



NFBA
NATIONAL FRAME BUILDING ASSOCIATION

The Gateway To

SUCCESS

Learn. Build. Thrive.

Frame Building Expo

America's Center, St. Louis, MO | February 29–March 2, 2012

www.NFBA.org

The Gateway To

SUCCESS



Why Attend

- Learn about the latest business management, strategic, and marketing techniques.
- Stay informed about the latest regulations on safety and code compliance.
- Discover how large and small companies can increase revenue in a troubled economy.
- Join the effort to grow the post-frame industry through the Post-Frame Market Initiative (PFMI).
- Network with your industry peers on the trade show floor and at hospitality events.

Expo Highlights

Trade Show

- Exhibits by more than 100 post-frame industry suppliers and manufacturers
- Product demonstrations
- Touch, test, and buy the latest tools and products
- Fun activities, contests, and daily prize drawings

Education

- More than 25 hours of industry education
- Tracks on construction practices, sales/marketing, and management/leadership/operations
- Engaging presenters who specialize in construction, compliance, and business development
- Earn continuing education and accredited post-frame builder credits

Networking and Events

- Keynote presentation by former Major League Baseball pitcher Rick Horton
- Prestigious Awards Luncheon
- Reception, entertainment, and hospitality events

Who Will Benefit?

- Post-frame builders and crew members
- Suppliers and manufacturers serving the post-frame industry
- Building material dealers
- Design and code professionals
- Architects and structural engineers

There is camaraderie among post-frame builders like in no other organization I belong to. Competitors, suppliers, and educators from throughout the country come together for one reason—to promote a style of building they feel is superior to any other.

— Bob Brisky, Fingerlakes Construction

Schedule

TUESDAY, FEBRUARY 28

2-6 pm

Registration in Exhibit Hall

WEDNESDAY, FEBRUARY 29

7 am-5 pm

Registration in Exhibit Hall

7-8 am

Continental Breakfast



8-9:15 am

Keynote Presentation

Dreams, Visions, Choices

Rick Horton

Former St. Louis Cardinals pitcher and Major League Baseball Color Commentator Rick Horton will touch upon principles

and personal experiences from his 20 years in sports ministry and 30 years in baseball.

8 am-Noon

Special Workshop

The Application, Design, and Specification of Post-Frame Buildings

Michael Carpenter, Training & Development Systems; Harvey Manbeck, PhD PE, Professor Emeritus at Penn State University and NFBA Technical Advisor; and Jim Delmont, Design Club, Inc.

This workshop is designed to teach architects who are unfamiliar with post-frame building systems about their unique features and key structural and architectural benefits. They will also learn how to use the *NFBA Model Post-Frame Building Specification* to create a customized building specification for almost any post-frame building project. An additional fee and advanced registration are required, which includes access to the trade show after the seminar.

9:30-10:30 am

Breakout Sessions

Construction Practices

Installing Trusses Per Code Compliance (101)

Tim Riegel, PE, Engineering Manager, and Ken Guffey, PE, General Manager, Rigidply Rafters, Inc.

Tim Riegel and Ken Guffey will discuss current industry criteria for the use and installation of large-span metal-plated wood trusses, including handling and temporary and permanent bracing requirements and responsibilities.

Sales/Marketing

How to Compete on Value Instead of Price in a Tough Economy (102)

Ted Garrison, New Construction Strategies

International speaker, author, and consultant Ted Garrison will explain how contractors can offer higher value solutions even in the hypercompetitive low-bid arena.

Management/Leadership/Operations

Leadership Lessons from Baseball, Business, and Ministry (103)

Rick Horton

Rick Horton follows up his keynote presentation with humorous anecdotes from his baseball career.

10:30-10:45 am

Morning Beverage Break

10:45-11:45 am

Breakout Sessions

Construction Practices

Roof Ventilation Techniques (201)

Bruce Nystrom, M.W.I. Components

Discover the tools to quickly evaluate ventilation requirements for post-frame buildings. Bruce Nystrom will discuss attic and building ventilation systems and the products available for the correct application.

Sales/Marketing

How Construction 3.0™ Strategies Can Turn Around an Industry in Turmoil (202)

Ted Garrison, New Construction Strategies

Author and consultant Ted Garrison will introduce nine essential business principles collectively known as Construction 3.0™ Strategies.

Management/Leadership/Operations

How to Safeguard Your Assets from Financial Predators and Lower Your Tax Bill (203)

Dan McNeff, CFP, Legally Mine

An epidemic of lawsuits has ruined the finances of business owners and their families. Learn how to use legal entities to protect your assets while reducing income taxes and eliminating capital gains and estate taxes.

Noon-5 pm

Trade Show Open

Concessions available on trade show floor

Demos

SFS Intec

Atlas Bolt & Screw

Prize Drawing 4:30-5 pm

5-6:30 pm

Christians in Construction Reception

This multid denominational event will feature musical entertainment, non-alcoholic beverages, and snacks. Advance registration is required. Sponsored by Central States Mfg, National Barn Co., McElroy Metal, Hanover Buildings, Rigidply Rafters, and Perma Column.

8 pm-Midnight

Plyco Hospitality



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

7 am-5 pm

Registration in Exhibit Hall

7-8 am

Continental Breakfast

8-8:45 am

NFBA Annual Business Meeting

Learn how NFBA has served its members during the past year, including initiatives to expand the post-frame market.

9-10 am

Breakout Sessions

Construction Practices

Use of Reflective Technology in Post-Frame Structures (301)

Dr. David Yarbough, President, R&D Services, Inc., and Bob Wadsworth

Learn about the use of reflective insulations and radiant barriers. Dr. David Yarbough will summarize the physics involved and describe the applicable test methods. A certificate documenting session participation will be given following successful completion of a short quiz.

Sales/Marketing

Defining Expectations with Reality (302)

Scott Hutchings and Ken Reinheimer, SFS Intec

The application of metal roofing over nontraditional materials is increasing in the building industry. We will discuss necessary considerations in the process of installing metal panels and accessories over lighter substrates such as plywood, oriented strand board, and 1 x framing material; present typical fastener torque to seat, torque to stripout, and pullout values in various substrates; and suggest installation techniques.

Management/Leadership/Operations

New OSHA Interpretations for Fall Protection and Jobsite OSHA Inspection (303)

Gary Auman, Dunlevey, Mahon & Furry, NFBA Legal Counsel; and Bob Brisky, Fingerlakes Construction

Find out the latest information regarding fall protection in the post-frame industry. Gary Auman will cover recent changes and recommendations for compliance. Bob Brisky will detail how contractors can participate with OSHA in its jobsite inspections.

10-10:15 am

Morning Beverage Break

10:15-11:15 am

Breakout Sessions

Construction Practices

Structural Insulated Panels (SIP) (401)

Chris Spaeth, EPS Buildings

Chris Spaeth will describe and define SIP and SIP applications, explain SIP energy strategies, illustrate SIP design and engineering methods, and list and describe current assembly standards.

Sales/Marketing

Marketing Post Frame to the Next Generation (402)

Jake Kirts, Blitz Builders, Inc., and Jeff Meyer, President, Wisconsin Frame Builders Association and Meyer Buildings, Inc.

Today's digital age has created many marketing avenues and tools to expand business opportunities. Jeff Meyer will address the more traditional approaches that still pay off, and Jake Kirts will describe 21st-century approaches and how to employ them using modern technology.

Management/Leadership/Operations

Employee Law Changes and Their Effect on the Post-Frame Industry (403)

Gary Auman, Dunlevey, Mahon & Furry, NFBA Legal Counsel

Federal regulations influence how you interact with your workforce in a multitude of areas. Gary Auman will discuss planned and proposed regulations and how they influence your day-to-day operations.

11:30 am-1 pm

NFBA Awards Luncheon

Everyone is invited to this special session recognizing recipients of the NFBA Building of the Year Awards, the Gail Miller Distinguished Safety Award, Rural Builder Hall of Fame, and the Bernon G. Perkins Post-Frame Industry Award. An additional fee and advanced registration are required.

1-5 pm

NFBA Chapter Meetings

1-5 pm

Trade Show Open

Concessions available on trade show floor

Demos

Everlast Roofing

3:15-4:30 pm



Screw Driving Competition

Are you fast—really fast? Sign up for the Screw Driving Competition at Atlas Bolt & Screw Co. (Booth 443).

4:30-5 pm

Prize Drawing

6:30-9:30 pm



Wheeling Feeling Hospitality

Wheeling Corrugating Co., a fabricator of roll-formed

products for residential, agricultural, construction, highway, and bridge-building markets, will host this hospitality event at the Renaissance Grand Hotel.



7:30 am–12:30 pm

Registration in Exhibit Hall

7:30–8:30 am

Continental Breakfast

8:30 am–12:30 pm

Trade Show Open

Concessions available on trade show floor

Demos

8:30–9:30 am

Breakout Sessions

Construction Practices

3-Hour Fire Wall Test and Revised Guide to Post-Frame Design Documents (501)

Tim Royer, PE, and Brent Leatherman, PE, Timber Tech Engineering, Inc.

Tim Royer will summarize new 3- and 1-hour tests that provide a cost-effective firewall design for commercial post-frame buildings. Brent Leatherman will explain the new lateral design documents for wind and seismic loading on a post-frame building.

Sales/Marketing

Successful Negotiation Next Step: Closing the Deal (502)

Scott Bacon, Fabral

Successful execution in today's business environment requires greater sophistication from sellers and buyers. Scott Bacon will build upon the negotiating framework he presented at the 2011 FB Expo and guide attendees through the process and preparation required to help negotiate a win-win conclusion.

Management/Leadership/Operations

Finding and Keeping Good Employees (503)

Jim Terry, FBI Buildings, Inc.

Crew Manager Jim Terry will explain his industry-leading approach to finding, hiring, and retaining new employees. No one bats a 1,000 and most hitters are lucky to bat 300. Learn Terry's tips for increasing your successful hiring average.

9:30–9:45 am

Coffee Break

9:45–10:45 am

Breakout Sessions

Construction Practices

Controlling Condensation in Post-Frame Buildings (601)

Marcel Konijn, Lantor BV; and Michael Primavera, H&H Metal Products

Improve your understanding of condensation in post-frame construction and metal roofing applications. Marcel Konijn and Michael Primavera will discuss the basics and how to design projects and install products that solve condensation issues with metal roofing products.

Sales/Marketing

Selling Wood Frame Construction in the Commercial Marketplace (602)

Archie Landreman, CSI, Technical Director, WoodWorks

Archie Landreman will discuss issues related to selling wood products for post-frame commercial projects, along with approaches to initiate and increase commercial sales. Topics include using sustainable design messaging and life-cycle analysis to your advantage; doing "attitudinal selling"; identifying upcoming commercial projects; connecting with architects, engineers, and specifiers; and developing relationships with commercial contractors. You'll gain the necessary tools to develop commercial sales for your company and maintain customer relationships.

Management/Leadership/Operations

Utilizing Insulated Metal Panels (IMPs) in Post-Frame Construction (603)

Ken Gieseke, McElroy Metal, and Brian Jaks, Green Span Profiles

Constructing "green" and energy-efficient buildings is a growing trend. IMPs offer builders and owners a systems approach to achieving higher insulation values while reducing construction labor. IMPs offer an *R* value of 8 per inch and are available in thicknesses from 2 to 6 inches. IMPs are used extensively with steel buildings, making post-frame construction a natural fit as well. IMPs are installed with concealed fasteners, resulting in a monolithic and aesthetically pleasing building exterior.

11 am–Noon

Nail-Pounding Competition in Exhibit Hall

Sign up to compete in this exciting event at Maze Nails (Booth #100).

Noon–12:30

Grand Prize Drawing in Exhibit Hall

Win a 3-night hotel stay, full registration for two, and \$500 cash to attend the 2013 Frame Building Expo. You must be present to win.



The Frame Building Expo helps me connect with past and potential customers and companies. These meetings can be a determining factor in working with them on future projects.

— Kevin Salyer, Timber Tech Engineering, Inc.

General Information and Sponsors

GENERAL INFORMATION

Hotel Information

The Renaissance Grand Hotel St. Louis is the host hotel for the 2012 Frame Building Expo. The hotel is located across the street from America's Center (location of Expo and educational events) and within walking distance of numerous restaurants, museums, and attractions.

Renaissance Grand Hotel St. Louis
800 Washington Avenue
St. Louis, MO 63101
314.621.9600 (Hotel Direct)
800.266.9432 (Reservations)
Reservations can also be made online at www.nfba.org
(Frame Building Expo/Attendees page).

Rates

\$159 single/double/triple/quad, plus applicable taxes.
To receive the group rate, be sure to mention NFBA when making your reservation.

- Any reservation canceled within 48 hours of arrival date will be charged for 1 night's room and tax.
- All reservations must be accompanied by a first night advance deposit equal to the first night's room and tax.
- The group rate will be offered 3 days prior and 3 days after the meeting dates, based on availability.

Reservation deadline: January 30, 2012

Don't wait until the deadline—reserve your hotel room now. Reservations received after the cutoff date will be accepted based on space and rate availability. Additional travel information about air and ground transportation, parking, and local attractions is available at www.nfba.org.

About NFBA

For more than 40 years, the National Frame Building Association (NFBA) has represented the interests of builders, manufacturers, suppliers, distributors, and code and design professionals serving the U.S. post-frame construction industry. NFBA's mission is to advance the industry by means of leadership as it supports members in their efforts to grow their businesses and expand the post-frame market. The association is the nation's primary source of post-frame building resources, education, research and development, news, and marketing. NFBA hosts the annual Frame Building Expo, the nation's largest networking event for post-frame construction professionals. Learn more at www.nfba.org.

THANK YOU TO OUR 2012 FRAME BUILDING EXPO SPONSORS

Platinum



Precoat Metals

Bronze



Gold



Christians in Construction Supporters



Silver





2012 Frame Building Expo

February 29–March 2, 2012 | America's Center, St. Louis, MO

FOR DATA USE ONLY

Cust# _____ Mtg Ord # _____

Date _____ | _____

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

Complete name _____ First name for badge _____

Title _____

Company _____ Company city/state _____

Mailing address (home work) _____

City _____ State _____ Zip _____

Home phone: _____ Work phone: _____ E-mail address (required*) _____

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

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

- This is my first Expo.
- I will be using a wheelchair at the conference.
- I will need vegetarian meals.
- I do not wish to be listed in the printed registration list.

Builder Community Registration A

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

Full Meeting Registration

Includes Wed–Fri education and trade show (Feb. 29–March 2)

	On or Before 2/3/2012	After 2/3/2012
Member	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Nonmember	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Student (ID required)	<input type="checkbox"/> Free	<input type="checkbox"/> Free

1-Day Meeting Registration

Includes 1 day only of education sessions and trade show

Check the day you will attend.

- Wednesday Thursday Friday

	On or Before 2/3/2012	After 2/3/2012
Member	<input type="checkbox"/> \$30	<input type="checkbox"/> \$50
Nonmember	<input type="checkbox"/> \$60	<input type="checkbox"/> \$100
Student (ID required)	<input type="checkbox"/> Free	<input type="checkbox"/> Free

Subtotal A \$ _____

Supplier/Dealer Community B

Suppliers or dealers engaged in the manufacturing or sale of materials, equipment, machinery, or services to the post-frame construction industry must register under "Supplier/Dealer Community." Registration includes admission to education sessions and trade show. Additional fee required to attend optional ticketed events.

Full Meeting Registration

Includes Wed–Fri education sessions and trade show (Feb. 29–March 2)

	On or Before 2/3/2012	After 2/3/2012
Member	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Nonmember	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450

Subtotal B \$ _____

Educational Sessions C

(See session title codes on pages 3–5. All sessions included in meeting registration fee)

Wed, Feb. 29	9:30–10:30 am	<input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/>	10:45–11:45 am	<input type="checkbox"/> 2 <input type="checkbox"/> 0 <input type="checkbox"/>
Thurs, March 1	9–10 am	<input type="checkbox"/> 3 <input type="checkbox"/> 0 <input type="checkbox"/>	10:15–11:15 am	<input type="checkbox"/> 4 <input type="checkbox"/> 0 <input type="checkbox"/>
Fri, March 2	8:30–9:30 am	<input type="checkbox"/> 5 <input type="checkbox"/> 0 <input type="checkbox"/>	9:45–10:45 am	<input type="checkbox"/> 6 <input type="checkbox"/> 0 <input type="checkbox"/>

Payment

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

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

Account number _____ Exp. date _____

Signature _____ Cardholder's name (please print) _____

• I authorize NFBA to charge the above-listed credit card amounts deemed by NFBA to be accurate and appropriate.

If payment does not accompany this form, your registration will not be processed.

Check here if you are a member of:

- AIA
 ASABE

Primary Business Activity (Check one)

- Post Frame Builder
 Metal Frame Builder
 General Contractor
 Lumberyard/Distributor
 Manufacturer/Supplier
 Architect/Engineer
 Code Official
 Student

What is your role? (Check one)

- Owner/President/Sr. Mgr.
 Crew Leader/Member
 Sales/Marketing
 Other

Optional Ticketed Events (Expo Registration Required) E

Christians in Construction Reception, Wednesday, February 29, 5–6:30 pm

(Free) # of tickets _____

Awards Luncheon, Thursday, March 1, 11:30 am–1 pm

_____ Member tickets x \$45/ea = \$ _____ _____ Nonmember tickets x \$55/ea = \$ _____

Subtotal E \$ _____

Special Workshop F

The Application, Design, and Specification of Post-Frame Buildings

Wednesday, February 29, 8 am–Noon (includes access to exhibit hall following seminar)

_____ Student \$15 _____ Member \$25 _____ Nonmember \$50

Subtotal F \$ _____

Spouse/Guest Pass G

List name(s) of spouse, guest, or child under 17 accompanying you to the Expo. These special guests receive access to attend the education sessions and trade show. An additional fee is required to attend optional ticketed events.

Name(s) _____

Total Amount Due H

(A or B) + E + F = \$ _____

4 Ways to Register

Online*: www.nfba.org

Fax*: 847.375.6495

Phone*: 800.557.6957

Mail: NFBA Conference, PO Box 839, Glenview, IL 60025-0839

*Credit card payment only **Cancellation policy:** All cancellations must be received in writing. A \$15 processing fee applies to all cancellations. No refunds will be made on cancellations postmarked after January 30, 2012. All refunds will be processed after the Expo.

The Gateway To

SUCCESS

Register now for discounted rates!



Exhibitors (as of September 2011)

64 Metals

A J Manufacturing, Inc.
ABC (American Building Components)
AkzoNobel
Amerilux International
Ameripak, Inc. of Kentucky
Anco Products, Inc.
Arch Wood Protection
ASC Machine Tools, Inc.
Atlas Bolt & Screw Company
Bay Insulation Supply
Beck Automation, LLC
Becker Specialty Corp
Bestline Building Products
Boise Cascade
The Bradbury Group
CannonBall: HNP
Central States Mfg.
CHI Overhead Doors
Covertech

Decra Roofing Systems
Direct Metals, Inc.
Duracoat
Energy Panel Structures
Everlast Roofing, Inc.
Extrutech Plastics
Fasteners Direct, LLC
FILC DD MENGES
Graber Post Buildings
GRK Fasteners
H & H Metal Products
Innovative Energy, Inc.
Klauer Manufacturing
Lester Building Systems LLC
Marco Industries
Marion Manufacturing
Maze Nails
McElroy Metal, Inc.
Menards
Metal Rollforming Systems
Mill Steel Co.

MWI Components
New Process Steel Corp.
NOFP, Inc.
Northstar Metals Mfg.
Ohio Timberland Products
Overhead Door Corp.
Palram Americas
Paramount Metals
Perma-Column, Inc.
Plasti-Sleeve/HomeworkDesign
PLYCO Corp
Post Protector, Inc.
Precoat Metals
Princeton Delivery Systems
Radiant Outfitters
Ridge Craft
S-5!
Sealtite Building Fasteners
Semmler Systems, Inc.
SFS Intec, Inc.
Snoblox/Snojax

Stanley Black & Decker
(National MFG)
Starwood Rafters
Steel Dynamics, Inc.
Steel Source
Stiletto Tools
Swenson Shear
Symun Systems/Construction
Maestro
Tallant Industries, Inc.
Timber Tech Engineering
Triangle Fastener Company
Tri-State Lumber Company
United Steel Supply
Valspar Corporation
Western Products of Indiana
Wheeling Corrugating
Wick Buildings

To join this impressive list of exhibitors, please contact Kyle Pope at 800.726.9966 ext. 13873.