

National Frame Building Association Heartland Chapter



Heartland NFBA Chapter *Education Day* Showcases Unique Seminars

By John Fullerton

NFBA's newest regional affiliate is the Heartland NFBA Chapter, which covers the states of Kansas, Missouri, Oklahoma, Arkansas, Texas and Louisiana. The Heartland Chapter held its *First Annual Heartland NFBA Chapter Education Day* on Thursday, May 12 at Cabela's in Kansas City.

More than 70 builders, suppliers, material dealers, architects, engineers and other post-frame industry professionals attended the *Education Day*. AJ Manufacturing, Akzo-Nobel, American Building Components, CannonBall, Central States Mfg., Fabral, Marco Industries, McElroy Metal, MWI Components and Heartland Perma-Column co-sponsored the event.

The chapter presented several educational seminars on post-frame construction and business management topics. On the morning of May 12, Adam Haynes of Central States Mfg. and John Fullerton of Heartland Perma-Column reviewed what NFBA and the chapter are doing to grow members' businesses for a session called "NFBA: Growing Your Industry." John Kelly of Valspar helped builders better understand how our buildings are environmentally-friendly with his presentation, "Green Aspects of Steel Cladding." Scott McKinney of BizPortz/Post-Frame Manager covered design and engineering fundamentals and keys to accurate project estimates in a session titled "Designing and Estimating Post-Frame Buildings."

That afternoon, Loren Schmelzle of Precision Truss and Brent Leatherman of Timber Tech Engineering focused on safe handling and design aspects in a presentation called "Handling and Bracing of Long-Span Trusses." Scott Hutchings of SFS Intec provided fresh insights for success in a program dubbed "Sales: A Pursuit of Simple." Jim McGaha of Wick Buildings talked about ways we can work with crewmembers to increase sales and repeat business in a session called "Sales and Crew: Working together to grow Repeat Business."

Attendees received four NFBA Accreditation Units (NAUs) in recognition of the continuing education sessions they attended. Contractors may become NFBA Accredited Builders if they earn at least 12 NAUs within a two-year period. Design professionals and other industry professionals may use NAU certificates to self-report continuing education learning units.

The Heartland *Education Day* included industry-specific presentations unavailable elsewhere, the latest post-frame product information direct from industry suppliers and more. Builders, design professionals and suppliers who attended gained valuable information to take back with them, so they may engage customers more efficiently and target new and emerging markets.

The Heartland Chapter will hold its *Second Annual Heartland Conference* featuring a trade show, educational events and golf, fishing and cornhole tournaments Oct. 20-21, 2011, at the StoneBridge Resort near Branson, Mo. For more information about attending or exhibiting at the *Heartland Conference*, please call Chapter Vice-President Bryan Chatham at 918/640-5396 or visit www.nfba.org/Heartland.

John Fullerton is President of Heartland Perma-Column and serves as chair of the Heartland NFBA Chapter's Education Committee.