

SCHEDULE OF EVENTS

TUESDAY, FEBRUARY 25th

4:00 PM - 7:00 PM Registration
5:00 PM - 7:00 PM VIP Reception (Invitation Only)

WEDNESDAY, FEBRUARY 26th

6:30 AM - 5:00 PM Registration
6:30 AM - 8:30 AM Continental Breakfast
7:30 AM - 8:30 AM Educational Breakout Sessions

BUSINESS MANAGEMENT

Solutions for Skilled Labor Crisis

Alan Kerschen

Construction is a complex industry and Alan is in a unique position to offer an "ears to the ground" perspective on the skilled labor shortage as he hears first-hand reports of this problem from clients all over the country. 81% of employers are unable to find skilled labor for their projects and at the same time, younger employees are not looking at construction as a stable field of employment. Recruiting construction professionals requires a thorough understanding of each specialized field within the industry. Your company will ultimately reap the benefits of a successful strategy for hiring skilled workers.

SALES AND MARKETING

Post & Frame Construction on the Texas Gulf Coast

Ken Sherman

Post and Frame (P&F) inquiries and construction is on the rise along the Texas Gulf Coast as owners are starting to realize the cost difference between P&F and pre-engineered and stick built structures. This is creating an "open field" for marketing of P&F buildings due to the very limited number of P&F contractors on the coast. This session will help employers determine possible opportunities to expand their business into the Texas Gulf Coast areas, the requirements for construction in hurricane prone regions and in flood prone areas, and the special requirements of the Texas Department of Insurance Windstorm Division.

SAFETY AND TECHNICAL KNOWLEDGE

Stopping the Toppling

David Bohnhoff Ph.D, P.E.

Geared toward non-engineers, this presentation provides an overview of components and systems used by post-frame building designers to handle horizontal components of building loads. This includes use of embedded posts, rigid frames, attached cladding/sheathing, diagonal bracing, diaphragm trusses, and shearwall trusses. Evolution, applicability, critical construction details, and pros and cons of these various techniques will be discussed. Learn why and how floating roof systems, open sidewalls and building dimensions affect overall building design.

8:30 AM - 8:40 AM BREAK
8:40 AM - 9:40 AM Educational Breakout Sessions

BUSINESS MANAGEMENT

Best Practices for the Framing Industry

Jim Vogt

This presentation will address a number of issues related to permanent bracing of long span trusses by reviewing recent case studies. It will begin with a brief overview of the purpose of permanent bracing and then go through certain challenges that construction industry professionals face when it comes to permanent bracing of long span trusses. Jim will also provide several tips for the safe and efficient handling and installing of long span trusses.

SALES AND MARKETING

Striving for Excellence...The Key to Superior Customer Service

Thomas Hudgin

Here today, here tomorrow is everyone's dream for long term frame building business success. To achieve this goal, you must be superb and passionate in beating your competition and about becoming the best in customer service. This is critical not only to survive in today's challenging economy, but to also be on top. This presentation describes effective techniques in developing a superior customer service image at little or no cost. Topics include: five ground rules for a superior customer service team; ways to exceed customer expectations; fixing problems two ways; asking for constant feedback from customers; determining what your customers value most; getting rid of your telephone menu system; and figuring out why customers go to your competition.

SAFETY AND TECHNICAL KNOWLEDGE

How to Respond to an OSHA Enforcement Inspection

Gary Auman

NFBA Legal Counsel, Gary Auman, will review the do's and don'ts of participating in an OSHA inspection, and the impact of post-inspection decisions. He will also review what differences you can expect if you are in a state plan vs. a federal OSHA state, and the areas that OSHA is likely to focus on during the compliance inspection of a post-frame job site.

9:40 AM - 9:50 AM

BREAK

9:50 AM - 10:50 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT

Working On Your Business Roundtables

Mike McKinley & Todd Carlson

This roundtable format will create an atmosphere where the exchange of key issues can be discussed at a rapid pace. This will allow participants in the room to get direct answers to their specific questions and information on the most critical issues related to labor, change, leadership, management and growth of their business.

SALES AND MARKETING

Diversify & Get Sticky

Robert Tiffin

As the pundits color in forecasts for 2020 to be a churning year with political and market unrest, we all need to look at our core business, and the opportunity to diversify to create stability and survivability. The key to diversifying successfully is having a well-established core business, doing research of potential new markets or channels, and ensuring you have the right people to help manage the strategy. To reduce risk in diversifying is to become sticky, by having the new venture that is strategically related to your existing lines of business. We will present the concepts of diversification, sticky, etc., and then walk through an industry offering of Laminated Fiberglass Insulation that provides diversity of products across several channels.

SAFETY AND TECHNICAL KNOWLEDGE

Insulating Foundations for Frost & Energy

Caynen Klessig & Dan Pederson

Caynen and Dan will go through the principals of frost protection and energy efficient foundation design as it relates to post-frame buildings. Examples will include embedded posts and posts on concrete, and a variety of methods to insulate them. Attendees will also be taught some calculations for insulation requirements.

10:50 AM - 11:00 AM

BREAK

11:00 AM - 12:30 PM

GENERAL SESSION WITH KEYNOTE PRESENTATION

KEYNOTE PRESENTATION

Life Lessons from an Olympic Hero

Dan Gable

Dan Gable is the legendary wrestler who ESPN refers to as possibly the most dominant athlete and coach of all time. Dan was an unscored upon Olympic Gold Medalist and 2x NCAA Champion. He has successfully coached 4 Olympic gold medalists and he led the University of Iowa to 15 national championships. Gable will share his view on life, keys to success, and snippets from his autobiography: *A Wrestling Life*.

12:30 PM - 5:30 PM

EXPO OPEN

EXPO FLOOR ACTIVITIES

1:00 PM - 2:00 PM

Mortarless Masonry Systems Bringing Savings & Sustainability to the Industry

James Haggerty

Save Time! Save Money! Go Mortarless! Mortarless masonry can be installed year round, and practically in any weather in order to keep your project on schedule and on budget. The installation process is much faster than traditional masonry. No masons needed! Attendees will learn how homeowners and businesses now have more options for stone that make sense for their budget, how mortarless masonry pricing compares to traditional masonry, sales tactics, and construction tips.

2:30 PM - 3:30 PM

Why Should You Insulate a Pole Barn?

Christy Wolf

Pole barns and post-frame buildings are great structures to house something of value and keep it safe and out of the elements, right? In this session, attendees will learn the benefits of protecting these valuables by insulating the post-frame structure and how insulation adds value. Adding insulation is often the difference between a building with a comfortable, bright interior and a damp, dark undesirable building. Attendees will also learn how adding margin to their existing project is also a cost savings to the end-use when insulation is installed at the time of construction.

4:00 PM – 4:30 PM

NFBA Member Benefits Presentation

Morgan Arwood

NFBA Membership Director, Morgan Arwood, will give a brief overview of the benefits of being a Member of the National Frame Building Association and will be able to answer any questions you may have about your membership, or how to join if your company is not already a Member of NFBA. Some of the many NFBA Member Benefits include :educational opportunities; networking opportunities; Frame Building Expo discounts; business referrals from customers who want to "Find a Builder," "Find a Supplier," or "Find a Designer" through NFBA's online lead generation program; advocacy benefits through your directory listing on the NFBA Website; use of the NFBA logo to establish increased prestige and confidence among customers; access to the NFBA Accredited Post-Frame Builder Program to demonstrate your industry knowledge and business integrity to your customers; and access to technical and legal experts that can provide free technical, legal and safety advice.

5:15 PM - 5:30 PM

Prize Drawing in Hall

8:00 PM - 12:00 AM

Plyco Reception

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

THURSDAY, FEBRUARY 27th

6:30 AM - 5:00 PM

Registration

6:30 AM - 8:30 AM

Continental Breakfast

8:00 AM – 9:00 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT

End the Chaos: Become a Personal Productivity Champion

Randy Goruk

"As a leader, how is your time management, or as our presenter Randy Goruk likes to refer to time management, how is your personal productivity?

- Do you accomplish everything you set out to do in a day?
- Do you find yourself running from one thing to another?
- Do you know the time wasters in your day and how to deal with them?
- Do you have enough time for your family?
- Do you wish you had one more hour in a day?

It is essential for a leader's success, and health, to take full control of the time in their world. They need to become a personal productivity champion. Many of us in the frame building industry never seem to have the time to do everything we set out to do – we are constantly challenged with time pressures that never seem to go away. This interactive presentation is designed to share proven strategies and techniques that can be immediately implemented and help end the chaos.

SALES AND MARKETING

Retaining Key Employees by Creating a Self-Motivating Work Environment

Thomas Hudgin

Inspired, driven and talented employees - it's every frame builder's most important asset. Your top-performing employees will help your company survive the toughest economy. That's why now more than ever, it's critical to ensure that you are taking the steps to hire the right people and retain these key employees for the short and long term. You cannot tell people to be motivated, but you can create a work environment that fosters self-motivation. This informative talk will show you how to do just that. Examine the thought processes and emotions of key performers who stay versus those who move on to what they see as "greener pastures". Get advice on hiring strategies and motivational techniques to build the loyalty necessary to ensure key employees stay and thrive."

SAFETY AND TECHNICAL KNOWLEDGE

Load, Spacing & Span Impacts on Structural Design for Non-Engineers

Joe Zulovich

The "area supported" method is a basic structural design procedure used to select the size of a simple structural member at a defined member span and spacing when given known load conditions. Post-frame structural systems analyses can use this "area supported" method to understand how the load on a given post-frame member or on a connection changes due to changes in load conditions, span or spacing of post-frame members. This presentation will include: an explanation on how the "area supported" method works, how the method applies to post-frame structural systems, different examples of load impact/load to be carried by a member at a given span and spacing, how a given building load affects the member load supported by a given member when the span and spacing change, and how a given building load affects the needed connection strength when member span and spacing change.

9:00 AM - 9:10 AM

BREAK

9:10 AM - 10:10 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT

The Seven Steps to Scale Up Your Business Successfully

Kuldeep Persaud

Helping businesses to successfully grow is not easy. Kuldeep Persaud has the magical 7 steps you need to know.

Step 1. You must become clear on your vision for the future.

Step 2. Are you good at running your existing business at the size level you currently are?

Step 3. What is your brand promise?

Step 4. Putting together a Strategic Plan that defines what the top of the mountain looks like.

Step 5. Dealing with challenges to growth in the Post-frame Industry.

Step 6. Capital Funding for growth: What you need, how much money and what is the funding source.

Step 7. Risk Management: cash Management, regulatory compliance, legal liability exposure, safety and environmental regulations.

SALES AND MARKETING

Do you know what YOU are doing for Work Tomorrow, Next Week, or Next Month? We do...Residential Metal Roofing!

Todd Meinhold

This session is designed to help attendees build confidence with customers, confidence to forecast budget and cash flow with a full work load, provide stable work for VALUED employees and price work based on your company talents, NOT the customer's budget.

With this additional profit, you can work ON your business and NOT in the business.

SAFETY AND TECHNICAL KNOWLEDGE

OSHA Update

Gary Auman

What has been happening in the safety area from a regulatory standpoint? Not all changes in OSHA expectations and enforcement take place in the standard setting process. Many significant changes come in the form of OSHA policies, such as the multi-employer worksite policy. We will discuss the changes that have occurred in the preceding 12 months and how they may/still affect our members.

10:10 AM - 10:20 AM

BREAK

10:20 AM - 11:20 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT

The Missing Link: Revolutionizing Performance Management

Bruce Hodes

This is a revolutionary strategy execution management process. It is part process, part implementation, and part roadmap. This methodology puts your company's strategic plan in action and helps your company bridge the gap between strategy and executing - the stretch point. This process ensures follow through and implementation of the strategic plan by: increasing communication between employees and managers, clarifying job responsibilities, setting goals with measurement criteria, tracking progress towards goals, initiatives and strategic plans, monitoring progress through graphic, customizable reports, encouraging regular performance feedback, and identifying performance trends.

SALES AND MARKETING

Inspire, Empower, Engage: Coaching Skills for Frame Building Professionals

Randy Goruk

Coaching doesn't come naturally or easy for many leaders in the construction industry. It's all about communicating effectively. This session will sharpen the coaching skills of the participants by providing easy to understand concepts and implementable techniques for inspiring, empowering, and engaging their teams.

SAFETY AND TECHNICAL KNOWLEDGE

Proper Snow Loads for Post-Frame Buildings

Aaron Halberg

This presentation will explain how to understand all environmental design loads, but focusing on snow loads, regarding life expectancy of the building, how the building design reliability (or safety factor) should be affected by the number of occupants in a building or valuable contents within the building, proper communication of the design loads and life expectancy assumptions to all stakeholders, including occupants, owners, builders, material suppliers, insurers, and financial lenders. Also, understanding the potential for a false sense of security provided by obtaining a building permit and a "code compliant building", when various levels of safety can be provided within the building code, and inherent limitations involved by following design standards based on past weather patterns to forecast what may happen in the future, during the design lifespan of a new post frame building

11:20 AM - 11:45 AM

BREAK

11:45 AM - 1:15 PM

Awards Luncheon

1:30 PM - 5:30 PM

EXPO OPEN

EXPO FLOOR ACTIVITIES

2:00 PM - 3:00 PM

Firewalls & Installation

Tim Royer

As NFBA members' commercial business grew, so did the demand for expansion of post-frame fire-rated wall systems. Larger commercial buildings with larger areas and multiple occupancies required fire walls, fire barriers and fire partitions (which require fire ratings from both sides). Other recent code changes (2009 IBC, Table 602, and 2009 IBC 705.5) requiring an exterior fire-rated wall from both sides at separation distances of 10 feet or less (versus the former 5 feet) also added to the need for economical post-frame fire-resistant walls. With these circumstances, NFBA took on the challenge of pursuing efforts to obtain certification of a tested 3-hour load-bearing post-frame wall with fire protection from both sides that could be used for fire walls, fire barriers or fire partitions. After a successful 3-hour rating was obtained, the outlook for additional certifications was promising. Tim will have a mock-up of a 3-hour firewall on-hand for demonstration to attendees.

4:00 PM - 5:00 PM

Building Stronger Structures with Mechanically Driven Fasteners

Chad Giese

Learn how to reduce wear and tear on your body, and build stronger buildings faster by using code prescribed mechanically driven fasteners to frame structures. Learn about the differences between nail types and styles and how they perform.

5:15 PM - 5:30 PM

Prize Drawing in Hall

5:30 PM - 7:30 PM

Christians in Construction Reception

8:00 PM - 11:00 PM

Expo Social

Join us for an evening of entertainment, food and beverages. Bring your colleagues, friends and family members or entertain your customers and make new acquaintances. Let's come together, celebrate our industry and make some good memories!

FRIDAY, FEBRUARY 28th

7:30 AM - 10:30 AM

Registration

7:30 AM - 9:30 AM

Continental Breakfast

7:30 AM - 9:00 AM

Small Builder Breakfast (Invitation Only)

8:30 PM - 12:30 PM

EXPO OPEN

EXPO FLOOR ACTIVITIES

9:00 AM - 9:45 AM

Shearing Competition

10:00 AM - 10:45 AM

Screw-Driving Competition

11:00 AM - 11:45 AM

Nail-Pounding Competition

12:00 PM

Grand Prize Drawing