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# EXPO EXPRESS

## Frame Building Expo

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

[www.NFBA.org](http://www.NFBA.org)

### The Gateway to Success: Learn. Build. Thrive.

Your premiere opportunity to network, gain industry knowledge, try the latest tools on the market, discover ways to increase revenue, and establish and strengthen important business connections.

Expo Express, Issue 2, 11/23/2011

Your biweekly e-newsletter, providing you with conference photos, facts, and features

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[Introducing Keynote Speaker Rick Horton](#)  
[Expo is the "One Stop Shop"](#)  
[Post-Frame Design Workshop for Architects](#)  
[Featured Photo: Demo Sessions](#)  
[Register for Frame Building Expo!!!](#)



**FSN** MIDWEST Rick Horton

## Introducing Frame Building Expo Keynote Speaker Rick Horton

**Former St. Louis Cardinal Pitcher and Major League Baseball Color Commentator**

The National Frame Building Association (NFBA) is excited to welcome Rick Horton to 2012 Frame Expo as keynote speaker. Horton's lifetime record of hard work and success, his speaking skills and charisma, and, of course, his deeply rooted ties to St. Louis, make him the perfect presenter to kick off Expo 2012.

A little about Rick Horton:

He honed his skills quickly in a town whose fans have been dubbed "The Best Fans In Baseball." Horton enters his seventh full season of broadcasting Redbird games, his broadcast education began in St. Louis in 1996 when he joined "Sports Plus with Mike Bush" as a baseball analyst on NBC affiliate KSD-TV Channel 5. A year later he was sitting in for vacationing KMOX radio announcer Mike Shannon and save the 2002 season he has continued to do so.

Along the way he mastered his craft through work with sports radio KFNS and Fox Sports Midwest before landing the most demanding broadcast job in baseball: filling in the gaps with interesting, informative and witty commentary about the game, the players, the managers, the umpires and every other aspect of what takes place on the baseball field.

Though best known by the public at large for his years in baseball, Horton is a man of diversity and has been the Director of the St. Louis Area Fellowship of Christian Athletes for seventeen years.

Additionally, Horton is a much sought-after speaker by such corporate



giants as IBM, General American Life, Anheuser-Busch, Anheuser-Busch Credit Union, St. Louis Rams, the Governor's Leadership Conference and the Vitae Caring Foundation addressing issues such as teamwork and achievement and telling entertaining stories from the game.

**Keynote Presentation:**

Rick Horton

"Dreams, Visions, Choices."

**Wednesday, February 29, 2012**

**8-9:15am**

Presentation included in price of registration. No extra cost to attend.

*"The Frame Building Expo is a great place for us to take our key employees and learn more about the industry we all work in. It gives us a 'one stop shop' for all the latest innovations that help make our jobs easier whether it be in the office or out on the jobsites. No other venue provides anywhere near the amount or variety of educational seminars and industry suppliers all in one location at the same time."*



Zach Sobaski  
President, Eastern Iowa Buildings

**Expo Hosts Post-Frame Design Workshop for Architects**  
**"The Application, Design, and Specification of Post-Frame Buildings"**

On February 29 Expo will host a structural design workshop for architects.

This workshop is designed for architects who are new



to post-frame building systems or want to learn more about the unique features of post-frame building systems. The workshop educates architects on the key structural and architectural benefits of post frame, the basic structural design concepts and resources for post frame, and how to create a guide specification for a post-frame building system.

The course identifies attributes of post-frame building systems that make post frame cost effective, energy efficient, durable, code compliant, design flexible and "green."

The course will show architects how to use the NFBA Model Post-Frame Building Specification to write an Architectural Specification for Post-Frame Building Systems to create a customized building specification for almost any post-frame building project.

**Special Workshop: "The Application, Design and Specification of Post-Frame Buildings"**

AIA Accredited



**Presented by:**

Michael Carpenter, President, Training & Development Consultants  
Harvey Manbeck, PhD PE, Professor Emeritus at Penn State University  
Jim Delmont, Architect, Design Club Inc.  
Jim Simon, President, Tailored Building Systems

**Wednesday, February 29, 2012**

**8am-noon**

[Register online](#)

or call NFBA at 800.557.6957 for more information.



Attendees at Expo 2011 take their seats for a demo session in the Exhibit Hall.

The 2012 program includes product demonstrations "demos" by a selection of

building suppliers including  and .

Each year hundreds assemble at the Expo to witness the latest tools in action. Look out for a detailed demo schedule and product overview feature in upcoming Expo Express issues.

**REGISTER NOW**

[Register online.](#)  
[Download registration form](#) for fax or direct mail.

To register by phone call NFBA at 800.557.6957.

[Download conference brochure.](#)

We value your feedback. What conference news would you like to learn about in future Expo Express issues? Email [nfba@nfba.org](mailto:nfba@nfba.org).



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.

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. Not a member? Learn more at [www.nfba.org](http://www.nfba.org) and **join today**.

See you in St. Louis!

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