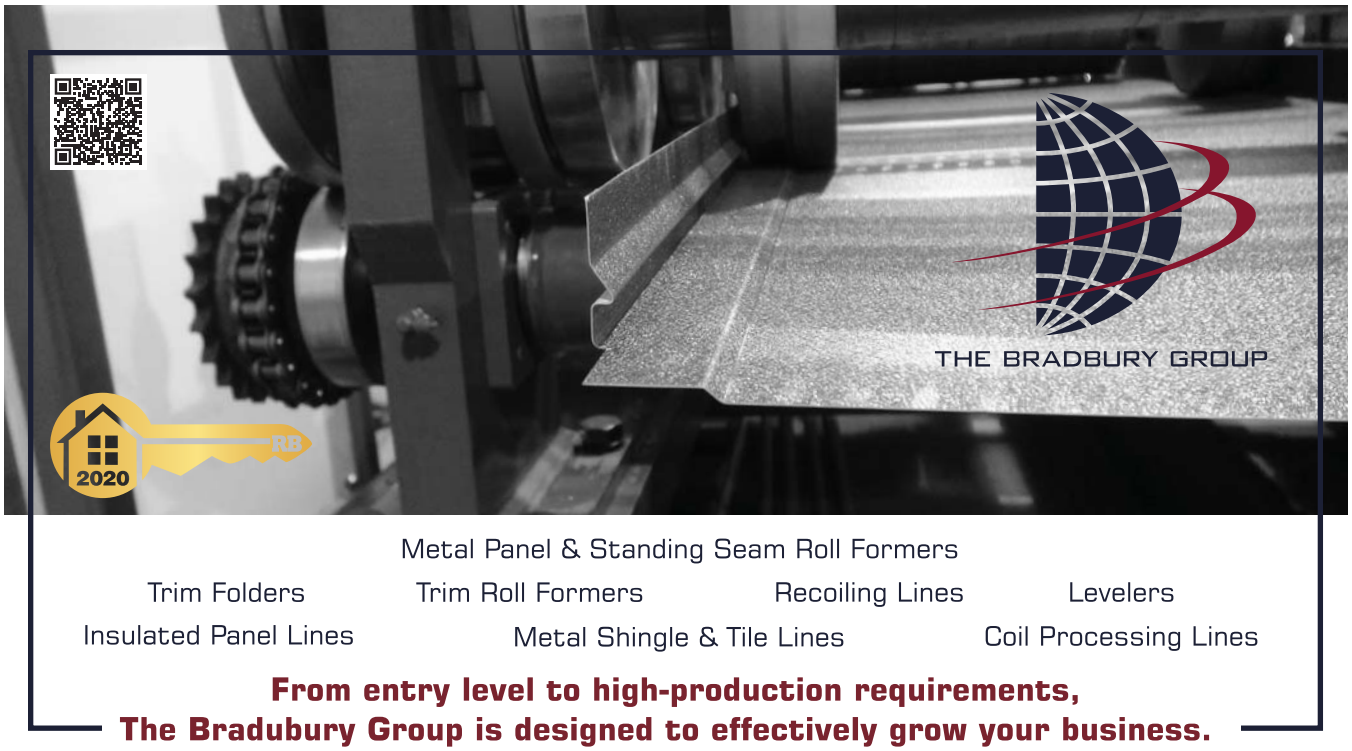

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East Coast Fasteners is committed to providing the highest quality products and service to the post-frame and commercial construction industries. The company offers a variety of fasteners to deliver the best product for each specific project. East Coast Fasteners produces durable, long-lasting fasteners for all combinations of building materials and is dedicated to producing long-life and fastest drilling products with the highest quality. For assistance in finding the best fasteners for your task, contact a Plyco/East Coast Fasteners building components professional today.

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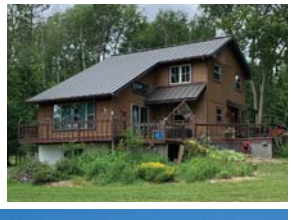

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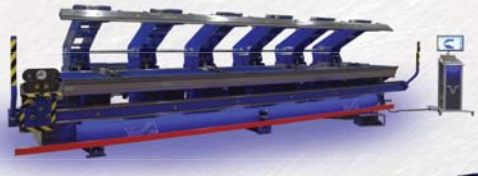
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