

FLIP TO POST-FRAME BUILDER SHOW PREVIEW

FRAMEBUILDING NEWS

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Vol. 36, Issue 1



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PUBLISHER'S NOTE //

BY GARY REICHERT

Advisory Board Experts Needed

The year 2023 has been exciting at Shield Wall Media. We announced a new annual Construction Survey Insights — Annual, from our data collection efforts (sending in April). We announced the Post Frame Builder Show this coming June in Branson, Missouri. And as I write this we are putting the final touches on BuildMyBarndo.com, our first digital consumer publication. It only seems fitting to end the year by announcing one more new project.

Too many business owners don't understand the actual nature of their business. The purpose of all business and most human interaction is to solve a problem or help solve a problem. The purpose of our

magazines, shows, surveys, and books is to help our readers by providing the information you need to solve the challenges yourself. Some of this comes in the form of knowledge about products and procedures. The survey and data generation helps you predict challenges coming in the future.

There is a saying "You don't know what you don't know." To remedy that, we are announcing the formation of the Shield Wall Media Advisory Board. What we don't know, our readers do. I have done this unofficially for years. Some of you have received calls or emails from me saying, "I am thinking of doing this; tell me why it is a bad idea." My editors have their sources and routinely ask subject matter experts to write or review articles. We have grown to

the point we want to make the Advisory Board official. A corollary to "not knowing what you don't know" is "not knowing who you don't know." With 100,000+ subscribers, it is impossible to know every individual. Whether a builder, roofer, roll former, engineer, or manufacturer there is a wealth of knowledge and expertise who know us, but we don't know you.

If you would like to have input into the editorial and strategic future of Shield Wall Media, this could be your chance. We are looking for 12 board members (two from each of the markets we serve). Details on how to apply, the benefits and responsibilities are available on page 51 of this issue.

Thank you for helping Shield Wall Media continue to grow. **FBN**

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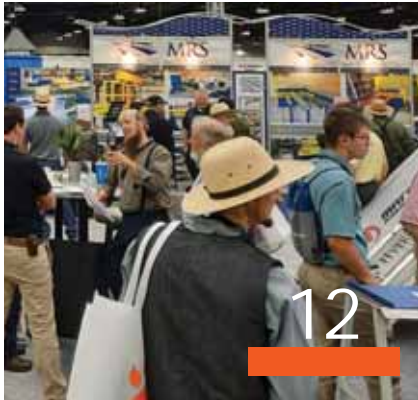
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Plasti-Sleeve is among the options for protecting posts that go into the ground.
Learn more on page 6.

Cover design by Tom Nelsen

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Gary Reichert,
Publisher, Shield Wall Media



Planet Saver Industries GreenPost.

Post Predicament

What You Need to Know About Today's Treated Wood Posts

■ By Mark Robins

Post-frame builders know they shouldn't put a wood support column into the ground untreated or uncovered. Wood rots when it gets wet. Unfortunately, modern technology has not solved that problem. While you might assume we'd be getting better at creating long-lasting poles using modern techniques, in reality, poles coming out of the factories today are very often lower quality than what was being produced 10 years ago. Here's what you need to know and what to do about it.

Untreated Wood Posts

Why not put untreated or uncovered wood posts into the ground? "The challenge with non-treated posts in the ground is finding naturally durable species," said Barry Hoffman, president at Planet Saver Industries / GreenPost. "In most areas of North America, we have seen non-treated posts in-ground lasting eight years and less."

No matter how dry the ground may appear to be, it is rarely 100% dry. Even the driest earth will eventually accumulate moisture and this moisture will transfer to wooden posts. Biological

decomposition causes post rot and that can destroy a structure. It is a silent destroyer, working below ground slowly destroying posts. You may not know you have post rot until it is too late.

Untreated and uncovered wood posts set directly into surrounding soil are likely to begin rotting as soon as their base absorbs some water. Even treated posts have their limits. "No matter what chemical protection is used, it doesn't last forever," said Ken McDonnell, president, Post Protector Inc. He said that even if that pressure-treated pole has chemical protection, "every year that passes, the chemical protection is depleting." And nature takes over from there. "That's why fungi are on the face of the Earth; the Good Lord put them here to recycle the nutrients and dead plants," he said.

Proper Pressure & Chemical Treatment

Wood columns that are destined for the ground get both chemically treated and pressure treated, but not all treated lumber is created equally. There are different types of treatments for different applications.

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Plasti-Sleeve (above) was the original plastic sleeve, launched in 1994. Post Protector has a similar product (not shown). At right, Post Protector also has a treatment for wood that is starting to rot, called post ProServative, which originated in power poles.



Are there certain wood posts certifications to watch for? The AWPAs Use Category system provides a simple way to select preserved wood products by relating to the end use of wood product directly to the appropriate AWPAs Standard. Use Categories define a series of different exposures for preserved wood products that may be used in construction. The AWPAs Use Category for vertical posts for frame building is: UC4B: Ground Contact, Heavy Duty Wood used in contact with the ground either in severe environments, such as horticultural sites, in climates with a high potential for deterioration or in critically important components. Hoffman said most regions will dictate what type of treatment is allowed and required to be used depending on what the post is being used for.

“When we talk about structural posts in the ground, they require a higher level of treatment than your standard miscellaneous piece of lumber that’s above ground,” said Adam Kraus, structural engineer at Wick Buildings. “There are differences in treatment levels and types for different applications. Wick follows all American Wood Protection Association (AWPA) procedures for the appropriate type and dosage of treatments for our posts for in-ground.”

Wooden posts come from the factory pressure-treated with a copper preservative called ACQ, a type of water-based wood preservative product that is applied at timber treatment plants by industrial vacuum-pressure impregnation. As a copper carrier, ammonia can penetrate difficult-to-treat wood better than other waterborne preservatives.

All of the experts interviewed said that treatment is inconsistent, though. “I’ve seen posts that haven’t stood the test of time,” said Dave Gruhlke, president of Plasti-Sleeve, Zimmerman, Min-

nesota. “There are always inconsistencies in treatment.”

“When a treated post has maximum chemical protection only then does it get the tag on the bottom saying suitable for ground contact,” McDonnell said. “Because ground contact decay hazards are severe, that’s why you need maximum chemical absorption and retention for ground contact. If you have 24 posts on your jobsite, no two of them have the exact same decay-resistance index. There are multiple variables such as wood density and how it accepts the penetrating process — the process that forces the pesticide into the wood. No two pieces of wood are going to have identical absorption and retention characteristics.”

Inconsistency in Post Production

How can you ensure your wood posts are good for in-ground use? This is a very important question because Mark Stover, president at Perma-Column, said the lumber industry today is producing hybrid trees and they’re not the same as what people now call “old-growth trees.”

“Wood quality and strength overall have been declining because of hybrids,” Stover said. “Hybrids are designed to grow faster, and with them growing faster they tend to be less dense. With them being less dense than wood in previous decades, it opens them up to more disease and infection. When it comes to bacteria, when it is mixed with air and water, it creates rot. There’s a greater incidence of rot these days. The quality of wood isn’t as strong as it was previously because the forests are designed as hybrid and they are designed to grow quicker. You

HANDLE WITH CARE

Treated wood can spread toxins into the air when cut or mishandled. Do not breathe the sawdust from cutting, do not burn it in your campfire and do not let it come into contact with food or plants.

Scott Roesner, national sales and marketing director, Structures Wood Care Inc.

don't have the density of the wood so much.”

Hoffman said, “With the introduction of faster-growing timbers there is a tremendous variation in wood density and over the last 24 to 36 months. We are seeing what appears to be a major challenge in achieving uniform treatment. On a common timber used for post-frame construction we historically had 80 to 90 growth rings. With the introduction of faster growing timbers, we now see 24 to 28 growth rings consistently. The indications are since the growth rings are much farther apart, the posts are taking in more moisture during ground wetting and drying cycles. We now have builders reporting that they are seeing rot occur in 8 to 9 years even when treated.”

Identifying a Bad Post

How can builders tell a good post from a bad post? That's not easy, even to a trained eye. Here's the advice of our experts.

Stover: “Who are you buying them from? It's tough to determine if a post is properly treated. Treatments are stamped. There is a certification process that comes out of these treaters on the quality of the wood. I would check on that certification and who you buy from and go with that. There is documentation behind that stamp and you have to be comfortable with your supplier.”

Kraus said that this stamp “is not always visible depending on where the lumber was cut, where it's placed or how it's facing.

[This] treatment stamp regards the type of treatment and dosage.”

McDonnell: To ensure good treatment, examine your posts. Look for problems and splits with the wood that can, “expose internal non-treated material and the micro-organisms can pounce on that. That's when you get core decay. Micro-organisms are feeding on the filet mignon — the center of the post that never got chemical protection.”

Hoffman said treatments that show a different color than the wood itself, or absence of color, are good indications of inconsistent treatment.

Kraus agreed to watch for post discoloration in relation to the rest of the post. “The bulk of the post is one color. You would most likely see this discoloration at the base of the groundline. This is an indication of section loss. Also, if you poke something into the post and its shaft is easily penetrated, that's an indication that something is not quite right.”

Gruhlke: “Visually — would be my only recommendation; if the post doesn't look good, if it is twisted or if it is cracked. They used to say check the color of the wood but I don't know if that is in effect anymore because of the variety of treatment methods they use on the wood.”

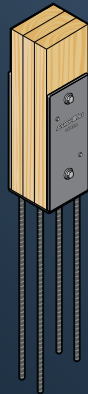
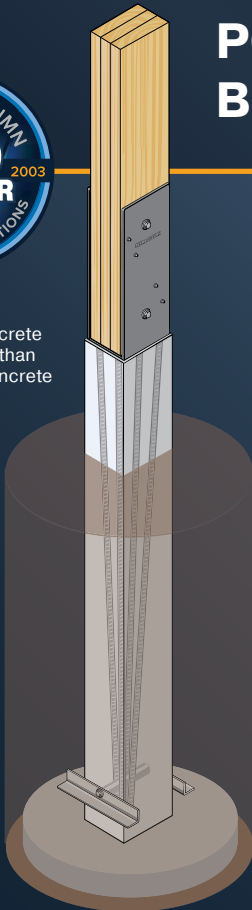
Receiving a Poorly Treated Post

What should a builder or contractor do if they think they think

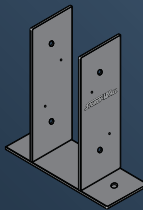
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Wood Facts

Common Wood Choices

Most builders will simply choose the posts that are offered to them by the supplier, and that is typically Southern Yellow Pine. Here are some options.

1. Southern Yellow Pine: Readily available and cost-effective, making it an attractive option for many builders. It must be treated if it's going to be used in the ground.

2. Douglas Fir: Known for its strength and natural resistance to decay and insects. It should be treated even though it has natural resistance. More expensive and durable than pine but typically not a necessary upgrade.

3. Cedar: Naturally durable, beautiful, and resistant to decay. Not typically used because the posts are usually covered in post-frame so its beauty goes to waste. Some people would say they don't need to be treated if they're going in the ground, but that is not a popular opinion – posts going into the ground should be treated.

Wood Treatment Methods

All posts that are going into the ground should either be treated or covered, preferably both. To guard against decay and insects, here are the two primary methods for treating wood.

1. Pressure Treatment: In this process, the wood is loaded into a treatment cylinder, and preservatives are forced deep into the wood under high pressure. The pressure treatment process ensures even distribution of preservatives throughout the wood, making it highly resistant to decay and insects. It is the preferred treatment method for posts used in outdoor applications. The most-common preservative used in pressure-treated wood today is alkaline copper quaternary (ACQ).

2. Dip Treatment: Involves immersing the wood in a preservative solution, allowing the wood to absorb the treatment. It is often used for smaller, less critical applications or when pressure treatment is not available or practical.

they've received a poorly treated post? Ask for a replacement? Gruhlke said, "If I bought a post with twists or cracks in it, I would contact my supplier."

Kraus agreed that when dealing with a problem post, reach out to your supplier. "Say, 'Here's what I know about treated posts. Can you tell me what your product is? And, what should I expect out of this product? Why don't I have this level of treatment on my posts?'"

Should a builder try re-treating a post themselves? No. "Customers shouldn't just replace a post without knowing what they are doing," Kraus said.

Hoffman said because of regulations in most areas self-treating is usually not an option. "When you get a bad post, you can't retreat it yourself," Stover added. "You can't get certification if you do that. And, most of the chemicals in these treat-

ments are not safe for the standard homeowner or builder to deal with. You don't know that the treatment is bad until years down the road."

Options After Initial Treatment

There are solutions to this challenge, of course, which is why the post-frame industry is creating long-lasting buildings.

Scott Roesner, national sales and marketing director, Structures Wood Care Inc. said, "[When] vertical posts are sunk into the ground, they should have gravel or concrete surrounding them. If any water should get into the ground, it will not have direct contact with the wood. This also keeps the post from moving during weather changes. If you set them in concrete, make sure the top is sloped away from the wood. Gravel will move that water away from the wood."

As most builders know, Perma-Column is a solution that prevents the wood from going into the ground in the first place. "We sell concrete posts the (Perma-Column Precast Concrete Post, ICC-ESR certified) that you would take an untreated post and attach it to the top bracket of," Stover said. "What we put in the ground doesn't need to be treated because it is concrete. When wood is out of the ground, above grade, inside a building like a pole barn, it doesn't need to be treated. You can take an untreated wood post and attach it to a Perma-Column and put that in the ground. That will keep wood out of the ground and you will have no issue with rot."

If you're going to stick with the more traditional wood post, how can you guard against premature post decay? Some products like Post ProServative treat the wood, while others like Planet Saver's GreenPost and Plasti-Sleeve cover it.

"Our Post ProServative product is a time-release preservative system that retreats an in-service wooden post from the inside out," McDonnell said. "It delivers a tough 'barrier system' which eliminates soil-to-wood and concrete-to-wood contact. Used in utility poles for over 25 years with great success, it is now available to the general public to help protect or retreat post and pole infrastructure."

McDonnell also has a product that

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literally covers the post. Post Protector is a sleeve that “separates the post from ground contact and the micro-organisms that dwell within. The micro-organisms can never get to the wood. It is made out of landfill-liner material with a 450-year shield application half-life.”

Gruhlke said his company’s Plasti-Sleeve product is the original post-protection sleeve, originating in 1994. “It’s an accessory with enhanced protection against rot. It’s a molded, high-density,

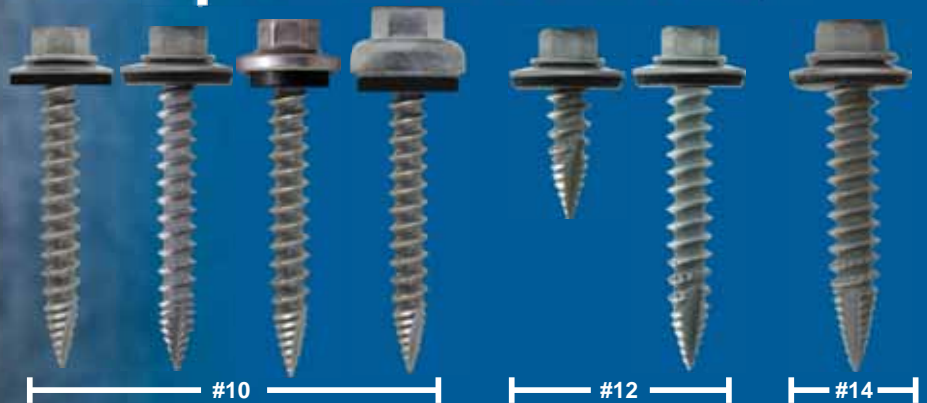
one-piece, Polyethylene plastic cover sleeve that encapsulates the lower portion of the post and isolates it from organic ground contact and other things that are in contact with the wood. Our product enhances and provides a barrier to treated wood. It’s a slide-on application. You can use a nail or screw to attach it on the top. The plastic will last indefinitely.”

Planet Saver Industries’ Green Post product is another coverage option, in this case with a coating and a wrap that

Hoffman said “provides a double-barrier protection keeping rot and decay elements from getting to the post as well as keeping treatments in the post where they belong. It wraps and protects in-ground wood applications from the elements. The double-layer wrap is a factory-applied heat seal to the lumber, delivered ready to install with an uplift-restraint system. Green Post’s solution is non-toxic, environmentally friendly, and termite tested.”

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Working With Plain Communities

Amish, Mennonite Business Owners Offer Their Advice

■ By Rocky Landsverk

Plain community builders supply a significant percentage of the smaller residential and shed construction in the United States, especially in certain regions, and their percentage of that business is increasing as their families continue to hand down the building tradition, which is not true among the general population.

Therefore, a significant percentage of the readers of the Shield Wall Media magazines, including *Frame Building News*, and the attendees of our construction trade shows come from a “plain community,” an unofficial term we’re using to summarize both Amish and Mennonite people.

We thought it would be good to ask

them for their advice to non-plain community businesspeople. What do they repeatedly have to explain to non-plain community businesses, either as buyers or sellers?

Don't Be Shy

First and foremost, Wayne Troyer of roll forming machine company Acu-Form told us, if you’re not a plain community person and you’re not sure what to say or how to act around them, *ask*.

Be respectful — their language isn’t as colorful or bold as non-plain community folks — but *ask* them, don’t just beat around the bush. “That’s the main thing — people are not offended if you ask them, ‘So, what can you have, or what are you allowed to have?’” Troyer said.

There’s a sidebar to this article with tips about how to communicate with plain community people, but in general, do not

swear, and remember they don’t drink alcohol. Also remember that most of them aren’t keen about being photographed.

Most of the other “things to know” relate to their lack of communication technology.

Communication Methods

The biggest challenge for online-enabled business owners who want to work with plain community businesses is the latter’s lack of typical digital communication methods like websites and email addresses, and depending on how conservative the community, they may not have their own phones, either.

Troyer said the mail is still a great way to reach plain community people. Remember the mail? You can put paper and/or pictures into a paper envelope and put a “stamp” on it to pay for its delivery! It’s a fascinating thing; look it up. Plain com-



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munity people don't have TV or internet; their mail is important to them, and they love receiving mail and pictures, and for the record, magazines, too.

Similarly, if you can manage to deliver products personally, have a truck make the rounds at plain communities (like the milkman used to) and it could be very worthwhile. "Take it to them," Troyer said, whatever "it" is. And be prepared to receive cash because that will likely be how you'll get paid.

Their Marketing Person

Jim Mosier runs a shed marketing business and works a lot with plain community people. "Adaptability is key," he said. "While many of us may be accustomed to virtual/video interactions, anticipate voice calls. For a truly impactful presentation, consider the authenticity of an in-person meeting, but always come self-equipped for any technical needs.

"In a world that thrives on instant messaging and emails, remember that the trusty fax machine remains an indispensable tool when reaching out to the plain community," Mosier said. A lot of non-plain community businesses don't even have fax machines anymore, but in our interviews, many of the plain community folks admitted they're not all that keen on that device anymore, either.

Typically, the plain community business owner has a neighbor who acts as their digital marketing helper. Nelson Miller of Star 1 Products, which makes roll forming accessories, said it can be great to have a neighbor who's in digital marketing, but said it can work from a distance with

phone and fax communication.

The internet is generally viewed as a place to grow your business by general society, but because of the negative influences that you can find on the internet, it's not easily accepted in the plain communities. See the chart about the levels of

acceptance of technology, but most plain communities have no interest in marketing online, and thankfully they don't need to.

"We sold an applicator to somebody in New Zealand, which was kind of a new experience for us," Miller said. Those sales came from advertising in Shield Wall Media publications and Miller's marketing person helped him execute the communications.

Selling Machines and Tools

Troyer said more Amish communities are slowly adding electricity, and he estimates up to 30% of them have electricity now. That means 70% need a solution like a generator to run machines and power tools.

If you sell power tools for machines, it's your responsibility to learn how to make them accessible to the plain community

Plain Community Levels

Compiled with the help of Wayne Troyer, Acu-Form

5 LEVELS OF AMISH

Starting from the most conservative

Level 1

- No phones (of any kind)
- Gas-powered engines only
- No electricity, no 12v

Level 2

- No phones but can use a neighbor's phone (and fax)
- Gas-powered engines only
- No electricity, no 12v

Level 3

- Can have non-Amish business partners
- Can have hydraulics
- Can have 12v

Level 4

- Can have cell phones
- Can have fax machines
- Cannot have internet but can have a "word processor," i.e. a computer without the internet
- Can use electricity so long as it's created off the grid (i.e. a diesel generator)

Level 5

- Can have most modern devices but drive a horse-and-buggy instead of a gas-powered vehicle
- Can have electricity but not internet
- Very similar to a Mennonite Level 1

3 LEVELS OF MENNONITE

Level 1

- Very similar to Amish Level 5
- Drive horse-and-buggy but can have rubber wheels with air, except for farm equipment (which doesn't have rubber so it can't be taken on the road)
- Can have cell phones and electricity
- Cannot have internet

Level 2

- Can have internet
- Cannot have television

Level 3

- Can have internet and television
- Wears typical Amish/Mennonite clothing but otherwise is digitally enabled and very similar to non-plain community

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builders, and Troyer stressed that you have to put that burden on yourself to learn how it works. As an Amish businessman, Troyer knows how to set up his machines for the different “levels” of builders (see the sidebar). Some people need hydraulics to run their machines, and some can use 12-volt systems.

“If we need to, we will actually set up the machine so they can just hook their motor to it and they can run, because for some, there’s no 12-volt whatsoever,” he said. “And they want you to understand what they need. They ask us to understand them and their needs, so that’s what we try to do. And again, sometimes you have to show them pictures so they can fully understand and grasp what you’re doing.”

Simplicity is Not Ignorance

Don’t be misled into thinking that a simple way of life leads to a simple business acumen. “The absence of modern technology

in their lives does not equate to a lack of wisdom or intelligence,” Mosier said. “Among the Amish and Mennonite communities, you’ll encounter some of the most astute minds, grounding their insights in tradition and experience.”

Every plain community company rep we spoke to said most of their business was primarily sales to other plain community people, but they do advertise in trade publications like Shield Wall Media’s, and they do exhibit at shows, where they will find business outside of that sphere. The companies we spoke to said roughly two-thirds of their business was within the plain community.

Working Without the Web

Orv Schlabach of Formwright, which sells a roll forming machine and matching trailer, and the Roof Rat roof ladder, said they don’t want a website, which they consider too impersonal.

10 Tips for Working With the Plain Community

1. RESPECT THEIR SIMPLICITY

The Amish embrace a simple lifestyle. When dealing with them, keep your business interactions straightforward and avoid flashy presentations or sales tactics.

2. BUILD TRUST

Trust is crucial in Amish business relationships. Be honest, reliable, and transparent in your dealings. Further, they believe strongly in trust as a sales method — they seek repeat business and they accomplish that with quality work and honest dealings.

3. FIND THEIR MARKETING PERSON

There is very often a second person involved when you’re communicating with a plain community business owner. You will often get that person’s phone and email address and that person will be your go-between.

4. CASH PAYMENTS

Many Amish businesses prefer cash transactions and may not accept credit cards.

5. TALK AND DRESS MODESTLY

When meeting Amish business owners, dress modestly and respectfully. Avoid flashy or revealing clothing, as it may be seen as disrespectful.

6. LIMIT OR AVOID PHOTOS

Whether you’re at a show at which they’re exhibiting, or at their facility, ask before taking pictures, and (whether they mention this part or not), try not to catch any faces in those pictures.

7. DON’T ASK THEM TO BRAG

If you wind up helping them with their marketing, or including them



in your marketing, do not ask them to brag about their products or services. That is counter to their belief system. They will help others — even if that means sending people to a competitor. Their marketing needs to be subtle and be focused on how to help others.

8. SUPPORT LOCAL BUSINESSES

Amish communities value local businesses. Whenever possible, source products and services from within their community to support their way of life.

9. AVOID SUNDAYS

Most of us are checking emails and sometimes even calling contractors on Sundays. Do not contact your plain community friends on Sundays or on their religious holidays.

10. SEND THEM LETTERS

Plain community people love getting mail (and magazines). You can’t send them too many letters, brochures, or photos.

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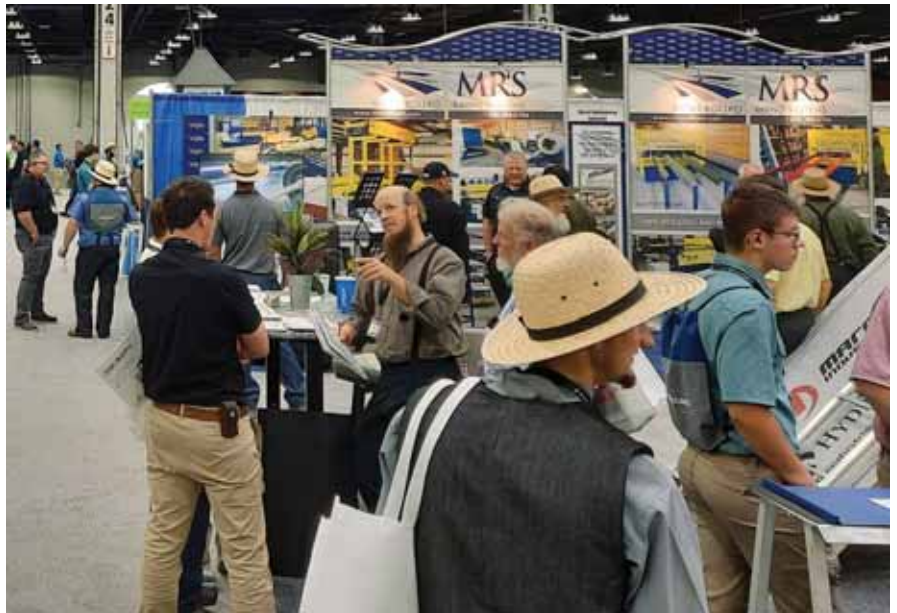
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“We want to engage with our customers,” he said. “If we’re not a fit, we’re not a fit, we’d rather not have someone shopping on our website and just comparing us” based on a website impression.

That philosophy also feeds their goal of wanting close relationships with partners who really need their products and will be good future partners. “A customer from Oregon called that we had met through a show, actually the CRS show (the September 2023 show mentioned above), he had been observing us from a distance at the show, watching our advertisements,” Schlabach said. “He wondered ‘how will we get in contact? How will you get us a quote?’ because (Formwright) doesn’t have e-mail, we only have fax.” The phone worked just fine for that sale, of course.

Miller agreed on those sentiments and his business is working just fine in a similar way. “Right now we’re booked till mid-2024,” Miller said. In other words, the simplicity of word-of-mouth and their



other marketing channels are working just fine.

“The best [sales tool] is when I get a call, ‘Hey, we saw this at our friend’s loca-

tion and they really like it,” Miller said. “I don’t even have to explain to them how it works. Their friend has it, and they like it.” **FBN**



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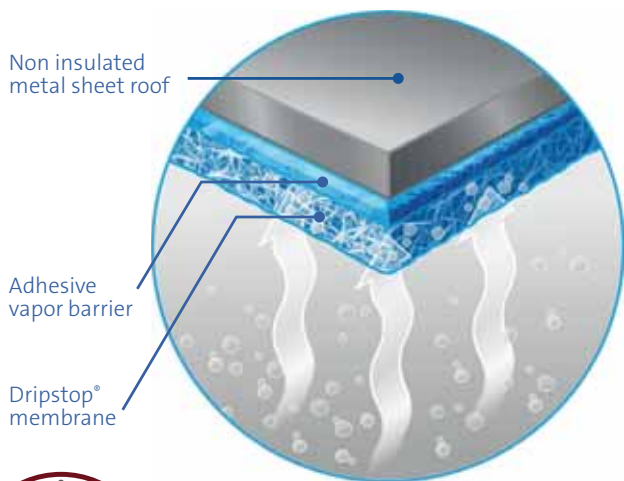
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Game Changers

Post Protector Strives to Build a Better Post-Frame Industry

■ By Linda Schmid

It's been 25 years since Ken McDonnell conceived of the Post Protector. He was working in the single-family homes residential market, then he took a position as sales manager with a pole frame building company. McDonnell had long admired post-frame construction for its simplicity, speed, strength, and flexibility, but he recognized that the weak link was the posts in direct ground contact. Well, that could be remedied if you wrapped the posts in the right material; he was sure of it!

McDonnell set to work on developing his idea, experimenting with design, materials, and manufacturing processes. It was trial and error. He knew he was on the right track when he introduced an early rendition of the product at an NFBA show. Two gentlemen in suits approached his booth and asked for a product presentation. After McDonnell's pitch they looked at each other, then McDonnell, and one gentleman said, "You get it!" They were wood scientists from the University of Mississippi, and they became his mentors.

McDonnell kept working on his design using a material prescribed by the Geo-Synthetics Institute at Drexel University, Philadelphia. It is the same material that is used to line landfills, and it boasts a geo-application half-life of 450 years!

McDonnell relates that Post Protector was the first "alternative foundation product" in the post-frame industry; everyone used pressure-treated wood in the ground. Therefore, the first challenge to his fledgling business was encouraging people to try out this new idea.

Understanding the Science

McDonnell soon realized that part of the problem was that most people do not understand how decay occurs or how to stop it. They also don't understand what pressure treating wood does. So job one became educating people.

"People tend to think decay is caused simply by moisture,

but moisture is not the cause but one of the conditions needed for decay to occur. Decay is the action of soil-dwelling decay-fungi /microorganisms feeding on the wood fiber. They feed on dead trees / plants to recycle the nutrients back to the soil to fuel new growth," McDonnell explains.

"These fungi require four things to survive and thrive: oxygen, moisture, temperatures between 40-100 degrees, and a food source (wood).

"In order to stop them in their tracks, you only need to interfere with one of these four things. That is what pressure treating wood does; it's a pesticide use to poison the wood fiber to kill feeding fungi. However, chemical protection does not last forever. Once the post is in the ground, the original chemical treatment slowly depletes over time until the wood is again palatable food source for the fungi. At that time decay will commence."

Over time as people gave the product a chance, word got around that it worked and the company flourished. However, educating people is still job one, according to McDonnell.

Post ProServative

The company has expanded their product line, and the products are used across the U.S. and Canada. They introduced a new product in April of this year, Post ProServative, which is remedial, internal, and reloadable preservative treatment. It's used to replenish preservative levels to extend the life of those in-service, in-ground posts without Post Protector.

This amazing technology has been only available in the industrial sector, used by utility pole maintenance professionals for over 25 years. Post Protector has the exclusive rights to finally bring it to the retail sector, to maintain barn, fence, and deck posts, for the first time! They are also releasing Post Protector Finish/Sealing caps for 4x4 and 6x6 posts. They provide a finished look and seal out precipitation.

McDonnell worked alone at the beginning, but now he has



four employees and an independent sales representative. He has been fortunate in the people he has hired, but he has no advice for companies struggling with this problem; he hired people he knows and friends of friends.

Of course, a positive culture can help, and McDonnell said the company culture is upbeat. They work hard but they also have fun.

“You need to be honest and open and create the kind of atmosphere you would like to work in,” he added.

Carrying Insights Into The Future

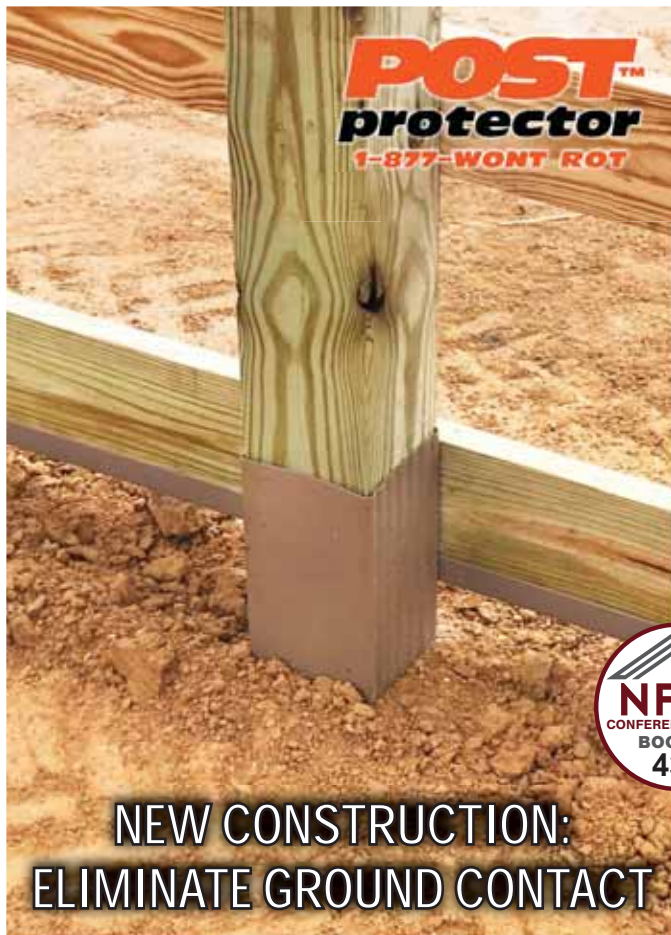
“In any industry, the number one key to success is knowing your stuff,” McDonnell said. “Number two: Develop products you are 110% confident in. Then it’s grind, grind, grind. Be relentless.” McDonnell added, “It’s all about excellence in products and service, which is what it says on the (Rural Builder magazine) Gold Key award we were fortunate enough to receive several times over the years.”

Looking forward, he sees a lot of growth to come. He believes that there are a lot of people out there to educate about the benefits his inventions can bring to their post-frame buildings.

“When you consider that years ago, a pole barn was \$12,000 to \$15,000, and now spending fifty grand on one is easy to do, these are not disposable buildings,” McDonnell said. “Those posts and skirt-board need protection.” **FBN**



Ken McDonnell



5 Steps to Post-Frame Success

Post-Frame Sales Tips That No One Ever Shared With You

■ By Mike Momb

In April of 1977, at 19 years old, I was working as “pickup crew” for Blaine Johnston Construction in Spokane Valley, Washington. If it needed to be done, it got assigned to me — build footing forms and pour them, set concrete forms for short stem walls and pour them, do fine grading, frame things up when framing crews neglected to do them (or did them wrong), hang some drywall, do siding, etc.

My Uncle Vern was hired to frame a custom home for one of Blaine’s clients. After Vern was done, the client wanted a dining room window moved a foot to the right. You can guess who got assigned. After spending a day moving said window, when I arrived for work the next morning, Blaine complimented me on a job well done, then sent me back out because client now wanted window moved a foot to the right from where it was originally. Again, a day spent making everything perfect. Next morning, it was Groundhog’s Day — déjà vu all over again, as the client wanted the window back where it started.

Even though I was getting paid for it, this insanity was more than I could deal with. My high school friend Brett Hansen was working assembling trusses at what was then Spokane Truss and suggested I apply there — got paid what I was making working for Blaine, work was inside (out of weather) and had regular hours. I put in an application during my morning coffee break and was asked if I could start right then! I told them I would have to quit my current job, so how would noon work out?

My first position was as a sawyer, run-

ning a Metra-Cut radial arm saw with a pivoting turn table. While physically demanding, I had experience in running cutoff saws from working summertime construction for my framing contractor Father and his brothers. A great incentive was when a sawyer cut 1,000 boards in an eight-hour shift, he could go home and be paid for an entire day’s work. At 6’5” tall, I also had large hands and found I could cut three boards at a time, flip them end for end (for next cuts), whereas our other two sawyers could only cut two boards at once. By end of a week, I was reaching quota before noon — but kept working anyhow, as I was raised to put in eight hours of work, when being paid for eight hours.

Now my friend Brett and I wanted to understand more about what we were building, so every afternoon, when we got off work, we would get addresses where our trusses were delivered and go see how everything fit together. This very quickly helped lead me to an opportunity.

After three weeks, my employer called me in and gave me a couple of choices. I could stay in my current position and have our two other sawyers kill me, or I could get transferred to their sister plant in Coeur d’Alene, Idaho, with an opportunity to work into their office. I picked Door B and was blessed to work for a Managing Partner who over two years let me do everything except write checks — I was in charge of all sales, production, purchasing, hiring and firing.

Being slightly competitive, any time I lost a job to another truss company, I was out seeing what they did differently with

their trusses allowing them to beat me. My goal was to be best truss salesperson ever!

Fast forward to 1980, I had relocated to Oregon and by total fluke had added selling pole barn kits to my truss experience. Working for Mac Truss in McMinnville, Oregon, one of my pole barn builder clients was Harold “Hal” Mueller. One day Hal called me and asked if I would like to go to lunch with him and the greatest pole barn salesman of all time — Ken Farquhar. He told me Ken was selling over \$4 million dollars of buildings a year! Well, I jumped at this opportunity to be able to pick Ken’s brain, as I knew I was certain to glean so much from him.

What I learned was far different from what I expected. Ken’s sales numbers were indeed as advertised; however, not because he had magical knowledge of pole buildings (he actually had next to no idea what it was he was selling).

Ken loved who he worked for. Four times a year, his boss would fly him first-class to Las Vegas and put him up in a suite. What Ken wasn’t grasping was his trips were comped by casinos, as he had a severe gambling addiction and could lose tens of thousands of dollars over a weekend. He would come back absolutely flat broke (or owing money) and would go out and hustle selling buildings like crazy!

Whether you are a post-frame provider or builder, I am going to share with you far more valuable information than what Mr. Farquhar shared with me.

You may ask, am I nuts? *Why would I pass out “secrets” to competitors?*

In reality, you are not a competitor. In my

humble opinion, post-frame buildings are the best structural design solution for nearly any permanent low-rise building with up to 50-foot-tall walls, four stories, and clear spans up to 80 or even 100 feet. To grow to where I feel we should be, against competing structural systems, we need more well-educated providers and builders of high quality post-frame buildings.

Why should you listen to me?

Over a four-year period, I had clients order 1,006 fully engineered, custom-designed, post-frame buildings from me. Notice these were “clients” not “customers” and they “ordered” I did not “sell.”

1) Eliminate “Customer” From Your Vocabulary

According to Indeed.com, “Clients refer to people who purchase professional services from a business or company to satisfy a need or solve a problem. Customers are people who pay for goods and services from companies or stores without going into a formal business relationship with

these establishments.”

Generally speaking, customers buy products (commodities) while clients buy advice and solutions. Additionally, clients are usually longer-term who are more loyal to you and will spend more money.

2) Don't Sell the Steak, Sell the Sizzle

This phrase was coined by Elmer Wheeler 100 years ago. It urged salespeople to focus on experience around a product being sold rather than simply on an object itself. It means appealing to a buyer’s senses and emotions under an assumption this is what motivates most people to purchase.

When someone inquires about a building, what they are actually telling you is, “I have a problem (or problems) and I think a new building will be a solution.” You need to paint a picture in your client’s mind. This question gets there:

“What problems will your new building solve for you?”

Notice “your building.” Every time you mention “your building” (their building,

not yours) it reinforces their ownership of it. In their minds, they are visualizing them using it, and their problems being solved.

3) Know Difference Between Features and Benefits

When I was a 1990s-era post-frame building contractor, one member of my sales team was Jerry Couch. Great guy, sold lots of buildings and he could rattle off features of our buildings literally forever (or until a potential client’s eyes glazed over).

It doesn’t matter if your buildings are gold-plated, if your client doesn’t perceive gold plating as being a benefit to him or her. Understand, everyone’s favorite radio station is WII-FM (What’s In It For Me).

Your client’s attention span, at best, will be three benefits. You know your client’s problems, so tailor your benefits to take away your client’s pain.

4) Dare to be Different

If your building is exactly (or apparently) identical to all of your competitors,



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it makes you a commodity. When you become a commodity, then price becomes why a client does or does not pick you.

Now your difference (or differences) has to be a perceived benefit to your client. Before you can be different, you need to understand what and who you are competing against. Research your competition (websites help to make this an easier task). Know them better than they know themselves. You might ask your client, "Have you spoken to anyone else about your new building in the past year?"

If no, you have a totally clean slate to work with — this client is yours to win or lose.

If yes, "Do you mind sharing with me why you did not order your new building from them?"

This tells you not only what mistakes not to make, but also (provided they liked other provider's building) allows you to say, "Our building is just like XYZ plus we also offer/include _____."

Again, making sure your offering or in-

clusion is of benefit to your client. Resist any temptations to bad mouth a competitor, always play from your strengths (benefits).

5) Commit to Higher Standards

I want you to be highly successful. This means you are going to make money and hopefully not squander it (do not be like Ken). I want you to be able to keep this money, to be able to live a comfortable life, invest in your family's futures, support causes you deem worthy and retire in a fashion you would like to enjoy.

- Under promise and overdeliver.
- Commit to only providing fully engineered buildings.
- "But engineering is expensive" ...

Engineering is an investment, not an expense. It comes with multiple benefits. For you, if you provide an engineered building and it structurally fails, your engineer is responsible, not you (assuming, if you are a builder, you build to match plans).

A good engineer will make you more

money from efficient designs, than you will spend to hire them.

For your client, have them think of it as a one-time life-long insurance policy. It is their assurance every component and connection has been verified by a trained professional for adequacy against loads specified.

A P.S. Bonus

And you thought I was stopping at five? Just like those television commercials, "But wait, there's more" ... during your sales process, when you send anything in writing, always include a P.S. of benefit to your client. More often than not, they will read your P.S. first. **FBN**

Mike Momb has been Technical Director for Hansen Pole Buildings, LLC of Browns Valley, Minnesota for more than 20 years. His daily post-frame blog, as well as his weekly "Ask the Pole Barn Guru" column can be followed at the company website, www.HansenPoleBuildings.com/blog/.



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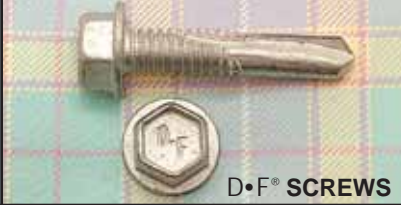
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Post-Frame Distillery

Walters Buildings Helps Hetrick Family Create Gambrel Masterpiece

Every project starts with a dream. For Zach & Sam Hetrick, Township 23 Distillery was that dream.

After decades of organic dairy farming, Village Edge Farms sold its cattle in 2014 and decided to focus solely on crop farming. Founder and Master Distiller, Zach Hetrick had a new vision for the future of his family's farm. In 2022, Township 23 Distillery was established where they would carry on the Hetrick family legacy by using a portion of the crops for spirits.

Walters Buildings was honored to partner with Zach & Sam to bring its vision to life. The black & white gambrel barn pays homage to the family farm heritage while serving as a stunning venue with the backdrop of the Mississippi River bluffs.

The final project measures 42' x 74' with the front half featuring a bar with indoor seating and bathrooms and the back half as the production area for the distillery. There is a gabled entrance in the front to welcome guests from the parking lot and a patio out the back to enjoy the picturesque settings. **FBN**



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| <input type="checkbox"/> Direct Metals Inc. (DMI) | <input type="checkbox"/> Metal Exteriors | <input type="checkbox"/> ST Fastening Systems |
| <input type="checkbox"/> DripStop® | <input type="checkbox"/> Metal Sales | <input type="checkbox"/> Starwood Rafters |
| <input type="checkbox"/> Dynamic Fastener | <input type="checkbox"/> McElroy Metal | <input type="checkbox"/> Stockade Buildings |
| <input type="checkbox"/> East Coast Fasteners | <input type="checkbox"/> Menards | <input type="checkbox"/> Sukup Manufacturing |
| <input type="checkbox"/> EDCO Products | <input type="checkbox"/> Metalforming LLC | <input type="checkbox"/> SWI Machinery |
| <input type="checkbox"/> Englert Inc. | <input type="checkbox"/> Metal Rollforming Systems | <input type="checkbox"/> Thermal Building Concepts |
| <input type="checkbox"/> Everlast Roofing, Inc. | <input type="checkbox"/> MFM Building Products | <input type="checkbox"/> Trac-Rite Doors |
| <input type="checkbox"/> Express Barns | <input type="checkbox"/> Mid South Aluminum | <input type="checkbox"/> Triangle Fastener Corporation |
| <input type="checkbox"/> Extrutech Plastics | <input type="checkbox"/> Mill Steel Company | <input type="checkbox"/> United Steel Supply |
| <input type="checkbox"/> Fabral | <input type="checkbox"/> MWI Components | <input type="checkbox"/> Union Corrugating |
| <input type="checkbox"/> FastenMaster | <input type="checkbox"/> Novagard | <input type="checkbox"/> Universal Tube & Rollform
Equipment Company |
| <input type="checkbox"/> Flack Global Metals | <input type="checkbox"/> Onduline/Tuftex | <input type="checkbox"/> Wick Buildings |
| <input type="checkbox"/> Footing Pad | <input type="checkbox"/> On Top Safety Equipment | |
| <input type="checkbox"/> Golden Rule Fasteners | <input type="checkbox"/> Palram Americas | |
| | <input type="checkbox"/> Paragon Computing Solutions | |

Can't find your favorite suppliers above? Then nominate a supplier in the space provided below. (Company Name, Location & Website)

Your name: _____

Company: _____ Location: _____

(Your information will remain confidential.)

**PLEASE
RETURN
YOUR BALLOT
NO LATER THAN
April 1, 2024!**



• **MAIL TO:** Shield Wall Media, P.O. Box 255, Iola, WI 54945 • **E-mail:** rocky@shieldwallmedia.com

PROJECT OF THE MONTH //



PROJECT DETAILS

BUILDING MANUFACTURER:

Walters Buildings

LOCATION: Nelson, Wisconsin,
on the Mississippi River

SIZE: 42' x 74'

DOORS: Plyco Doors Series 20
3068 Bronze 9-Lite Swing

FASTENERS: Maze Nails & ST
Fastening Systems

POSTS: Walters Buildings

TRUSSES: 42' Double Gambrel
with Eagle Truss Plates

WALL PANELS: Walters Buildings

PRIMARY SUPPLIER:

G90 28 gauge JWS Panels

CUPOLAS: MWI Components
36" w/ Eagle Weather Vane

2024 NFBA CONFERENCE & EXPO

Des Moines, IA • March 6-8, 2024

PULL-OUT
FLOOR PLAN



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128

620-382-3751
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BOOTH #
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www.swimachinery.com

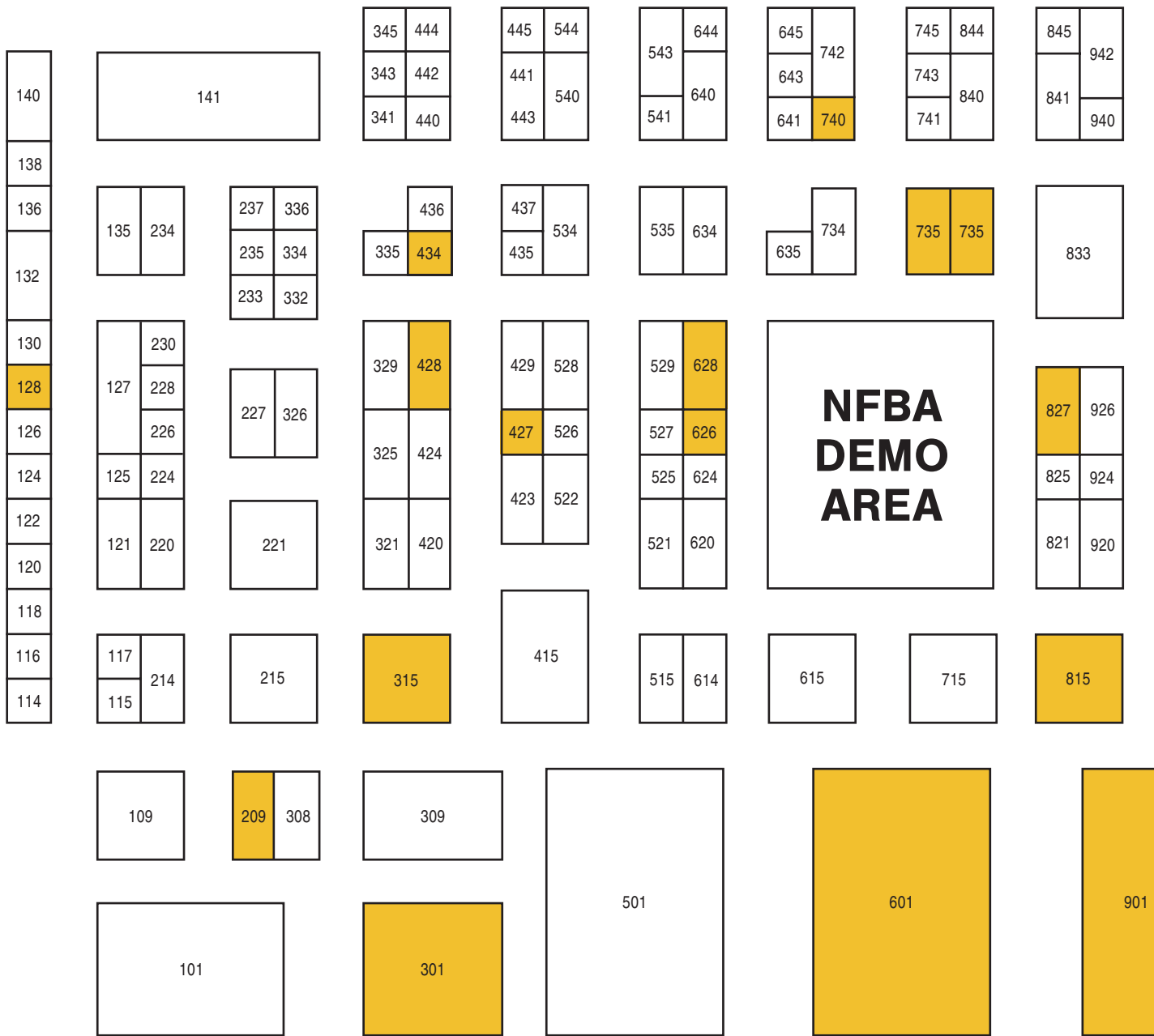


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901

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ENTRANCE



943	1044	1045	1144
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		1039	1138

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933	1032		1132
931	1030		

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	1126	1133

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	1120	1127

915	1015	1123
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1009	1119
	1115

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	1109
	1107
	1105
	1101

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March 6-8, 2024**

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330-674-4003
330-674-4035 (fax)
wayne@acu-form.com
www.acuformequipment.com

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Booth #132

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www.amerilux.com

AmeriLux International is a value-adding distributor and fabricator of building materials and plastic sheets. Our product offering includes: CoverLite® polycarbonate corrugated panels are perfect for skylight and sidelites. Agrilite™ PVC corrugated liner panels are durable and easy to install. Abuse and moisture resistant, EZ Liner™ is a low-maintenance PVC interlocking liner panel. EZ Slatwall is a versatile wall organizations system. EZ Forms® concrete wall system assembles easily because the forms and spacers snap together horizontally.



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Booth #521

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www.ascmt.com

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BRADBURY GROUP

Bradbury Group

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www.constructionrollformingshow.com

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chris@eimpact.marketing

www.eimpact.marketing

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- Pole Barns and Roll Forming
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www.eastsidemachine.com

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715-513-7288 (Rocky, editor)
rocky@shieldwallmedia.com
www.framebuildingnews.com

Frame Building News has been devoted exclusively to coverage of the post-frame construction industry for over the past 30 years. It has more than 21,000 subscribers, most of which make their living in the post-frame industry. It is published five times a year.



Garage, Shed & Carport Builder Magazine

Booth #1142

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715-252-6360 (Gary)
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www.garageshedcarportbuilder.com

Garage, Shed & Carport Builder Magazine is the industry's only trade publication that addresses all aspects of small, special-use residential buildings. We disseminate information to construction professionals about small, special use buildings including sheds, carports, and garages.



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The Garage, Shed & Carport Builder Show takes place January 24-25, 2024 at the Knoxville Convention Center in Knoxville, Tennessee. This show is all about meeting the business, material and technology needs of those who build small, special-purpose residential structures. Whether an add-on or a freestanding building, small buildings face unique design challenges. If you are looking for best practices or products catering to this niche, you should be in Knoxville for the show.



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Booth #128

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www.marionmanufacturing.com

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Booth #1135

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800-435-5949

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www.metalforming-usa.com

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Metal Rollforming System

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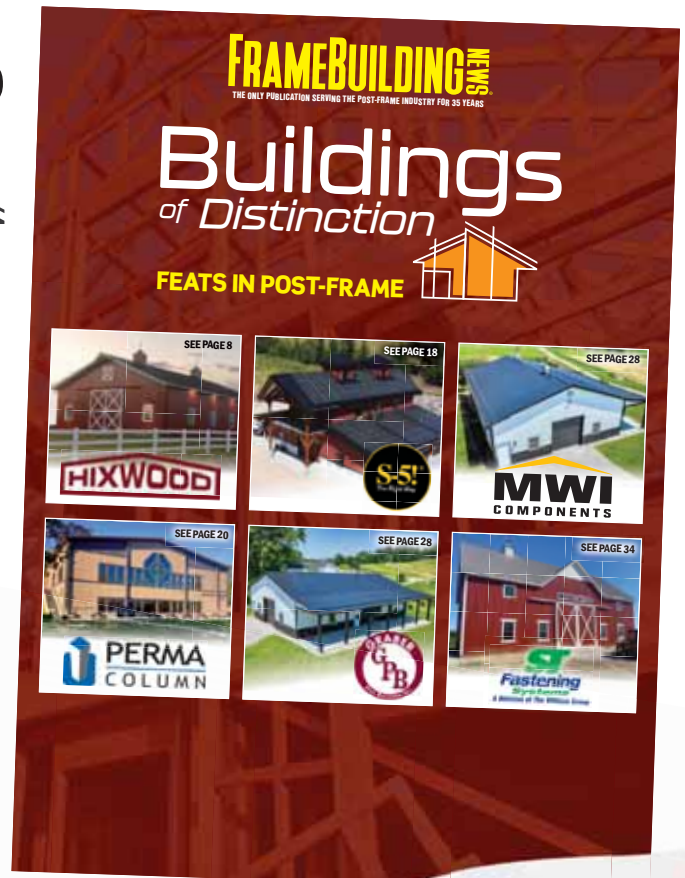
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Maximizing Your Trade Show Experience

We are in the middle of trade show season. For our industry that starts in late September and runs well into the spring.

Trade shows offer an abundance of opportunities for attendees to network, gain insights, and further educate themselves in our industry. However, making the most of these events requires careful planning and strategic execution.

In this article, let's take a look at some proven ways to get the most out of your trade show experience, from pre-show preparation to post-event follow-up.



LAY THE GROUNDWORK

Before you even step foot on the trade show floor, put some time into researching the event, exhibitors, and speakers. Create a list of specific objectives that interest you for the show.

Is the discovery of new products and/or services on your list? How about networking with other industry professionals? Gaining knowledge from expert presentations is always a highlight.

Clearly defined goals will guide your activities throughout the event.

This process is equally important for exhibitors as well. What is our team's plan? Have we scheduled coffee or breakfast meetups? What about lunch or even a quick meet up at a show venue pub?

Another key for exhibitors is to not schedule dinners too early. The host hotel(s) bars are one of the best opportunities available to see and be seen. So many attendees in one location makes this a "must-do" part of our after-show floor activities.



PLAN YOUR SCHEDULE

Trade shows are typically packed with activities, from keynote speeches and panel discussions, workshops, and networking events. Review the event schedule in advance and identify sessions that align with your objectives. Prioritize those that offer the most value to your goals.

Many of these opportunities fall outside of the exhibition floor hours, but some may not. This makes it important to plan your time before arriving so that you may attend these events and still have plenty of time to visit with the exhibitors. A key strategy is to always choose quality vs quantity.



STAY ORGANIZED

Many trade shows provide mobile apps that offer

event schedules, exhibitor lists, maps, and other important information. Download and use the app to keep track of your schedule, navigate the venue, and receive real-time updates.

Once you arrive at the show hall, I suggest you walk the whole show floor first. Stay laser-focused on the first initial walk-through as much as you can. The goal here is to minimize distractions later as you really get down to business with the exhibitors you have preplanned to see.

Once you've done your reconnaissance by walking the floor, take a few minutes to create your "must-see" booths. By taking this walk-through and then going on a planned visit route, you will make sure to spend the time with those of most importance and hopefully not leave the show feeling you missed some opportunity.

A note to us exhibitors. While we are there to meet old customer friends and make new ones, let's be cognizant of our attendees' time. They have much to accomplish and will appreciate that we honor their time. If we have a really good meet-up which could use some additional time, then let's see if the customer friend or prospect has a few minutes after the show ends or even the next morning ... can we say "coffee or breakfast?"



BE STRATEGIC IN BOOTH VISITS: QUALITY OVER QUANTITY

The trade show floor can at times be intimidating. It can appear daunting. Believe me, with large shows, it will be an undable proposition to visit every booth. Instead, focus on those that align with your interests and goals. Engage exhibitors in meaningful conversations, learn about their products or services, and ask meaningful questions. It's back to the idea of thinking quality interactions rather than quantity. This will provide you with deeper insights and potentially valuable connections.



NETWORK WITH PURPOSE

Networking is a central aspect of trade shows, but it's not just about collecting business cards. Set your goal to build meaningful relationships. By developing your pre-show itinerary, you will be better positioned to meet all your goals. You will attend the events and visit the exhibits most important to your business.

Be sure to be an open networker. Show an interest with other professionals in our industry. Share your experiences and listen to theirs. Engage in conversations that go beyond surface-level interactions and remember to follow up with contacts after the event.

While I've said to be a bit laser focused, I do not want to suggest

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TRADE SHOWS //

we don't keep our head on a swivel. If we remain in an opportunity-seeking mode, we will be open to some very beneficial contacts which might otherwise escape us.

6 EXPAND YOUR KNOWLEDGE

Trade shows often feature educational sessions led by industry experts. These sessions provide valuable insights into current trends, best practices, and emerging technologies. Attend talks and workshops that align with your objectives to gain a broader perspective on our industry. Most of these educational sessions will offer a time for questions. Have some prepared if you can.

Don't be shy ... ask questions. I can almost guarantee someone else in the audience will have the same or similar questions.

7 TAKE NOTES

With so much information to absorb, it's easy to forget key takeaways from sessions and conversations. Bring a notebook or use your mobile device to jot down important points, ideas, and action items. These notes will serve as a valuable resource after the event.

As an attendee, I cannot stress enough that you want to take control of your own destiny. Find a product or service that is im-


portant to you. Own this! Take responsibility yourself to get the rep's card. Ask for a follow up. Make notes. Most of us exhibitors will want to follow up, but I suggest you don't leave it to chance. We get a lot of people through our booths at times and while it would be unintentional, mistakes or misses can happen.

As an attendee, do your part as well. As an exhibitor let's make sure we maintain a good follow-up system and properly prioritize our "after show" follow up. Make the necessary notes while with the customer or prospect while the discussion is fresh. This always indicates you take them seriously.

8 BE AN ADAPTER. EMBRACE THE UNEXPECTED




While it's important to have a plan, don't be afraid to deviate from it if unexpected opportunities arise. Many of the best interactions are the chance encounters or impromptu sessions which can lead to valuable insights and connections you might not have anticipated. While this sounds counter to what I've said earlier, it's really an important aspect of making this a successful experience.

Plan ahead. Work the plan. Adapt when a real opportunity presents itself.




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9 ENGAGE ON SOCIAL MEDIA: EXTEND YOUR REACH

Social media is a powerful tool for extending your trade show experience beyond the event itself. Use event-specific hashtags to share your insights, connect with other attendees, and follow up on conversations. This also allows you to engage with speakers, exhibitors, and fellow attendees on a digital platform.

As attendees or exhibitors, we should strive to extend the benefits of the show beyond just the few days in the host city. We all spend valuable time and monies attending which makes it imperative that we make this a high value proposition.

10 FOLLOW UP AND SOLIDIFY YOUR CONNECTIONS

After the trade show, take the time to follow up with the contacts you've made. Make a phone call, send personalized emails, texts, or direct message to those you've connected with, expressing your appreciation for the interaction and continue the conversation. This helps solidify the relationships you've established.

11 REFLECT AND IMPLEMENT

Once the trade show is over, reflect on your experiences

and the insights you've gained. Identify actionable steps you can take to implement what you've learned into your everyday endeavors. This can include adopting new strategies, exploring partnerships, or integrating innovative technologies. Applying your learnings is key to deriving long-term value from the event.

In conclusion, attending a trade show is more than just showing up — it's about intentional planning, active engagement, and purposeful follow-up. By setting clear objectives, planning your schedule while being adaptable, networking strategically, and documenting your learnings, you can ensure that your trade show experience is both fulfilling and valuable for your personal and professional growth.

Remember, the value you extract from the event coincides with the effort you invest in preparation and execution. Now go have some amazing shows! Hope to see you there. **RB**

*Randy Chaffee brings four-plus decades of experience to the construction industry. A board member for the Buckeye Frame Builders Association and the National Frame Builders Association, follow his podcast at facebook.com/BuildingWins. No web access? Call (814) 906-0001 at 1 p.m. Eastern on Mondays to listen. **FBN***

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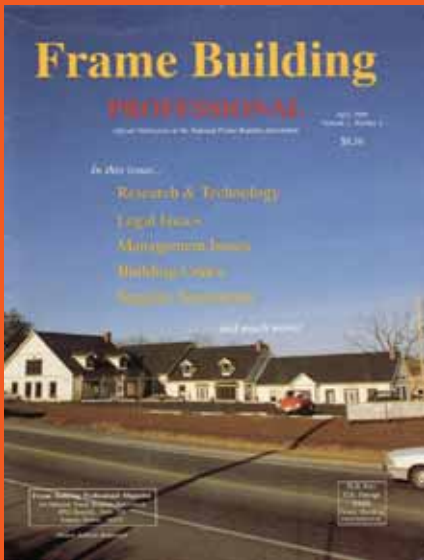
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FBN, originally titled *Frame Building Professional*, April, 1989

This article provided sound insight into the psychology of selling in 1989. In fact much of it is applicable today. After all, people haven't changed much in the last 34 years. However, sales theory has.

The salesperson's role today is, we are told, to solve problems, a better alternative to just changing people's behavior most professionals agree. Beyond that, AIDA, most often replaced by the "sales funnel" in marketing discussions, is still a solid sales theory.

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Sales Hints

The Psychology of Selling

By Bruce Witwer
Witwer & Associates

"**T**he Psychology of Selling" sounds pretty heavy, doesn't it? Don't let the title scare you. We're talking about understanding selling. As a professional speaker and sales trainer working with companies all over this nation, my experience has taught me that most salespeople learn how to sell by trial and error, relying on their instincts. It stands to reason that if we study the science of selling we'll get better and smarter. It's worth a try because if better is possible, good is not enough.



Bruce Witwer

If we are to understand selling we need to understand the salesperson's role. We believe it's to persuade or affect the way another person (the customer) will behave. Salespeople affect behavior internally, helping others change. Once we affect behavior, we can change action.

To affect behavior we have to understand why people do what they do. There are several areas to look at but this month let's examine perception. We're talking about the perception the customer has of the salesperson.

When we're in front of the customer there are literally thousands of sensations per minute that he or she is processing. Their eyes, ears, nose, every nerve is sending messages to the brain which processes all of this and then tells the prospect how to behave.

Your smallest gesture, say a yawn, is observed and then translated based on how the customer has been programmed (what has been learned). Most of the pro-

cessing is subconscious. Since we can only concentrate on one thing at a time, we develop a sophisticated filtering system to filter out those sensations that we perceive as not being important. This system is a product of the customer's attitude, value, feelings, and needs. The ability to concentrate is controlled by the efficiency of the filtering system.

Customers' minds wander. It's like turning a radio dial scanning for a strong signal. The salesperson has to be that strong signal, otherwise the prospect will keep wandering and the signal will fade. That's not what we want to happen.

Think of A.I.D.A. which stands for Attention, Interest, Desire, and Action. If you don't get someone's Attention, you obviously can't get Interest to create Desire and Action.

There are a number of ways to hold and keep attention. Here are a few you should find as helpful reminders.

Use intensity or size. An example would be the opening ceremony of the Olympics. In sales, you might say, "I'm here today to save you X dollars."

Another great attention getting device is **novelty**. What you sell is new, different, offered in six colors. How about incongruity, meaning something that is not expected, a surprise. "The best part of our proposal is the price."

You can also grab attention by **repetition**. People often don't remember, so say the same thing in a different way.

What we need to do is paint the customer into the picture. You do this by addressing their needs and involving them in the entire sales process.

Selling is *simple*, it's just not *easy* because everybody is different. If you believe that, you're on your way to much success. Best wishes. **FBN**

S-5! Gets Certification for Snow Retention Devices

S-5! has achieved a new industry standard for testing and certifying snow retention devices. Until recently, there has been no industry standard or mandate for the production and testing of snow retention devices. S-5! is the first company to receive an Evaluation Report (ER) from the International Association of Plumbing and Mechanical Officials (IAPMO), certifying its snow retention systems' compliance with Evaluation Criteria (EC) 029-2018 for "Standing Seam Metal Roof-Mounted Rail-Type Snow Retention Systems."

In the absence of building code that covers snow retention, compliance with the IAPMO EC 029-2018 is "code equivalent" and may be utilized by specification to qualify proper design, testing and production. "I am thrilled that there is finally an industry consensus standard for testing

and certifying snow retention devices, and that S-5! has been approved to this new standard," said CEO Rob Haddock.

Bradbury Facilities Expand

Over the past five years, Bradbury Group has continued to grow in Moundridge, Kansas. There is now a dedicated team of over 300 employees at the headquarters.

"Last year, we began an exciting journey at our plant 2 facility," says Matt Werner, senior manager of global marketing and sales at Bradbury. "We finished a project that allowed us to extend the three center bays by 150 feet to the north. This resulted in an additional 22,500 square feet of assembly and test floorspace. The demand for our services quickly filled up this new space with exciting customer projects. Realizing the need for even more room, we made the decision to add on to both the

East and West bays of Plant 2, matching the latest expansion and providing us with an extra 15,000 square feet." Bradbury manufactures equipment solutions for all roll forming machines, complete roll-forming lines, and coil processing lines.

Malco Promoted Several Leaders

Malco Products, a leading solution developer and manufacturer of a variety of high-quality tools for the HVAC and building construction trades, announced several new leadership roles. Malco has enjoyed a sharp increase (to nearly 13%) in annual growth since the start of this decade. Scott Crane has been promoted from Executive VP of Finance and Strategy to Chief Strategy Officer. Mike Hemmesch has been promoted from Director of Business Intelligence to CFO, following the retirement of current CFO Carla Hinnenkamp, who has been with Malco for 10 years. *FBN*

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INDUSTRY NEWS //



Carl Althaus, left, and Leo Sauder are the inaugural members of the WFBA Hall of Fame.

Sauder, Althaus Named the First Two Members of the WFBA Hall of Fame

The annual Wisconsin Frame Builders Association Convention and Golf Outing, held at Par 4 Resort in Waupaca, Wisconsin, in early August, had a special surprise finish as the WFBA Board of Directors announced it has launched a new WFBA Hall of Fame and inducted the Hall's first two members.

Leo Sauder from MPB Builders in Ripon, Wisconsin, was one of the inductees. Sauder is known as a legend in the post-frame industry, having started MPB in 1961, and he continues to be a driving force in the industry, still selling, doing project management, and always promoting and improving the post-frame industry in any way possible. He was an original founder and board member of the WFBA and is a past president and Hall of Fame member of the National Frame Builders Association.

Also inducted was Carl Althaus, who started his career in post-frame with Walters Buildings in 1979 and moved into sales, eventually becoming an independent sales rep. He formed East Shore Reps, LLC, and represented companies including Ideal Fasteners, Midwest Perma-Column, Levi's Building Components, and Rmax Insulation. Althaus is now retired from the industry.

Both Sauder and Althaus expressed their "thanks and true surprise" in reply to the award and said they have "truly enjoyed being a part of the WFBA and all the opportunities it has opened and all the great people they have met along the way." **FBN**

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CSI: Construction Survey Insights – The Annual

Shield Wall Media is currently executing its third State of the Industry Survey, which as of press time was available for responses on our website at shieldwallmedia.com (scroll to bottom).

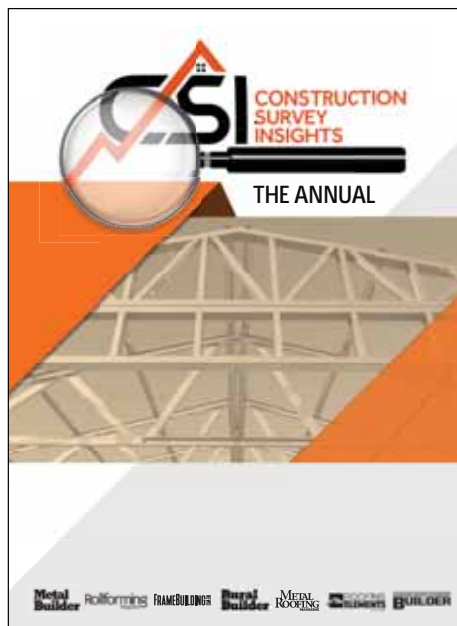
The markets our magazines serve are notoriously difficult to quantify and generally overlooked. The data itself is typically questionable, from sample bias and small sample sizes. We have been working with the Metal Construction Association, METALCON, and several manufacturers to improve the scope and quality of the metrics available.

We will continue the CSI columns in our issues throughout the year, but we have an announcement. In April 2024, Shield Wall Media will launch our first CSI: Construction Survey Insights Annual. This annual will print 80,000 copies and mail free of charge to all subscribers.

We have engaged Paul Deffenbaugh to help us launch the first CSI Annual. His extensive industry experience uniquely suits him for this task. His knowledge will be instrumental for our next step in data generation. The Annual will cover the macro-economic factors affecting construction

in general and take a deep dive into the survey data and expert opinions related to the specific markets we serve.

A rough outline of the content follows.



Section 1 – General economy trends and data

Section 2 – Construction-specific trends and data

Section 3 – Rural Builder target audience
Low-rise construction outlook and data including but not limited to:

- Agricultural
- Residential
- Light commercial

Section 4 – Frame Building News audience target (post-frame construction)

Section 5 – Metal Roofing and Roofing Elements audience target

- Primarily residential, some commercial
- Metal roofing specific including metal market share and market forces

Section 6 – Rollforming audience target

- Metal and manufacturing focus, including steel and aluminum forecasts, etc.

Section 7 – Garage, Shed & Carport Builder target audience

- Portable sheds and small buildings
- Include consumer financing data and rent-to-own stats

Section 8 – Metal Builder target audience

- Primarily light-gauge, cold-form metal buildings

FBN



Paul Deffenbaugh
Founder, Chief Content Officer
Deep Brook Media LLC

Paul Deffenbaugh has more than 30 years of experience in construction as both a contractor and an industry thought leader. He is founder and chief content officer for Deep Brook Media, which provides editorial and marketing services to the construction industry.

In his unique career, he has led media covering both the residential and com-

mercial design and construction industries. Among the titles he has directed are Metal Construction News, Metal Architecture, Professional Builder, Custom Builder, Housing Giants, and Remodeling.

An award-winning writer and editor, Deffenbaugh has witnessed firsthand the birth and growth of digital media, and he is clear-eyed about its strengths and weaknesses in serving a trade audience. He also is a strong advocate for encouraging young people to find careers in the trades.

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POST-FRAME BUILDER SHOW

This Show is Different

■ By Rocky Landsverk, Editor

Trade shows can be focused on either attendance or buyers. Rarely is a show so big that it accomplishes both, and exhibitors at those big shows that attract both have the challenge of constantly deciphering who's in front of their booth, while attendees at those shows typically struggle to get the attention they deserve.

That doesn't happen at Shield Wall Media business-to-business trade shows. They are specifically and unequivocally for buyers and that is exactly how the new Post-Frame Builder Show at the Branson

Convention Center in Branson, Missouri, in June 2024 is going to be different from other trade shows.

"Many shows try to be everything for everyone and see the number of bodies on the floor as success," said Shield Wall Media Publisher and CEO Gary Reichert. "We know our audience and we know what we want to deliver. Our goal is a qualified audience so we can connect exhibitors and the decision-makers who want to do business with them. We do several things to achieve that goal."

You'll also notice that these shows are a day and a half long, which is shorter than

a typical trade show. "We keep it simple and business-oriented," Reichert said. "If you are looking for a supplier, it doesn't take three days. Our exhibit hours are Wednesday and Thursday so you can get in, do business, and still spend your weekend with your family."

That's especially nice if you bring your family to Branson. See things to do on pages 4-5 of this special section.

Pairing Shows With Magazines

The first step in creating a successful "buyers show" is matching the show to a magazine audience that fits the bill.

“Magazines and shows are a natural complement to each other,” Reichert said. “A show will reach a small number of people, while a magazine will reach several times more. Both are about communicating information and providing an opportunity for businesspeople and manufacturers to interact.

“Frame Building News is the largest and oldest post-frame publication in existence. According to our most recent survey, it is basically alone in its field. It is only fitting that Frame Building News has its own show.”

Bringing Together Business Partners

Manufacturers, suppliers, and companies dedicated to all things post-frame will gather at the Branson Convention Center. The exhibitor list is starting to form as our magazines goes to press, but it’s a guarantee that it will include manufacturers of post-frame homes and packages, and suppliers of post-frame components like fasteners, post protection, and truss connectors.

There will also be companies on hand to help you run a post-frame business, including financing and marketing. And if you’re interested in learning how to launch a barndo business, you’ll find resources for doing that, too.

Because the show is smaller and focused on buyers, there will be more time to spend at each booth and with each potential customer, benefiting both the exhibitors and attendees.

Educational Programming

Educational programming is another focus of Shield Wall Media shows. Typical classes at previous shows have included such topics as marketing and running your business; making buying decisions on materials and machinery; condensation prevention and control; fastening systems; financing; and taking advantage of PR to advance your company footprint.

As noted in our article on page 44 about “how to attend a show,” education can be one of the best reasons to invest your time and money into visiting a trade show, and you’ll often learn from your fellow exhibitors’ questions as well. Also contact us if you are interested in running an educational session.



“Our educational programming emphasizes topics decision-makers want to see. We are not targeting crews and the person holding the hammer. We value them, but they are not our target for

shows,” Reichert said. “And our educational programming is included with the charge for general admission. If you have relationships with exhibitors, they have an unlimited number of free guest passes. These passes include the educational programming and are good for contractors, manufacturers, or anyone else.”

Exhibitor List

Initial list of companies already signed up to exhibit at the PFBS.

- Acu-Form
- AJ Manufacturing, Inc.
- AmeriLux International
- Bradbury Group
- Burrow's Post-Frame Supply
- Everlast Roofing, Inc.
- FootingPad 0
- Graber Post / Martin Metal
- Hershey's Metal Meister
- Levi's Building Components
- Little Harveys
- Made Right
- Marco Industries
- MWI Components
- Perma-Column LLC
- Planet Saver Industries / GreenPost
- Plyco Corporation
- Rigid Built Laminated Columns / Yoder Precast
- Silvercraft LLC
- SmartBuild Systems
- ST Fastening Systems
- SWI Machinery
- Trac-Rite Door
- Tri State Lumber
- Triangle Fastener Corporation
- United Steel Supply
- Wildcat LLC

For Exhibitors: About the Attendees

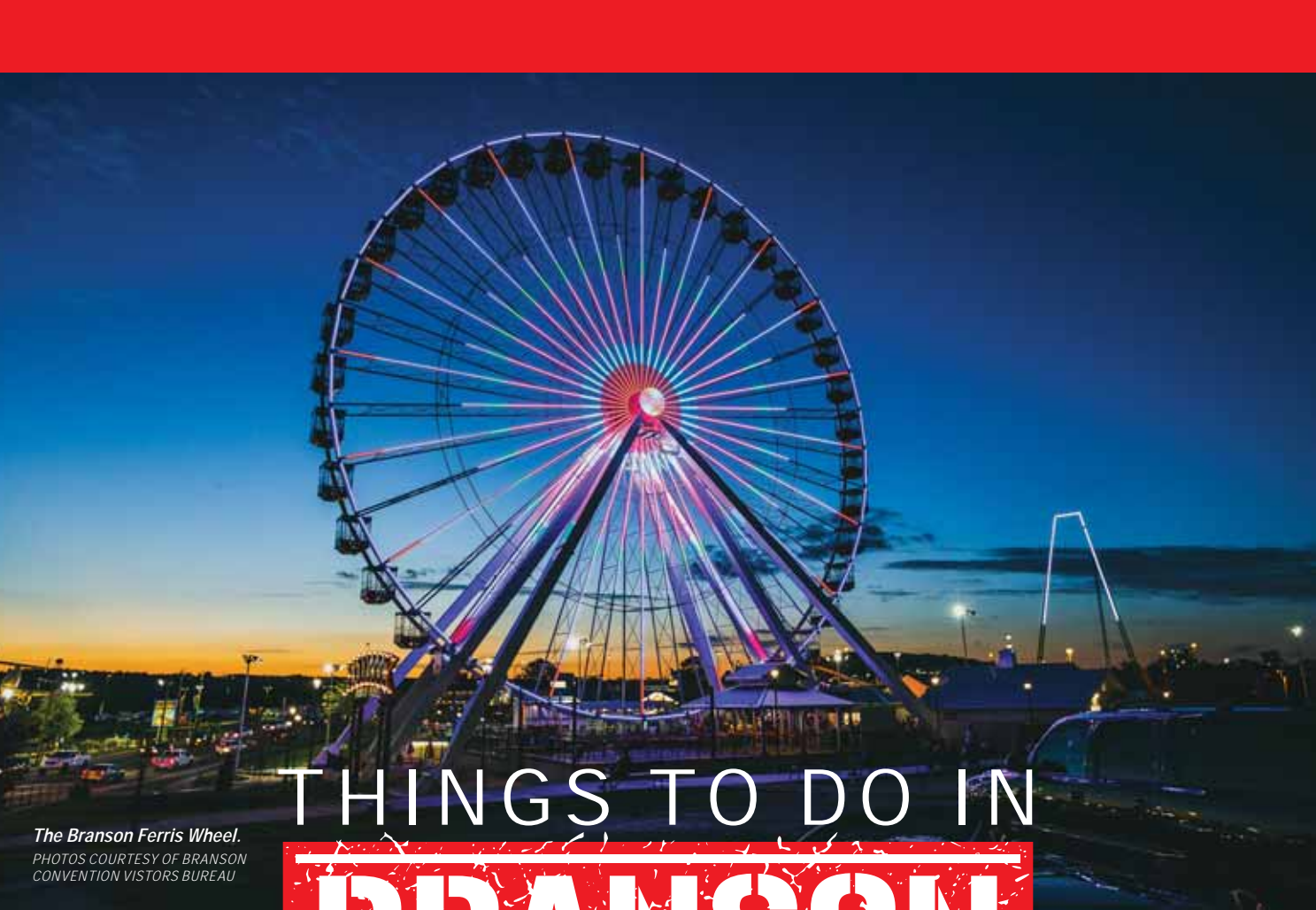
All Shield Wall Media shows are intended to bring together buyers and sellers. Attendees are business owners and those who can make business decisions. Exhibitors at the company’s previous events have consistently commented that the attendees of SWM shows are decision-makers. For instance, 67% of attendees for the Garage, Shed & Carport Builder Show are either sole decision-makers or part of the group making the decisions while 0% said they were not involved in the decision-making process at their company.

Here’s sampling of other post-show quotes from exhibitors:

- “There was an appropriate audience that included decision-makers.”
- “The show allowed us to connect with existing and potential customers in this targeted industry. We received quality leads.”
- “It’s big enough to attract, small enough to have quality conversations.”

What To Do Next

Visit postframebuildershow.com for more information, or contact event director Missy Beyer at missy@shieldwallmedia.com, phone 920-216-3007. **PFBS**



The Branson Ferris Wheel.
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THINGS TO DO IN **BRANSON**

Here's Our Curated List, Chosen For Our Show Location & Audience

Let's be honest, you don't hold a trade show in Branson, Missouri, *only* because you want to get buyers and sellers together. In the case of post-frame, that actually works anyway; Branson is largely accessible from a travel standpoint for much of the post-frame industry.

But you also have a show in Branson because it can be a work/play destination. So we culled this list of things to do in Branson for the people who we will be seeing at the Post-Frame Builders Show in June 2024. We tried to make this list as walkable as possible from the Branson Convention Center and the host hotel, the Hilton Branson Convention Center Hotel. We also focused on family-friendly activities since so many of our attendees bring theirs.

Branson Activities

Nestled in the heart of the Ozarks, Downtown Branson, Missouri, is a hidden gem waiting to be explored. With its unique blend of history, culture, and entertainment, this vibrant area offers visitors an unforgettable experience. Whether you're seeking family-friendly activities, live entertainment, or a taste of local flavor, Downtown Branson has something for everyone.

1. Historic Downtown Family Fun

Begin your journey by strolling through the historic district, where charming brick-lined streets transport you back in time. First, don't forget to snap a picture by the iconic Branson sign — a perfect keepsake to commemorate your visit.

We found some things that our family-centric audience might like. Bring back classic family competition at the **Branson Boardgame Cafe**. For a small fee per person, you can choose from their library of 650 board games. Or try **The Escape Branson**, where you have 60 minutes to solve puzzles and escape your room!

The **Branson Centennial Museum** is an admission-free museum highlighting the history of Branson, including a music show timeline that pays tribute to Branson becoming America's Top Live Music Show Destination of the World. Another fun activity that begins downtown is a ride on the **Branson Scenic Railway**, which leaves from the historic 1905 depot! There's also **Prehistoric Fossils**, a museum-like gallery displaying an array of historic arti-

facts, including dinosaur fossils, world-war relics, meteorites, and more.

2. Shop 'til You Drop

Downtown Branson boasts an array of unique boutiques, galleries, and specialty shops. From handmade crafts to Ozark-inspired souvenirs, the shopping scene caters to diverse tastes. Take a leisurely stroll along the Branson Landing, a waterfront shopping and dining district, where you can find both familiar brands and local treasures. Probably the most-famous store is **Dick's 5 & 10**, a cornerstone of Branson shopping since 1961 with 250,000 items on the shelves, plus several things to see like train and arrowhead collections.

Besides some high-end shops downtown, note that there is an array of thrift stores, antique shops, and pawn shops.

3. Savor Culinary Delights

Downtown Branson is a culinary haven with a diverse range of dining options. Whether you crave classic comfort food, Southern barbecue, or upscale cuisine, you'll find it all here. Local favorites include **Dino's Cake & Coffee Co.** for delectable sweets and **Waxy O'Shea's** for a cozy pub experience.

Family/American Restaurants:

Clockers Cafe, Branson Cafe, Farmhouse Restaurant, Dice & Dine, Summit Restaurant

International Fare:

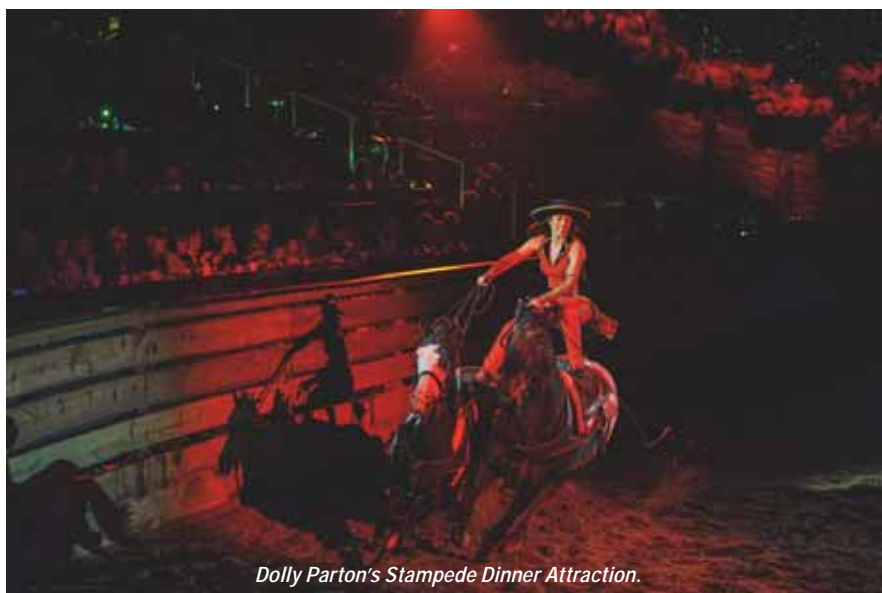
Tai Kitchen, Carly's Healthy Cuisine, MoMo Sushi & Grill

Pizza, Steak, Ribs:

Mr. G's Chicago Pizza & Pub, Level 2 Steakhouse, Oscar's Famous Ribs

4. Enjoy Live Entertainment

Known as the "Live Entertainment Capital of the World," Branson lives up to its reputation with numerous theaters offering live shows. Catch a Broadway-style production, a comedy show, or a tribute to music legends. There is a lot of live music at one of Historic Downtown Branson's theatres. The **Hot Hits Theatre** features live shows with a variety of musical styles and the **Historic Owen Theatre** houses the many productions of the Branson Regional Arts Council's community theater.



Dolly Parton's Stampede Dinner Attraction.

5. Take a Scenic Cruise

As you explore the waterways, don't miss the opportunity to extend your scenic journey with a ride on the **Branson Scenic Railway**. Step aboard vintage cars and travel through the stunning Ozark countryside, crossing trestles and tunnels while immersing yourself in the history of the region. The narrated tours provide fascinating insights into Branson's past, making it a unique and educational addition to your Downtown Branson adventure.

6. Branson Landing Family Fun

Next to the hotel and convention center, venture into the heart of the **Landing**, where you'll discover the dynamic offerings of **Andy B's Bowl Social**. From state-of-the-art bowling to an array of arcade games and delicious eats, Andy B's is a haven for families seeking an all-in-one entertainment destination.

Take your adventure to new heights with **Parakeet Pete's Steampunk Balloon and Zipline**. Soar above the landing, capturing panoramic views of the scenic surroundings as you embark on a one-of-a-kind airborne escapade. It's an experience that promises both thrills and breathtaking vistas.

As the sun sets, the Landing Center transforms into a concert haven. Immerse yourself in the rhythm of live performances, ranging from local talents to nationally acclaimed artists. The concert series



Branson Scenic Railway.

at Branson Landing ensures that families can enjoy the magic of music against the enchanting backdrop of this riverside destination.

Downtown Branson beckons with its warm hospitality, rich heritage, and an abundance of activities for every traveler. Whether you're seeking a quiet retreat or an action-packed adventure, this charming destination promises an unforgettable experience. Discover the magic of Downtown Branson and create memories that will last a lifetime. **PFBS**