

NATIONAL

FRAME

B U I L D E R

M A G A Z I N E

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Vol.1 No.3

FRAME BUILDING EXPO WARMS DES MOINES

Highlights from the 2020
NFBA Frame Building Expo

TECHNOLOGY & RESEARCH

Let it Snow! Let it Snow! Let
it Snow!?!?

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Affected by Ongoing
Coronavirus Disease 2019
Pandemic IRS

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Olympic Gold Medalist

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LEGAL SERVICES PLAN



WHAT IS IT?

The National Frame Building Association has entered into an agreement with the law firm of Auman, Mahan, and Furry to provide the NFBA membership with this unique service.

HOW DO I USE THE PLAN?

Auman, Mahan, and Furry specializes in labor and employment law, discrimination, wage-hour, prevailing wage, workers' compensation, unemployment compensation, construction law, construction claims disputes, government contract disputes, occupational safety and health, pensions, fringe benefits, collective bargaining, litigation, and business law; including taxes and securities. The firm represents numerous business clients and various associations throughout the country, including NFBA.

WHAT IF I NEED ADDITIONAL HELP?

If additional services are needed, members can either contact their own attorney or retain the services of an attorney at AMF at a preferred hourly rate. Court costs, filing fees, and miscellaneous disbursements would be paid for by the member, and itemized by the firm.

WHAT DOES IT COVER?

The primary purpose of this service is to provide NFBA members the opportunity to discuss and identify legal problems, and to resolve general questions and concerns quickly through convenient access to specialized and qualified legal counsel. Each NFBA member is entitled to one 30 minute consultation per month either by telephone, email, or office conference, at no charge. It is understood that these consultations and conferences will be based on existing knowledge of the attorney without further research and analysis. When calling Auman, Mahan, and Furry, please ask for Gary Auman and identify yourself as a NFBA Member calling under the Legal Services Plan.

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Successful CEOs Envision Their Own Exit Strategy

Leaders need to prepare for the future of their company. “If that company is part of your identity, why not do succession planning?”, asks Beth Savage, President of PQ Systems. Beth was part of a team that built a plan for succession that was implemented when the founder of PQ Systems unexpectedly passed.



20-25

Frame Building Expo Warms Des Moines

The 53rd annual Frame Building Expo made its way to the center of the Hawkeye State in late February, attracting post-frame builders and suppliers from throughout the country. The Hilton Des Moines Downtown in Des Moines, Iowa, was the home of the post-frame industry for three days.



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FIND US



Hello & Welcome



On behalf of the National Frame Building Association's Board and Committee Members, I would like to thank you for your participation at the 53rd Annual NFBA Post Frame Expo that was held February 26th-28th in Des Moines, IA.

I hope you had a successful show, enjoyed the week's festivities, and had a chance to make business contacts both old and new. Our Builder Members, Exhibitors, Sponsors, and Post Frame Advantage Donors are the driving force that allows the Association to continue to provide our Members with quality education and a full Expo where they can learn about the latest technology and products to advance their operations, and in turn, the industry as a whole.

I invite and encourage you to continue your participation with NFBA and I look forward to seeing you next year for the 54th Annual Post Frame Expo March 3rd - 5th at the Gaylord Opryland Resort in Nashville, TN where we will also be celebrating the 50th Anniversary of the inception of NFBA.

If you are not currently a Member of NFBA or were not able to join us in Des Moines, I would encourage you to check us out and learn about the benefits of becoming a member. Remember, NFBA's full-time staff is here to answer any questions you may have and our website is continuously being updated with the latest information about the Association and the industry.

As always, your support of the Association and the Post Frame Industry is greatly appreciated.

Rachel Pinkus
Editor



NFBA HELPS BUILD YOUR POST-FRAME BUSINESS
visit www.nfba.org/index.php/members-landing

A MESSAGE FROM

MATT GREINER PRESIDENT, NFBA BOARD OF DIRECTORS

Spring is coming on fast and there are some exciting things happening in the post-frame industry. NFBA is surging ahead and making a lot of progress. We had an excellent 2020 Expo in Des Moines with a record number of booth sales and attendees. I want to thank everyone for coming to the show and I hope you enjoyed your stay in my home state of Iowa.

I know I enjoyed my time at Expo this year. I made it to most of the social events, meetings, and activities where I met many new people and reconnected with industry folks that I have not been in touch with for a while. I hope those of you who attended were able to get around to the many things Expo had to offer this year. Coach Dan Gable's keynote was epic, and the Building of the Year winners were awesome as usual. I also want to commend the companies that earned recognition in the Gail Miller Safety Program and the folks who were entered into the Hall of Fame.

In addition to our June and October meetings, each year NFBA conducts an Executive Committee and Board Meeting at the Expo. Members can expect to see big outcomes from these meetings this year as our committees are taking massive steps in the development of a crew curriculum/education program and post-frame specific fall protection research and design. As you can see, workforce and safety needs for our industry continue to be front and center in all we do.

I do have just a few things I would like you all to keep in mind as you move through this year.

If your company is not already a part of the NFBA Accredited Builder Program, I urge you to consider taking this step. For those who are accredited, look for this to become even more effective and beneficial to you and your company moving forward. New Accredited Builder hard hat stickers and equipment/vehicle decals are now available for purchase.



If it has been a while or you have never participated in the Gail Miller Safety Award Program, I strongly urge you to participate next year. This will make a huge difference in your company's OSHA compliance and employee safety culture. NFBA Safety Manual Templates are also still available for purchase if you are in need of a good head start on a company manual or just need to refresh sections of your current manual.

NFBA continues to work to grow its social media following through quality posts and outreach initiatives. We'd love to get our information out to more end users so we can push more business back to our members. Please contribute by "liking" and "sharing" NFBA posts on Facebook and Instagram!

As always, your NFBA Staff is here to help. If you have any questions or need any additional information on any of the subjects discussed above, you can look for details at www.nfba.org or call 800-557-6957.

It was great seeing you all at Expo and I hope everyone has awesome spring building season!

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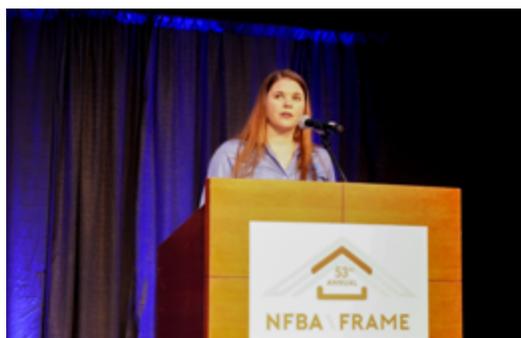
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2020 POST-FRAME ADVANTAGE CAMPAIGN

PFA Post Frame Advantage Update

PFA UPDATE

2020 is underway and so are several important programs for the Post-frame Industry. The NFBA is endeavoring to tackle some large initiatives that will benefit Post-frame Contractors and in turn, all members of the Industry:

- Snow Load/Building Collapse Response - The NFBA Technical and Research Committee is making efforts to analyze the recent onslaught of structure collapses due to snow, ice, and wind loads. A primary target for response to this phenomenon is educating building owners about the critical component of proper engineering when creating a post-frame structure. This effort by the Committee involves several avenues research, outreach, and education of multiple audiences.
- Post-Frame Curriculum Development - Many hands are at work in the NFBA Membership Committee producing a Post-frame Construction Curriculum. This project is going to result in a comprehensive text book that includes all of the basic skills, tools, and building components that are needed for post-frame projects. The book will be accompanied by a teaching guide and tests. It will be nicely packaged for quick implementation into our Members' training programs. This program will be launched at next year's NFBA Conference and Expo in Nashville.
- Post-Frame Fall Protection Initiative - The NFBA Safety Committee is pursuing a solution

Megan Miller
NFBA Executive Director



for Post-frame-specific fall protection. We are teaming up with the Engineering team at LJB, Inc. to visit multiple post-frame construction sites to observe the stages and requirements that come in to play with this type of construction. The primary goal of this research will be to develop a solution for fall protection that is both practical and affordable. If this research does not reveal such a solution, then NFBA will use the evidence from these studies to pursue a variance from OSHA for the Post-frame Industry.

Resources and funding for these and other projects will come directly from the PFA Program. **Our fundraising goal for 2020 is \$180,000.** Please make your commitment to this goal and to our Industry with your 2020 contribution today! Those who contribute at a level of \$500 or more will be considered PFA Gold Level Contributors. Those who contribute at a level of \$2500 or more will be considered PFA Platinum Contributors. Please see the next page for details of these levels, and the recognition and benefits that come with them. Being a PFA Contributor at any level is now easier than ever. We now have monthly, quarterly, and annual contribution options available. We can also facilitate recurring automatic contributions. Act now and answer the call to support the Post-frame Industry by filling out the form on the following page and sending it to NFBA via mail, email, or fax.

NFBA 2020 POST-FRAME ADVANTAGE COMMITMENT FORM



Name: _____

Company: _____

(Please list your company name as you would like it to appear on recognition materials)

Commitment Level:

- \$25,000 \$2,500 (**PLATINUM CONTRIBUTOR LEVEL)
 \$12,500 \$1,000
 \$10,000 \$500 (*GOLD CONTRIBUTOR LEVEL)
 \$5,000 \$Other _____

As a PFA Program Contributor, you will be:

- ◆ Recognized as a supporter on nfba.org
- ◆ Recognized with signage at the Annual Conference and Expo
- ◆ *Gold Contributors will receive an enhanced listing on nfba.org that includes the Gold Contributor emblem
- ◆ **Platinum Contributors will receive Gold Contributor Level benefits with Platinum Contributor emblem, will be recognized in the Conference and Expo program and on Expo signage, **AND** they will receive either a half-page ad in the NFBA National Frame Builder Magazine or 2 complimentary full registrations to the 2021 NFBA Conference and Expo!

Support your Industry and support your business!

Your contribution to the Post-Frame Advantage Program directly funds educational marketing. This marketing is designed to let building “decision makers” and consumers know that post-frame can be the best choice for their projects.

Your support also funds post-frame research, design tools, standards development, and technical programs that educate the engineering, design, and code official community on post-frame building systems.



We now offer more payment options than ever!

I would like my contribution payment(s) to be made via the following frequency:

 Annual (full amount) Semi-Annually Quarterly Monthly
I would like to pay via: Check made out to NFBA or Visa, MC, Discover, or American Express

Recurring credit card payments are also now available! Please check this box if you would like to make your payments automatically recurring: YES make my credit card payment automatically recurring

With an end date of : _____ or No end date

Billing address: _____

City _____ State _____ Zip _____

Email _____ Phone _____

Return completed form to NFBA: mmiller@nfba.org 937-278-0317
 NFBA 7250 Poe Ave. Suite 410 Dayton, OH 45414

RELIEF FOR TAXPAYERS AFFECTED BY ONGOING CORONAVIRUS DISEASE 2019 PANDEMIC IRS

On March 13, 2020, the President of the United States issued an emergency declaration under the Robert T. Stafford Disaster Relief and Emergency Assistance Act in response to the ongoing Coronavirus Disease 2019 (COVID-19) pandemic (Emergency Declaration).

The Emergency Declaration instructed the Secretary of the Treasury “to provide relief from tax deadlines to Americans who have been adversely affected by the COVID-19 emergency, as appropriate, pursuant to 26 U.S.C. 7508A(a).” Pursuant to the Emergency Declaration, this notice provides relief under section 7508A(a) of the Internal Revenue Code for the persons described in section III of this notice that the Secretary of the Treasury has determined to be affected by the COVID-19 emergency.

Section 7508A provides the Secretary of the Treasury or his delegate (Secretary) with authority to postpone the time for performing certain acts under the internal revenue laws for a taxpayer determined by the Secretary to be affected by a Federally declared disaster as defined in section 165(i)(5)(A). Pursuant to section 7508A(a), a period of up to one year may be disregarded in determining whether the performance of certain acts is timely under the internal revenue laws.

The Secretary has determined that any person with a Federal income tax payment due April 15, 2020, is affected by the COVID-19 emergency for purposes of the relief described in this section III (Affected Taxpayer).

For an Affected Taxpayer, the due date for making Federal income tax payments due April 15, 2020, in an aggregate amount up to the Applicable Postponed Payment Amount, is postponed to July 15, 2020.

The Applicable Postponed Payment Amount is up to \$10,000,000 for each consolidated group (as defined in §1.1502-1) or for each

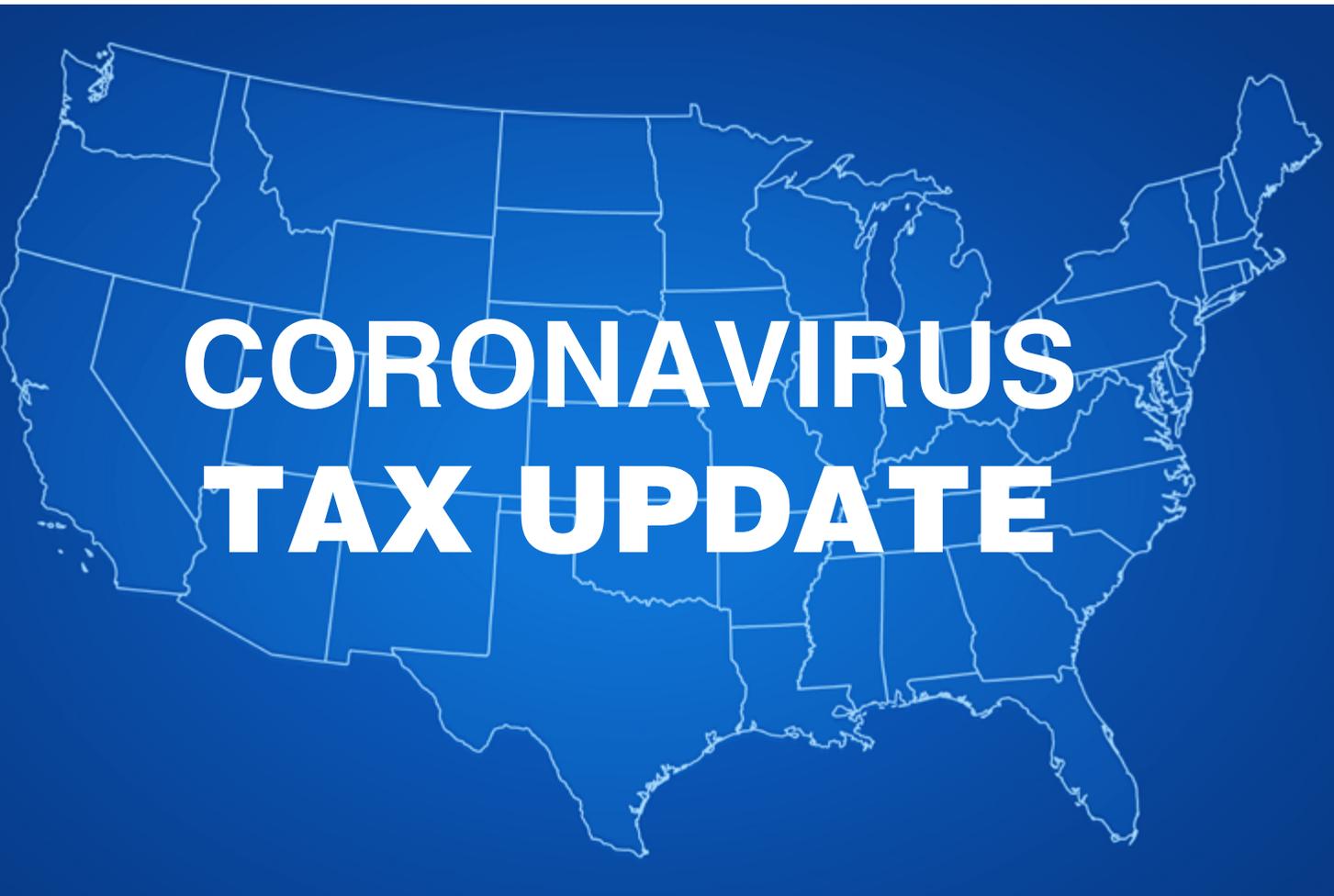


For all other Affected Taxpayers, the Applicable Postponed Payment Amount is up to \$1,000,000 regardless of filing status. For example, the Applicable Postponed Payment Amount is the same for a single individual and for married individuals filing a joint return. In both instances the Applicable Postponed Payment Amount is up to \$1,000,000.

The relief provided is available solely with respect to Federal income tax payments (including payments of tax on self-employment income) due on April 15, 2020, in respect of an Affected Taxpayer’s 2019 taxable year, and Federal estimated income tax payments (including payments of tax on self-employment income) due on April 15, 2020, for an Affected Taxpayer’s 2020 taxable year. The Applicable Postponed Payment Amounts described in this section III include, in the aggregate, all payments described in the preceding sentence due on April 15, 2020 for such Affected Taxpayers.

No extension is provided in this notice for the payment or deposit of any other type of Federal tax, or for the filing of any tax return or information return.

As a result of the postponement of the due date for making Federal income tax payments up to the



CORONAVIRUS TAX UPDATE

For an Affected Taxpayer, the due date for making Federal income tax payments due April 15, 2020, in an aggregate amount up to the Applicable Postponed Payment Amount, is postponed to July 15, 2020.

Applicable Postponed Payment Amount from April 15, 2020, to July 15, 2020, the period beginning on April 15, 2020, and ending on July 15, 2020, will be disregarded in the calculation of any interest, penalty, or addition to tax for failure to pay the Federal income taxes postponed by this notice. Interest, penalties, and additions to tax with respect to such postponed Federal income tax payments will begin to accrue on July 16, 2020. In addition, interest, penalties and additions to tax will accrue, without any suspension or deferral, on the amount of any Federal income tax payments in excess of the Applicable Postponed Payment Amount due but not paid by an Affected Taxpayer on April 15, 2020.

Affected Taxpayers subject to penalties or additions

to tax despite the relief granted by this section III may seek reasonable cause relief under section 6651 for a failure to pay tax or seek a waiver to a penalty under section 6654 for a failure by an individual or certain trusts and estates to pay estimated income tax, as applicable.

Similar relief with respect to estimated tax payments is not available for corporate taxpayers or tax-exempt organizations under section 6655.

The IRS established a special webpage on [IRS.gov/coronavirus](https://www.irs.gov/coronavirus) to include all of the available tax-related information. This page will be updated as more information is available.

LET IT SNOW! LET IT SNOW! LET IT SNOW?!?

Post-frame building owners should be able to enjoy long, peaceful, winter naps for years to come if their buildings are properly engineered, constructed, and maintained.

Aaron J. Halberg, P.E.
Halberg Engineering LLC



Over the past decade, snow has contributed to the collapse of many buildings throughout rural areas, especially where large buildings are exempt from building codes and inspections. Most recently, in February and March of 2019, many buildings collapsed throughout Minnesota, Iowa, and Wisconsin after receiving relatively high seasonal snowfall amounts (see Fig. 1).

Some think of this as nature’s way of “spring-cleaning”, removing old and weak buildings from our communities, but I have witnessed new buildings collapse, as well as the old (see Fig. 2).

Many of the larger buildings constructed for farms or storage are post-frame buildings because

they are structurally efficient, environmentally friendly (low embodied energy) and affordable. As a result, when collapses occur in these areas, they are likely to include a large number of post-frame buildings. Although it varies by state, rural and agricultural buildings are often exempt from building codes and inspections in many states, regardless of building size (see Figure 3).

For buildings with no building code requirement, a builder and owner can agree to whatever building design specifications they want, meaning it would be legal to construct a building that has been engineered to support loads lower than the minimums prescribed in the ASCE 7 standard

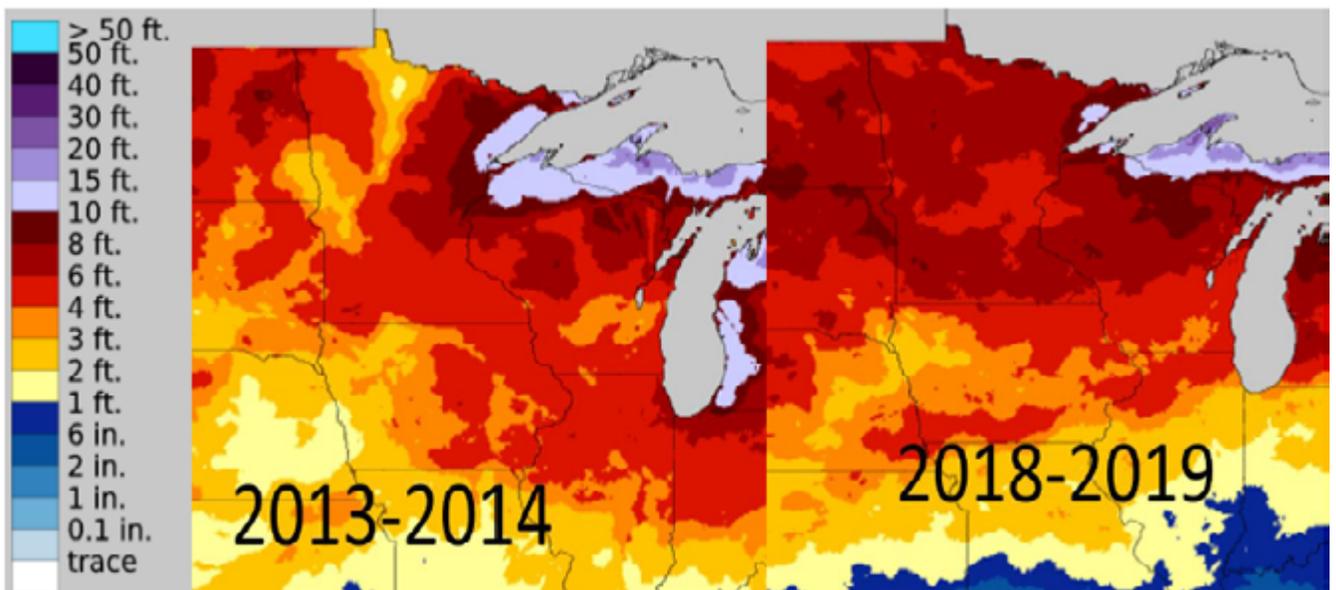


Figure 1: Seasonal Snowfall totals in the Midwest from 2013-14 and 2018-19 winter seasons, each of these winters resulted in numerous collapses. (Graphic Source: nohrc.noaa.gov)



Figure 2: This new freestall barn experienced a partial collapse in February 2014 in Northern Wisconsin before the first dairy cow had even moved in. The design for this post-frame was not engineered.

(see Figures 4 and 5 pg 16). The more common option is that they build a non-engineered post-frame building; that is, they construct a post-frame building without having a comprehensive structural analysis performed, and without such an analysis, no technical basis exists for the size and grade of framing members, nor for how they are connected. In such a situation, the building design capacity is essentially unknown. It's an uneducated guess, or the flip of a coin, whether wind or snow will cause a collapse. When designed improperly or not designed at all, any material efficiency gains associated with the post-frame building system are nullified because of the increased probability of structural failure.

Any such under-designed or non-engineered post-

frame structure has no merit to be compared to a properly designed and constructed post-frame building, which utilizes the technical advances made over the past 30 years through efforts and initiatives supported by the National Frame Building Association (NFBA) and summarized in the Post-Frame Building Design Manual.

To assess the situation after many collapses occurred in the winter of 2018-19, about 30 professionals joined the Engineering Committee of the Wisconsin Frame Builders Association (WFBA) in April 2019 for a meeting. The goal was to seek consensus on actions that could and should be taken on behalf of the industry and future post-frame building owners.

After a spirited day-long discussion, three main



Figure 3: These pictures show typical farm operations found throughout the Midwestern US, with a dairy barn from the early 20th century (top) compared to an early 21st century dairy operation (bottom). Except for the electrical systems, the larger buildings are often exempt from structural building codes and inspections.

continued on page: 16

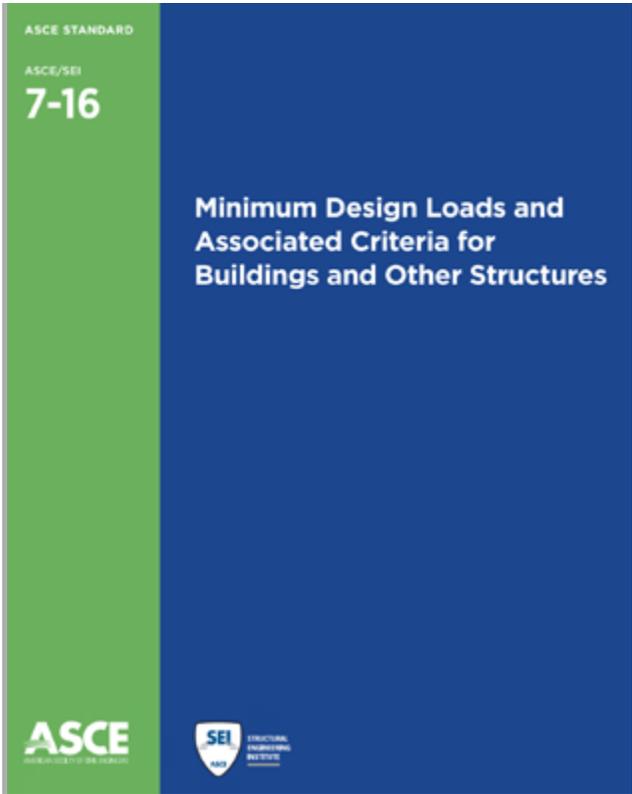


Figure 4- ASCE 7: the preminent Minimum Design Load standard for buildings in the United States. (-16 indicates this is the 2016 edition of the standard)

ideas and objectives seemed agreeable to this group:

1. Conduct a survey of farm building collapses over the past decade to establish the magnitude and nature of the problem, explore trends in the age and type of structures affected, and measure financial impact to farmers and insurers.
2. Promote the use of ASCE 7 (see Fig. 4) as the document for establishing minimum design loads (snow, wind, seismic, etc.) for all structures.
3. Educate building owners, builders, insurers, and lenders about their responsibilities and options for quality decision making on new building projects, so they will end up with a reliable post-frame building instead of an under-designed look-alike.

These three initiatives are underway, with a survey and follow up interviews ongoing, conducted by University of Wisconsin outreach specialists.

UPDATE: Buffalo Co. farm ruled total loss after fire that cause \$10M in damages



Figure 5: A post-frame hog barn collapsed in Wisconsin after a March 2019 snow event which then caught on fire from an electrical source. The building was engineered for a 30psf Roof Snow load, less than the ASCE 7 standard for the building's location.

Also, this article and live presentations I have made since April 2019 have focused on promoting ASCE 7 as the minimum design load standard for all buildings and educating building owners on the importance of getting a fully engineered post-frame building. The NFBA Technical and Research committee will continue to focus on education materials to promote these ideas.

Even a properly engineered post-frame building could experience damage or collapse due to an extreme snow event, wind storm or tornado, but it is my opinion that many of the buildings which collapsed in recent snow and wind storm events will be found (through the survey) to have been under-designed or non-engineered post-frame look-alikes.

Some of the key decisions an owner should make for a reliable post-frame building include:

- Have the building designed by a Professional Engineer familiar with post-frame construction;
- Select design loads for snow, wind, and other applicable loads which meet or exceed ASCE 7 minimums;
- Receive a set of certified (stamped) set of construction plans for the building design before construction begins. A stamped truss design does not mean the building itself is engineered! Building design documents are not only useful during construction, but also for inspection of the finished project by insurance, lenders, and others; also useful for future reference when changes, repairs, or improvements are considered;
- Work with a competent builder, identified by a commitment to keep up with the latest advances, such as the NFBA's Accredited Builder program; and
- Perform the recommended preventative maintenance and routine inspections to ensure that the building design integrity is maintained throughout the building's useful life.

Extreme weather will provide the ultimate test for a building's reliability and reveal which buildings are properly engineered post-frame buildings and which are "look-alikes". It would be immoral to represent a new building as a properly and fully engineered post-frame building if that is not true. I strongly encourage building owners and builders to have clear and honest conversations about engineering, design loads, and expected service life before the building purchase agreement is signed.

For a more technically in-depth version of this article and to see additional Examples and Figures, go to www.nfba.org/resources/technical and click on the "Technical Article" tab.



Aaron J. Halberg, P.E. speaking at the 53rd Annual NFBA EXPO

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WORKER CLASSIFICATION LEGISLATION MOVES AHEAD IN VIRGINIA



The Virginia state capitol. Photographer: Drew Angerer/Getty Images

Virginia lawmakers are advancing legislation that would punish employers for misclassifying their workers as contractors rather than employees.

The House of Delegates approved a bill (H.B. 1407) Tuesday that would impose a fine of up to \$1,000 per worker on businesses that improperly treat their employees as independent contractors. Maximum fines would be boosted to \$2,500 per misclassified individual for second offenses and to \$5,000 for any additional violations.

Virginia's Senate approved its version of the measure (S.B. 744) on Jan. 27. Once differences between the bills are reconciled, the measure will be sent to Gov. Ralph Northam (D), who is expected to sign it. Both versions were approved largely along party lines, with Democrats voting in favor and Republicans against the legislation.

Worker classification has attracted growing attention from state lawmakers, partly due to the spread of the gig economy and app-based transportation and delivery services such as Uber, DoorDash, and Lyft that connect workers to consumers. But the issue affects a broad range of industries such as construction, health care, and information technology.

Workers properly classified as independent contractors rather than employees aren't guaranteed minimum wages, overtime benefits, or other employment protections. That means employers can face higher labor and other costs for workers

BY Andrew M. Ballard
Bloomberg Law



deemed to be employees under the law.

New Jersey and California both recently enacted employee classification laws and other states including New York are considering similar legislation. California's new requirements are facing multiple court challenges.

Northam issued an executive order in 2019 calling for an inter-agency task force to make recommendations on how to address the issue in Virginia. The pending measures stem from that study.

When he announced the study results in November, Northam said that about 214,000 state workers are misclassified as contractors, costing the commonwealth some \$28 million in tax revenues each year.

The House and Senate bills pending in Virginia would prohibit the awarding of public contracts for a certain period of time to employers that misclassify workers. The legislation also would allow the state Tax Commissioner to share information to help with enforcement. Both versions would take effect Jan. 1, 2021.

The bills' proposed use of IRS guidelines to determine classification is considered a more employer-friendly model than California's classification law.

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FRAME BUILDING EXPO WARMS DES MOINES

The 53rd annual Frame Building Expo made its way to the center of the Hawkeye State in late February, attracting post-frame builders and suppliers from throughout the country. The Hilton Des Moines Downtown in Des Moines, Iowa, was the home of the post-frame industry for three days.

BY Rachel Pinkus
NFBA Managing Director



On the trade show floor, exhibitors showcased the newest innovations, while hours of educational opportunities filled the morning schedule, offering an extensive variety of topics for those looking to learn about Business Management, Sales and Marketing and/or Safety and Technical Methods for post-frame builders.

Keynote speaker Dan Gable, a two-time NCAA wrestling champion and Olympic Gold Medalist, presented his thoughts on the keys to success and touched on stories from his books, *A Wrestling Life* and *A Wrestling Life 2*. Gable coached The University of Iowa wrestling team to 15 national championships from 1976 to 1997. Gable made himself available on the trade show floor to sign his book for attendees.

There were plenty of opportunities to discover a way to make you and your business more successful!

“Des Moines was great! We saw a lot of long-time customers who visit the Frame Building Expo every year but we also met many new prospects that have not attended previous expos,” says Ken Gieseke, Vice President of Marketing at McElroy Metal. “They invest in their business by attending the show and taking advantage of the learning opportunities presented by NFBA. It’s important for us to

be at the show, to meet with those customers and prospects. Many of them place a lot of importance on doing business face to face.”

There’s always something happening on the trade show floor. It’s easy for anyone to be swept up in the opportunity to learn.

Mike Gehman, owner of Sunquest Metal in Friedens, Pa., attends the Expo more often than not. Sunquest Metal produces roofing panels for local installers, serving a 200-mile radius.

“It’s an opportunity for me to meet with my vendors and check out what’s new in the industry,” Gehman says. “I also visit the other booths to learn what I can about paint or steel. It’s a place where I can talk to others in the industry and learn what’s working for them in their area. It’s a unique show that way.”

Suppliers and manufacturers exhibiting at the show also look for information from attendees, hoping to discover what customers are looking for.

“We look at the show in several ways,” says Tom Granitz, National Sales and Marketing Director at Plyco. “It’s a great opportunity to connect with our customers that make the trip to the show and hopefully find some new prospects. Our sales group is very active in seeing many customers and prospects

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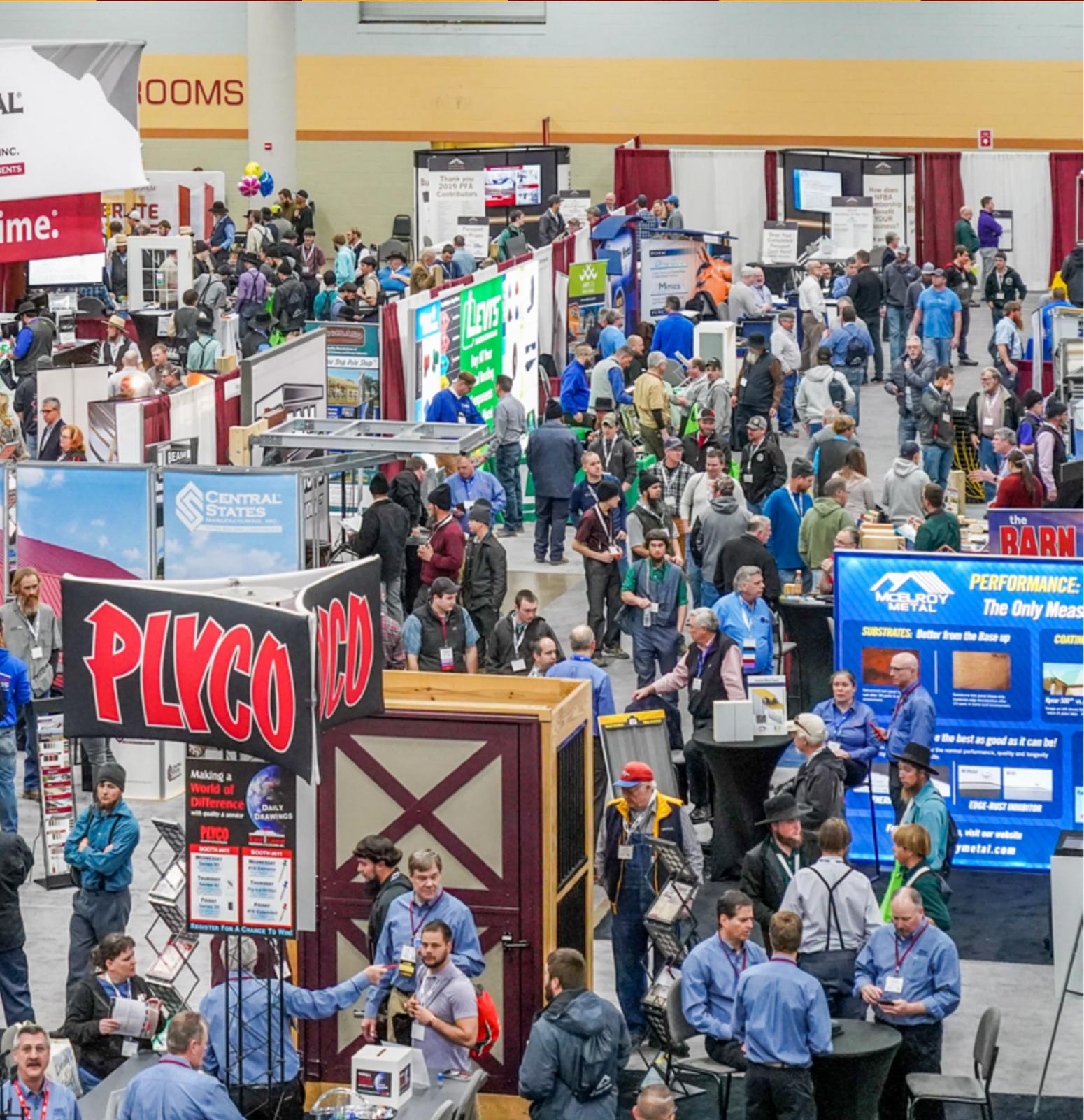


Josh Nowlin NFBA Board of Directors & NFBA Membership Chair

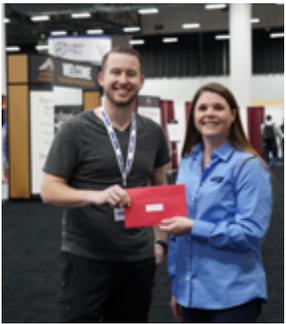
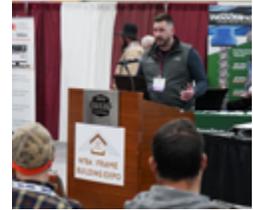
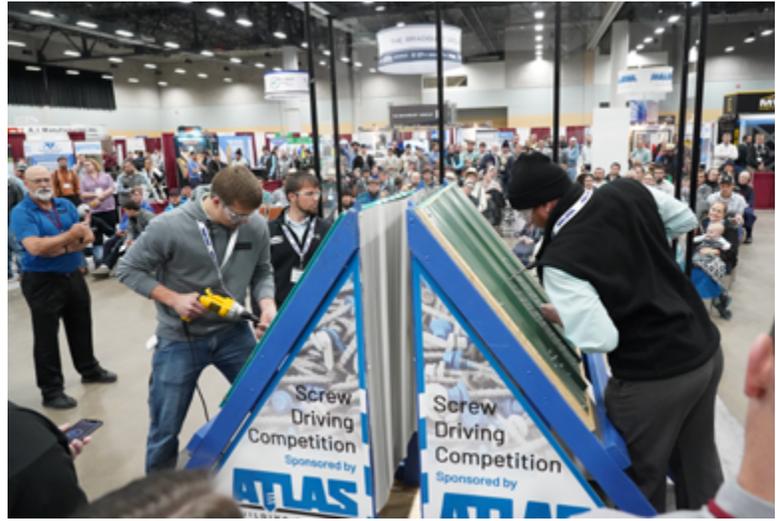
2020 NFBA FRAME BUILDING EXPO

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2020 FRAME BUILDING EXPO



The 2021 Frame Building Expo returns to the Gaylord Opryland in Nashville, March 3-5. For more information on the 54th annual show, visit www.nfba.org



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frequently but it's a rare opportunity for them to interact with other people within the Plyco/East Coast organization such as our manufacturing and/or management staff. We also use the show as an opportunity to highlight changes to existing products, or new product introductions and to get feedback from those that stop by the booth – so want our conversations to be interactive.”

Plyco has generously hosted a popular hospitality event at the Expo for years; a less formal business and social gathering.

“With our reception, it's just a good time to enjoy friendships that have been built over many years,” Granitz says. “We definitely want to hear from builders and others about how the new year is shaping up and any issues they are facing going forward. We obviously do some forecasting and have a sense of the market, but this brings it down to a personal level and helps us better hone in on things we might need to prioritize. Our feedback for 2020 is that many builders have a pretty solid backlog. The weather has been cooperative – so far – so we are very optimistic that 2020 will be a strong year.”

Reuben Esh of Garnett, Kan., grew has been a part of the post-frame industry ever since he helped his

dad build a post-frame building more than 30-years ago. “Today, I'm a shareholder in the following post frame building companies: MQS in Montana, Central Structures in Missouri, MQS Structures in Ohio, and Post Frame Protractor, a software company that is geared toward the industry as well,” Esh says. “For me, the Frame Building Expo offers a great opportunity to network and catch up with old acquaintances as well as staying abreast with what is new in the industry via the trade show floor.”

Esh added that a highlight for him this year was that this year's show made his trip considerably shorter, by making its way west of the Mississippi River. “While it's true most members are located in the east and subsequently most shows have been located there in the past, there is no doubt the post frame interest in the western plains and mountain regions is growing in leaps and bounds. The Des Moines show seemed well attended especially by newcomers. Here's hopes that the NFBA will take note and occasionally spin back this direction.”

After this year's successful visit to Des Moines, the 2021 Frame Building Expo returns to the Gaylord Opryland in Nashville, March 3-5. For more information on the 54th annual show, visit www.nfba.org.



Make your cold weather injury prevention program part of your company safety program

COLD WEATHER INJURIES

BY Gary Auman
NFBA Legal Counsel



You're probably thinking, "Winter is almost over, so why should I worry about this?" While that might be true for some parts of the country, we will continue to remain at temperatures in many geographical areas that require precautions for cold weather. I would like to take a few minutes to touch on a few points to keep on your radar as the cold months wind down. It is also a good time to schedule time for your own proactive internal review of your cold weather injury plan during the next season. First, you need to remember that **exposure to cold weather can be just as hazardous to the health of your employees as hot weather.**

Your cold weather injury prevention program should be in writing, and it should lead off by training all employees who may be exposed to cold weather conditions and the types of injuries that can develop from work in cold conditions. These include chilblains, trench foot, hypothermia, and frostbite. The training should include steps to take to prevent these conditions, the symptoms of them, how to detect the symptoms in themselves and others, and the first aid steps to take when symptoms are detected. Some basic work rules should also be developed. Instruct employees to avoid caffeinated beverages, keep themselves hydrated, dress in warm clothing and in layers, and always have a dry change of clothing at the worksite with them. You should also

provide warming areas to which employees can go when they are experiencing any symptoms of cold weather injuries. Frostbite can lead to full or partial amputations, which are reportable to OSHA within twenty-four hours of the amputation, and will frequently lead to a jobsite inspection. **Employees should be monitored closely by supervisors who should be trained to detect even the early symptoms of cold weather-related injuries.** As with heat illness prevention programs, your cold weather injury prevention program should be driven by jobsite supervisors.

Make your cold weather injury prevention program part of your company safety program. I recommend that you do frequent toolbox talks on specific parts of your cold weather injury prevention program during cold weather months.

Fall Protection

Finally, **DO NOT forget fall protection.** Falls are a leading cause of serious injuries and fatalities in the construction industry. I will try to touch on fall protection in each article I contribute to the NFBA National Frame Builder. The most important point to remember with regards to fall protection is to ensure that all employees are protected from falls whenever they are working **six feet or more above the**

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level below them. You are required by OSHA to use conventional fall protection in these situations. This means that your employees must either be protected by guardrails, safety net systems or personal fall arrest systems whenever they are six feet or more above the level immediately below them. Alternative systems are also permitted for leading edge work by 1926.501(b)(2)(i) and for low sloped roof work in 1926.502 (f) and (h). The only exception to this is found in OSHA standard 1926.501(b)(13) which provides that in residential construction “when the employer can demonstrate that it is infeasible or creates a greater risk to use these systems (conventional systems), the employer shall develop and implement a fall protection plan which meets the requirements of paragraph (k) of 1926.502.” There are many other specific situations identified in the fall protection standards for specific situations.

I caution you that before you consider using a fall protection system other than the conventional systems discussed in the preceding paragraph, you consult with your safety consultant or OSHA experienced legal counsel.

Update on NFBA Post-frame Fall Protection Initiative

NFBA is entering an agreement with the Engineering team of LJB, Inc. to pursue a solution for Post-frame-specific fall protection. In this first phase of work, LJB will be visiting multiple post-frame construction sites to observe the stages and requirements that come in to play with this type of construction. The primary goal of this research will be to develop a solution for fall protection that is both practical and affordable. If this research does not reveal such a solution, then NFBA will use the evidence from these studies to pursue a variance from OSHA for fall protection for the Post-frame Industry. We will keep our readers up to date on the progress of this project as it develops.

NFBA Legal Services Plan

All NFBA Members please remember that your Membership includes your Legal Services Plan. This plan allows you one free consultation up to 30 minutes per month via phone, email, or office conference with Legal Counsel. To take advantage of this, please contact Auman Mahan & Furry’s Gary Auman at 937-223-6003 ext. 3111. This program is exclusive to current NFBA Members.





Gary Auman speaking at this years NFBA 53rd Annual EXPO.

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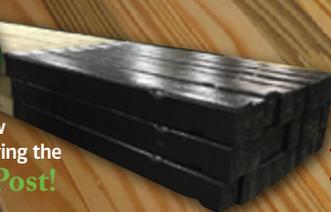
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The mutual vision and goals of those involved must be articulated and understood. The goals and objectives will be different for every business owner

SUCCESSFUL CEOS ENVISION THEIR OWN EXIT STRATEGY

Leaders need to prepare for the future of their company. “If that company is part of your identity, why not do succession planning?”, asks Beth Savage, President of PQ Systems. Beth was part of a team that built a plan for succession that was implemented when the founder of PQ Systems unexpectedly passed.

BY



The key to the plan and process was trust and communication, says Beth. “We realized that before we could really move forward with strategic planning, we needed to know what was going to happen with the company. Once that was communicated to the company, it was like a weight lifted.”

Larry Grypp, President of the Goering Center for Family & Private Business at the University of Cincinnati, agrees that trust and communication are critical for any succession or contingency planning. As a non-profit organization, the Goering Center is a leading educational and informational resource center for family and closely held businesses. **Larry says there are several factors that should be a part of the succession planning process:**

Trust

It's never too soon to learn the strategies, techniques and ways to develop trust in an organization. “If you don't have trust, it's going to be very difficult to have a healthy, effective transition and succession.”

Effective communication and conflict resolution skills

Closely tied to trust, having proactive communication is critical throughout the entire process. “How do we learn to communicate well with one other so that we show respect, and so that we let people express what's going on in their head?” Effective communication engenders the

possibility to have deep trust.

A team to help you transition

A network of advisors and peers will be important for a business owner as he/she transitions. Having an outside board is also invaluable.

A defined and shared purpose

The mutual vision and goals of those involved must be articulated and understood. The goals and objectives will be different for every business owner, and can even vary by generation of business owner. Because a founder spends so much time thinking about the business, growing the business, developing the culture, the strategy, their goals may be very different from the second generation era. Different generations will have a different outlook and a different decision making process that should be accounted for.

Valuation and development of financing options

Depending on what the owners intend, there is much work to be done to prepare and set up a company for its best possible transition. “Everybody values their company differently than what it really is worth, and the real value is: what's a buyer willing to pay?” adds Larry.

Optimization of legal and tax structures

Another part of the process is looking at tax and legal ramifications. “That's part of why this is not done in several months or even one year. It

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takes an extended period of time to really develop someone that the owners, employees, the vendors, the banks, and others can all trust to move the company on after the original or the retiring or exiting owners leave.”

Every entrepreneur will exit with or without a plan in place, but Larry shares the 3 main types of transitions to second or third generation owners:

1. **Internal transaction:** This could involve handing down a business from one generation to the next, or it could be an internal sale where control is transferred within the company among its leaders.
2. **External transaction:** A strategic buyer is typically a buyer in the same industry.
3. **Private equity groups:** PE Firms (also known as PEGs) are buyers outside your industry.

It's never too soon to start planning, even if a business owner is unsure of what the exit will look like. “If owners can acknowledge that they do not know which of those 3 options they are going to choose when they do make the eventual transition, they can at least understand what those 3 types of buyers are going to look for, and what they—the owner—needs to get ready for.” If you're going to sell to a PE firm, it's a whole different set of criteria and work to be done rather than if it's an internal sale or transition, for example.

Once goals are shared and decisions start to be made, a plan of action will need to be developed, as Beth also explains. “No matter what your exit strategy is—internal, strategic buyer or PE firm—team members have to know that the strategy is

going to be a winning, opportunistic strategy for the future,” says Larry. “People need to be working on their strategy, including their successors.”

LaRosa's, Inc., a chain of pizza restaurants located in Ohio, Kentucky, Indiana and Tennessee, is an example of a company with a business owner, Buddy LaRosa, who was able to be proactive and forward-looking about his company's succession plan.

The company, a Goering Center member, was founded in 1954 by Buddy (and partners whom he eventually bought out).

When it came time to thinking about his eventual exit, Buddy chose a non-family member executive, T.D. Hughes, to continue to grow the company. As a LaRosa's veteran that was trusted by Buddy, having T.D. at the helm provided Buddy's sons and daughter the opportunity to grow and continue to learn from the business.

After 54 years in business, Buddy was able to successfully complete the leadership transition of his business to his son, Michael LaRosa, as CEO, and to T.D. Hughes as Chairman of the Board. “It was a great example of making decisions that were healthy for the business and kept the business growing and prosperous.”

“When we think about succession, and what somebody started or subsequent generations now lead, it's so critical that they think through these issues,” says Larry. “Doing so will give them the best chance to have their company, their employees, and what they do in their communities, to all have a successful future.”



“People need to be working on their strategy, including their successors.”

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| Andrew Johnstone-Lester Building, LLC | Little Construction Co Inc |
| ARK-LA-TEX Shopbuilders | M & W Building Supply Co |
| Astro Buildings Inc | Meigs Inc Building Specialists - Lester Building Systems LLC Dealer |
| B & B Roofing and Construction | Mountain View Construction |
| Blitz Builders Inc | MPB Builders Inc |
| Blunier Builders, Inc | MQS Inc |
| Borkholder Buildings & Supply, LLC | National Barn Company - Eastern Division |
| Bradford Buildings | National Barn Company Central Division |
| Burnham Lumber Company Inc | Orchard Construction Inc |
| Burrow's Post Frame Supply | Pioneer Pole Buildings Inc |
| Conestoga Buildings | Plateau Construction |
| Continental Coatings Inc | Pole Barns Direct LLC |
| Corey Larsen-Lester Buildings, LLC | Probuild |
| D & J Construction East LLC | Quality Structures LLC |
| D & J Construction West LLC | RAM Buildings, Inc |
| Dunipace Buildings | Ron Foust - Lester Buildings LLC |
| Eversole Builders Inc | Steel Structures America Inc |
| FBI Buildings Inc | Stoneburner Inc |
| Fingerlakes Construction Co Inc-Energy Panel Structures | Tailored Building Systems |
| Fredericksburg Builders | Thomsen Construction & Supply Co |
| Graber Post Buildings Inc | Vap Construction Inc |
| Greiner Buildings Inc | Walters Buildings |
| Hochstetler Buildings Inc | Wedeven Brothers Construction Co |
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and quality in ethical business practices, safety, and education



The Accredited Post-Frame Builder (APFB) Program recognizes builders who embrace programs and policies that promote quality and customer satisfaction. APFB status sets your company apart from the competition and entitles you to use the APFB logo on your company letterhead, business cards, and other marketing materials. In addition, your company is highlighted in the “Find a Builder” section of the National Frame Building Association (NFBA) website (www.nfba.org), in the membership directory, and at the Frame Building Expo.

As an Accredited Post-Frame Builder, you are authorized to use the following language on all bid documents:

(Your Company Name) has been recognized by the National Frame Building Association as an Accredited Post-Frame Builder for its commitment to ethical business practices, safety, training, and quality service.

To renew your accreditation every 2 years, one or more employees of your company must earn 12 continuing education units (CEUs) within that time by attending educational programs at the Frame Building Expo, NFBA webinars or chapter programs, or other preapproved events.

As industry professionals, we want our customers and the general public to know that we care about industry standards, high-quality workmanship, safety, and ethical business practices. Set your company apart from the competition by completing the application and returning it with payment.

Complete the application form on the reverse side and become an Accredited Post-Frame Builder today!

Standards of Professional Conduct

Inasmuch as it is my belief that my reputation in the building industry is dependent upon my devotion to the highest ideals of honesty, courtesy, and integrity, as evidenced by my willingness to conduct business in a spirit of fairness and equality for all, and inasmuch as the National Frame Building Association has dedicated itself to the same high ideals of professional responsibility, I hereby agree to abide by and to conduct business in accordance with the following Code of Ethics:

1. I shall at all times **exercise the utmost integrity** in all of my business transactions and in all my relations with customers, employees, suppliers, and competitors.
2. I shall **refrain from the use of false or misleading advertising** and will honor the written and approved purchase agreement of my customers.
3. I shall **make no false statements** or circulate harmful rumors about my competitors' product, business, or financial or personal standing.
4. I shall endeavor to **abide by present and future building standards** of the National Frame Building Association.
5. I shall make every effort to **preserve my customers' trust and good faith** by providing the service and repair parts that they may need.
6. I shall dedicate myself to the **promotion of professionalism** within my industry, and I shall work diligently to build and perpetuate continuing consumer faith and trust in the National Frame Building Association builders.
7. I shall faithfully **stand behind the work I perform** and the products I sell in accordance with manufacturers' recommendations and warranty.
8. I shall, in good faith, furnish to the proper building authorities all certifications regarding professional or structural engineering and loading standards that are required of me.
9. I shall **encourage my fellow employees, my fellow members** of the National Frame Building Association, and my colleagues to adhere to this Code of Ethics.

Help grow your business by joining this distinguished group of post-frame builders.





For more than 40 years, the National Frame Building Association (NFBA) has represented the interests of builders, suppliers, distributors, academics, and code and design professionals serving the U.S. post-frame industry. Its mission is to lead and support members in their efforts to promote the growth and expansion of post-frame construction projects.

Join NFBA for access to resources that help you build your post-frame business.

Education

With the right information you can make smarter business decisions. You'll stay ahead of the competition while impressing your customers.

- **Technical Resources**—Learn best practices and new developments directly relevant to your business.
- **Frame Building Expo Seminars**—Attend discounted seminars at the Frame Building Expo.
- **Industry Trend Data**—Benchmark your performance against peers' performance and identify growth opportunities.

Growth

Opportunities abound for you to increase your business's bottom line.

- **Business Referrals**—Lead-generation programs send referrals straight to your inbox.
- **Penetration of New Markets**—NFBA's market development program advances post frame into new markets.
- **Exposure**—Be seen in directory listings in the **NFBA Directory** and on the **NFBA website**.

Advocacy

NFBA is the voice of the post-frame industry, and members gain instant credibility when they join.

- **Legal and Technical Expertise**—Obtain guidance from NFBA's experts at no additional charge.
- **Safety Programs**—Show your commitment to safety and earn goodwill from employers and customers.
- **Credibility**—Participate in the Accredited Post-Frame Builder program to earn credibility with customers.

NFBA Membership Categories

• **BUILDER MEMBERSHIP (\$475-\$3,300)**

Any individual proprietorship, corporation, or other legal entity that is engaged in the business of manufacturing, distributing, marketing, or constructing of post-frame buildings or post-frame building packages. Dues are structured incrementally by annual gross volume of business in millions of dollars.

• **NATIONAL SUPPLIER PARTNER MEMBERSHIP (\$1,625)**

Any individual proprietorship, corporation, or other legal entity that is engaged in the manufacture or supply of post-frame building components but is not selling building packages and assuming design responsibility for the building. *This category applies to supplier companies that provide services or products in seven states or more. Includes a \$500 assessment that will be put toward the **Post-Frame Advantage Initiative**.*

• **REGIONAL SUPPLIER PARTNER MEMBERSHIP (\$1,325)**

Any individual proprietorship, corporation, or other legal entity that is engaged in the manufacture or supply of post-frame building components but is not selling building packages and assuming design responsibility for the building. *This category applies to supplier companies that provide services or products in six states or fewer. Includes a \$500 assessment that will be put toward the **Post-Frame Advantage Initiative**.*

• **BUILDING MATERIAL DEALER PARTNER MEMBERSHIP (\$570)** Any individual proprietorship, corporation, or other legal entity that is engaged in the sale or distribution of lumber, trusses, or building kits to the post-frame building industry. *Includes a \$220 assessment that will be put toward the **Post-Frame Advantage Initiative**.*

• **BRANCH/DEALER MEMBERSHIP (\$100) (Dealer 1st Year Only)**

Any individual proprietorship, corporation, or other legal entity that operates as a branch office (i.e., is wholly owned by, and operates under the same name as, a regular NFBA member) or as a dealer for another company with a different name that is a regular NFBA member in good standing.

• **DESIGN/CODE PROFESSIONAL MEMBERSHIP (\$120)**

Any individual who is engaged in the business of building design, is a licensed professional engineer or architect, or is involved in building inspection or code development and enforcement.

• **ACADEMIC MEMBERSHIP (\$100)**

Any individual who is primarily associated with an academic institution and has a particular interest in the post-frame building industry.

• **ASSOCIATE MEMBERSHIP (\$325)**

Any company engaged in a business rendering service to the industry but not qualifying for any other membership division.

• **STATEWIDE LISTINGS (\$100 each)**

Market your business in multiple states in which you provide services by purchasing statewide listings. Listings in all states, excluding Alaska and Hawaii, are available for purchase. Your organization will appear in all selected states in the "Find a Provider" NFBA website search results and in the **NFBA directory**.



National Frame Building Association Membership Application

This application must be completed in its entirety, or your membership cannot be processed.

Company Name _____
Company Address _____
City, State, Zip Code _____
Phone _____ Fax _____
Company E-mail (example: info@) _____
Primary Contact (will also be billing contact) _____
Title _____
E-mail _____

Referred by _____ Company _____
E-mail _____

A. Membership Level

Builder Membership

Select category according to your annual gross business volume (in millions).

0-1 \$475 1+ to 3 \$700 3+ to 6 \$1,280

6+ to 10 \$2,000 10+ \$3,300

Please indicate below what type of structures you erect or work on:

- Agricultural Buildings Commercial Buildings Residential Buildings
- Industrial Buildings Horse Barns/Facilities Suburban Garages
- Institutions (churches, schools, public buildings) Other _____

National Supplier Partner Membership \$1,625

(\$1,125 Membership Dues, \$500 PFMI Assessment)

Regional Supplier Partner Membership \$1,325

(\$825 Membership Dues, \$500 PFMI Assessment)

Building Material Dealer Partner Membership \$570

(\$350 Membership Dues, \$220 PFMI Assessment)

Please indicate below which products or services you provide or work on:

- Building Accessories Foundation Skylights
- Building Posts and Columns Products Software
- Business Resources Framing Storm Management Products
- Chemicals Hardware Structural Components
- Coatings HVAC Tools
- DIY Building Packages Insulation Trusses
- Doors Lumber Walls
- Engineered Components Machinery Windows
- Equine Roofing Other
- Fasteners Siding

Branch/Dealer Membership (Dealer 1st Year Only) \$100

Above, write the name and location of the parent NFBA member company's head office.

Design/Code Professional Membership \$120

Please indicate below which services you offer:

- Academic Engineering Architecture Design Consulting
- Structural Analysis Other: _____

Please indicate the types of structures you can work on:

- Agricultural Buildings Commercial Buildings
- Residential Buildings Industrial Buildings
- Horse Barns/Facilities Suburban Garages
- Institutions (churches, schools, public buildings)

Academic Membership \$100

Associate Membership \$325

Section A Total \$ _____

Additional Company Contacts

Company Owner's Name _____
E-mail _____
Marketing Contact Name _____
E-mail _____
Technical Contact Name _____
E-mail _____

B. Unified Chapter Dues (Mandatory)

Companies located in unified chapter states must pay an additional \$25 for chapter membership. These companies will hold membership in both their local chapter and the national organization. If you are located in a unified chapter state, please select your local chapter:

Atlantic Northeast (CT, MA, ME, NH, NJ, NY, PA, RI, VT) \$25

Mid Atlantic (DE, MD, NC, SC, VA, WV) \$25

Heartland (AR, KS, LA, MO, OK, TX) \$25

Section B Total \$ _____

C. Statewide Listing (Optional)

Please indicate on the line below the additional statewide listings you would like to purchase. (Cost for each additional listing is \$100.)

_____ additional listing(s) at \$100 each

Section C Total \$ _____

Total of sections A, B, C **\$** _____

The undersigned hereby certifies that the above information is true and that, if accepted for membership by the National Frame Building Association, I/we will abide by the bylaws of the association and voluntarily agree to adhere to the association's Standards of Professional Conduct.

Signature _____

Date _____

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AMOS JAY BEILER, WHITE HORSE CONSTRUCTION, INC.

Congratulations to NFBA “Crew Foreman of the Month”, Amos Jay Beiler of White Horse Construction, Inc., located in Parkesburg, PA

Amos Jay has been a valuable member of the team at White Horse Construction since 2013. His quiet respectful demeanor has won admiration from his fellow team members, as well as the leaders of the company. A few years ago, Amos accepted the role of Crew Foreman, and “He is one of the best here at White Horse.”

says Lydia Stoltzfus. “He has worked alongside his crew to complete hundreds of projects, filling Pennsylvania with beautiful buildings.”

“Integrity is in the Details” is the company’s standard for excellence. Lydia Stoltzfus explains, “We believe that the



integrity of a person shines through in how well they complete details. Amos pays attention to detail, and in turn, creates stunning buildings that have the integrity to withstand for generations. Amos is also attentive to the wishes of our clients. He does a wonderful job of communicating with them, ensuring they will have a positive experience with our team.”

As every construction worker understands, good housekeeping and safe job sites are of utmost importance. Amos works hard to keep jobsites safe and clean without wasting valuable time. His positive attitude and cheerful smile give Amos an openness that his fellow team members and White Horse’s clients appreciate. “Our clients enjoy working with him and around him. We appreciate that he does a wonderful job with punctuality and accuracy both in the jobsite, and in his paperwork for the office. Our team would be entirely different without Amos Jay, and we are thankful he is choosing to put his time and energy into his position at White Horse Construction. It is an honor to have him here.” says Lydia.



Amos works hard to keep jobsites safe and clean without wasting valuable time



WHATS NEXT

CALENDAR OF EVENTS

APR
29TH



NFBA \ WEBINARS

NFBA WEBINAR
 DIAPHRAGM DESIGN OF POST FRAME USING
 DAFI – ENGINEERING DETAILS
 1:00PM - 2:00PM CENTRAL
 ONLINE
 800-557-6957 OR MMILLER@NFBA.COM
 WWW.NFBA.ORG/INDEX.PHP/CALENDAR

MAY
7-9



METAL BUILDING
CONTRACTORS & ERECTORS ASSOCIATION

MBCEA CONFERENCE 2020 (CANCELED)
 METAL BUILDING CONTRACTORS & ERECTORS
 ASSOCIATION
 AURORA, CO
 484-239-3337 OR SDEMYAN@MBCEA.ORG
 WWW.MBCEA.ORG

MAY
13TH



NFBA \ WEBINARS

NFBA WEBINAR
 SIMPLIFIED METHOD FOR SHALLOW POST AND
 PIER FOUNDATION DESIGN
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MAY
20TH



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 UNIVERSAL METHOD FOR SHALLOW POST AND
 PIER FOUNDATION DESIGN
 1:00PM - 2:00PM CENTRAL
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JUN
3RD



NFBA \ WEBINARS

NFBA WEBINAR
 SHALLOW POST AND PIER FOUNDATION
 DESIGN AID
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JUN
24TH



NFBA \ WEBINARS

NFBA WEBINAR
 INTRO TO POST-FRAME BUILDING SYSTEMS
 1:00PM - 2:00PM CENTRAL
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JUL
8TH



NFBA \ WEBINARS

NFBA WEBINAR
 POST-FRAME BUILDING DESIGN MANUAL 2ND
 EDITION
 1:00PM - 2:00PM CENTRAL
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JUL
22ND



NFBA \ WEBINARS

NFBA WEBINAR
 ARCHITECTURAL ALTERNATIVES FOR POST
 FRAME BUILDING SYSTEMS
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NFBA Frame Builder Magazine

Advertising Information and Contract



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NFBA is the only national trade association that represents post-frame industry professionals. The association exists to support its members and stimulate the growth of the post-frame industry. For more than 50 years, NFBA has provided its members with the necessary industry tools and code resources, education, access to technical and legal experts, builder accreditation programs, post-frame market development updates, and networking opportunities.

Frame Builder Magazine is the association's bi-monthly publication with a combined print and digital circulation of more than 10,000 decision makers and key contacts across the country. Focusing on the topics that matter most to Post-Frame Industry Professionals, *Frame Builder Magazine* is the premier resource tool to reach NFBA members.

	Editorial Calendar	Ad Deadline
January	Conference Promo	12/1
March	Post Convention Highlights	2/1
May	Industry News	4/1
July	Industry News	6/1
September	Conference Preview	8/1
November	Conference Promo	10/1

Issue Month	Size	Orientation or Placement	Rate
Jan	_____	_____	_____
Mar	_____	_____	_____
May	_____	_____	_____
Jul	_____	_____	_____
Sep	_____	_____	_____
Nov	_____	_____	_____
Total Cost			_____

NFBA Magazine Advertising Rates

B/W Ads	Number of Issues		
	1X	3X	6X
Full Page	\$ 2,900	\$2,755	\$2,617
1/2 Page	\$ 1,800	\$1,710	\$1,625
1/4 Page	\$ 1,050	\$998	\$948
Color Ads	1X	3X	6X
Full Page	\$ 3,800	\$3,610	\$3,430
1/2 Page	\$ 2,700	\$2,565	\$2,437
1/4 Page	\$ 1,900	\$1,805	\$1,715
Back Cover	\$ 4,750	\$4,513	\$4,287
Inside Front	\$ 4,500	\$4,275	\$4,061
Inside Back	\$ 4,500	\$4,275	\$4,061

NFBA Magazine Advertising Specifications

AD	BLEED	TRIM	LIVE AREA
Full Page	8.75 x 11.25	8.5 x 11	7.5 x 10
Half Page Horizontal	7.75 x 5	7.5 x 4.75	7 x 4.25
Back Cover Page	8.75 x 8.25	8.5 x 8	7.75 x 7.25

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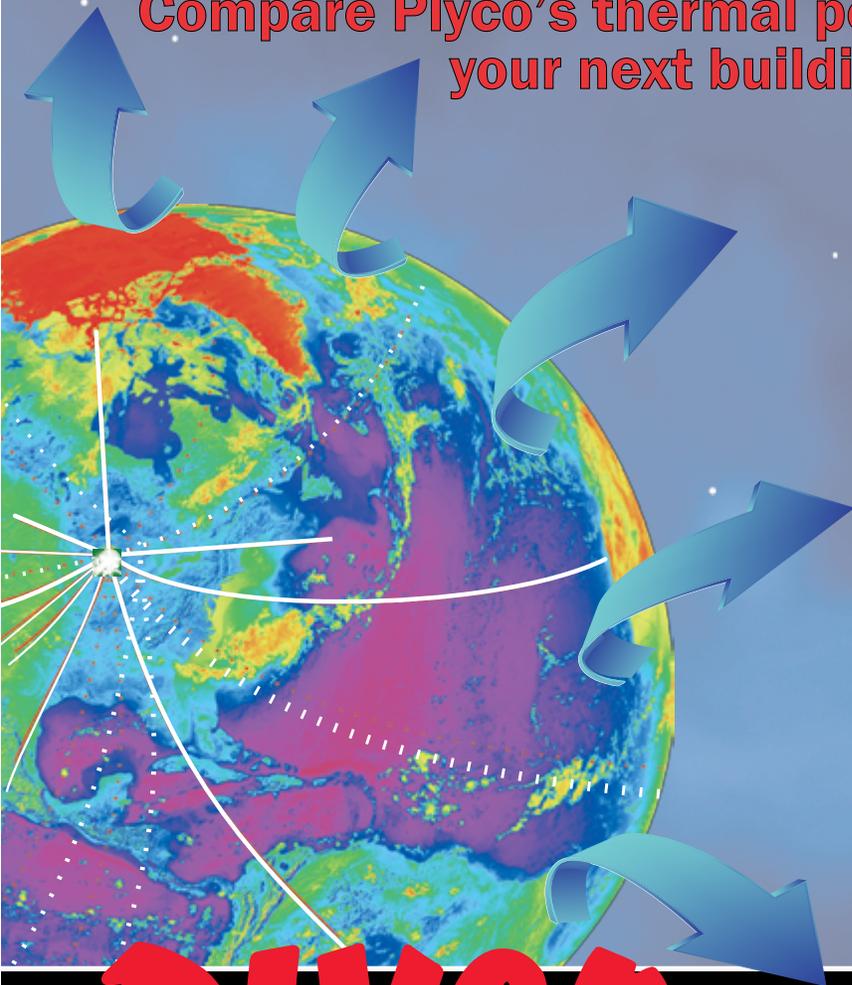
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