

Opportunity Is Knocking ... Will You Answer?

Post-Frame Builder Show Prioritizes Education for All Attendees

■ By Karen Knapstein

At the 2025 Post-Frame Builder Show, all attendees will have access to all show features at no additional cost. Sponsored by Frame Building News, the largest and oldest post-frame publication in existence, this is a can't-miss, family-friendly event for the post-frame industry. It features a robust exhibition floor filled with more than 80 exhibitors, as well as educational sessions about practical topics led by leaders in the industry, and a complimentary social hour.

All Shield Wall Media events feature all-access admission: All the show features are included in the show pass. (And exhibitors have an unlimited number of show passes to give out, so contact an exhibitor for a free show pass.)

New this year is the Barndominium Business Panel, which will focus on various aspects of building a successful residential post-frame business. Industry experts will share insights on key challenges—including securing customer financing, cultivating strong supplier relationships, leveraging design tools, and selecting materials ideally suited for post frame homes. The moderated session will begin with panelists addressing pre submitted questions before opening to inquiries from the audience. (Send questions to Karen at Karen@shieldwallmedia.com or call 715-952-1654, ext. 105.)

Each day of the Wednesday-Thursday show will feature two tracks of educational seminars that focus on the post-frame industry. One track, the Barndominium Learning Center, is dedicated to the post-frame residential sector, while the other, the Building Success Learning Center, is comprised of topics that all post-frame businesses will benefit from — regardless of their specialty.

BARNDOMINIUM LEARNING CENTER

8AM WEDNESDAY: Online Strategies for Building Your Barndominium Business

Leading this session is James Charles of E-Impact Marketing. James is a co-owner and lead marketing strategist at E-Impact Marketing, a digital agency specializing in growth-focused marketing strategies for construction and manufacturing companies. James has worked with dozens of shed and post-frame builders to grow their businesses by reaching more customers online.

About the presentation: Over 500,000 Americans search the Internet for “barndominiums” every month. How can you ensure your business is visible to them? This session will examine the best online channels for reaching potential customers, including a deep dive into Google search results.

9AM WEDNESDAY: Barndominium Business Panel

This is an hour long panel discussion that will focus on building a successful barndominium business. Industry experts will share insights on key challenges—including securing customer financing, cultivating strong supplier relationships, leveraging design tools, and selecting materials ideally suited for post frame homes. The moderated session will begin with panelists addressing pre submitted questions before opening to inquiries from the audience—so bring your questions to get them answered.

Randy Chaffee will moderate the panel discussion.

Specialists who are knowledgeable about a wide range of barndominium-related topics are slated for the Barndominium Business Panel discussion. They include:

- TJ Norris, CEO, The Barndo Co., <https://thebarndominiumco.com/>
- Keith Dietzen, CEO, SmartBuild Systems, <https://smartbuild-systems.com/>
- Stephanie Caffee, Barndo Loan Specialist, First Federal Bank of Kansas City, www.ffbk.com/barndo
- Trent Wagler, Coil Division/Marketing Director at Graber Post Buildings Inc., www.graberpost.com



**James Charles,
E-Impact Marketing**



**Randy Chaffee,
Source One Marketing**

Send questions for the panel to Karen Knapstein (karen@shieldwallmedia.com), fax: 715-304-3604 (ATTN: Karen); or call them in to Karen at 715-952-1654, ext. 105.

10AM WEDNESDAY: Insulation & Ventilation Considerations for Post-Frame Residences

Industry veteran Mike Momb will address this important topic. Known as “The Pole Barn Guru,” Mike represents his family’s fourth generation in construction. He studied architecture at the University of Idaho. He began managing a pre-fabricated wood truss plant at age 19, and at age 23 opened his own truss plant and lumberyard specializing in post-frame building kits. He spent the 1990s as the Pacific Northwest’s most prolific post-frame building contractor with as many as 35 crews in six states. Since 2002, he has been the Technical Director for Hansen Pole Buildings and has participated in sales, design, and providing or erecting over 20,000 buildings in all 50 states, Canada and Mexico.



Mike Momb, The Pole Barn Guru, Hansen Pole Buildings

8AM THURSDAY: Understanding Your Numbers

Gehman Accounting’s Steve Miller will present this seminar. Gehman Accounting seeks to understand the unique challenges their clients face. They help clients identify ways to correct revenue loss and maximize profitability. Their goal is to empower business owners to move forward with greater confidence and hope. Gehman Accounting offers a personalized Business Analytics Report to help clients understand their numbers. They inspire confidence.

9AM THURSDAY: Streamlining Barndominium Projects: Smart Strategies for Faster Design & Bidding

SmartBuild Systems’ Keith Dietzen and Royden Wagler will team up for this presentation on efficient barndominium design processes. “Watch live while we complete design, material takeoff, and pricing on a complicated barndominium in 30 minutes,” says Keith. He and Royden will answer questions and do a live design.

Keith obtained a bachelor’s degree in Economics from the University of Illinois and did graduate studies at the University of Chicago. He founded Keymark Enterprises in 1975, which pioneered software applications in the wood truss, engineered wood product and related residential construction sectors. After selling Keymark’s wood software division to Simpson Strong-Tie over a decade ago, Keith started SmartBuild, LLC to develop design, drawing and estimating software for the post-frame industry in 2018. SmartBuild has become the gold standard for software in the post-frame industry with over 1,500 licensees all over the country.

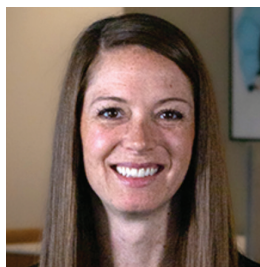
Royden grew up in an Amish heritage, where craftsmanship and a hands-on approach to building were a natural part of life. Fond memories include helping his father build pole barns in the mid-nineties on days off from school, sparking his passion for construction. His career began in post-frame construction and expanded into HVAC and electrical work before he transitioning into sales at a major post-frame supplier. This led to early connections with SmartBuild, where he helped refine its post-frame software. Now part of the SmartBuild team, he continues to contribute to industry innovation.

10AM THURSDAY: Barndominium Financing for Builders: Turn More Prospects into Projects

Stephanie Caffee of First Federal Bank of Kansas City will lead this session, which is designed specifically for builders who want to better understand how barndominium financing works for their



prospective clients — and how they can set projects up for success from the start. We'll cover nationwide barndominium financing options, including what lenders look for and why financing a barndominium differs from a traditional home build. You'll learn what can be included in a barndominium construction loan, such as land, site prep, metal building kits, interiors, and utility installations — critical knowledge when helping clients plan their budgets. By the end of this talk, you'll understand how to better support your clients, manage lender expectations, and get more barndominium projects to the finish line — faster and easier.



Stephanie Caffee, First Federal Bank of Kansas City

Stephanie is a seasoned lending professional with a Bachelor of Science in Finance and nearly a decade of experience in the mortgage industry. Originally from California, she relocated to Kansas and has been helping clients navigate the home loan process for the past nine years. A lifelong enthusiast of barndominiums, Stephanie turned her passion into a specialty by focusing on barndo loans in 2022. She now serves clients across the region as a dedicated loan officer at First Federal Bank of Kansas City, combining her financial expertise with a deep understanding of unique home builds.

BUILDING SUCCESS LEARNING CENTER

8AM WEDNESDAY: Ask the Pole Barn Guru Anything

This Q&A session with Hansen Pole Buildings' Mike Momb promises to be a lively interactive discussion of everything post frame, including business, sales, design, and assembly. With this breadth of hands-on experience, Mike can tackle nearly any question you have about the post-frame industry.

10AM WEDNESDAY: Snow Retention Best Practices

Snow retention is an important topic of discussion when it comes to metal roofing in cold climates. Tim Martin will tackle this weighty subject. Tim is a representative of Levi's Building Components (among other companies) who lives in Lancaster County, Pennsylvania. He has been representing quality metal roof and metal building component companies for the last 19 years. He has a working knowledge of snow retention and how it should be used. He is regularly asked for advice on snow retention layout and uses his years of seeing what works and what does not work.

8AM THURSDAY: Opportunities in the Post-Frame Industry

SourceOne Marketing principal Randy Chaffee returns for this session to explore new and growing opportunities in the post-frame building industry. With over 40 years in sales, Randy is a trusted voice in the metal roofing, post-frame, and metal building industry. As owner of Source One Marketing, he helps build brands and relationships that last. Furthermore, he's the host of Building-Wins.LIVE and Let's Chat with Randy Chaffee, bringing energy,

insight, and top guests to the conversation. A speaker, emcee, podcast pro, and all-around force multiplier, Randy blends old-school hustle with modern digital tools to stay ahead of the game.

9AM THURSDAY:

Post-frame Foundations: Our Quest for Longevity

In this engaging presentation, Mark Stover, President of Perma-Column, discusses the extraordinary range of innovative solutions builders can use to construct an enduring post-frame building. Mark will cover the evolution of posts to columns to advanced materials and explore the methods aimed at eliminating the structural threat of rotted wood. He will emphasize the importance of meeting established construction standards and codes. With many options on the market to choose from, Mark will also review how post-frame builders and consumers benefit from distinct market solutions. Drawing on his deep experience, Mark shares his mission to elevate and improve the performance of builders and the post-frame structures they create.



Mark Stover, Perma-Column

With more than 15 years in the building industry, Mark has long been recognized as an innovative business thinker. From his early years as a sales strategist to his various leadership positions, he has instinctively looked for better, more efficient ways to operate. It's only fitting that, since 2017, Mark has passionately guided Perma-Column® and advanced its mission to provide post-frame builders with permanent foundation solutions. Before joining Perma-Column®, Mark served as chief growth officer at Burrow's Post Frame Supply. In his distinguished career, he's managed sales and marketing teams, optimized distribution channels, and successfully elevated every business he has led.

10AM THURSDAY: Moisture Mitigation

For over 25 years, Dripstop™ has been dealing with condensation on non-insulated metal roofs. Attendees will leave this session understanding the problem of condensation and the various methods and tools that can be used to deal with it — and understanding how easy the problem is to control.

Don't let this chance pass you by—whether you're just starting out or looking to take your post-frame business to the next level, if you're a decision-maker, the 2025 Post-Frame Builder Show has something for you. With all-access admission included in every show pass, you'll have full entry to over 80 exhibitors, two days of in-depth educational seminars, the brand-new Barndominium Business Panel, and our complimentary social hour. Bring your questions, connect with industry leaders, and walk away with the practical strategies and supplier contacts you need to succeed. Reach out to any exhibitor for a free show pass or register today—and get ready to answer the opportunity that's knocking. **FBN**