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December 2023
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Experts Needed

It is December, which usually results in looking back at the year. 2023 has been exciting at Shield Wall Media. We announced a new annual the Construction Survey Insights — Annual, from our data collection efforts (sending in April). We announced the Post Frame Builder Show this coming June in Branson, Missouri. And as I write this we are putting the final touches on BuildMyBarndo.com, our first digital consumer publication. It only seems fitting to end the year by announcing one more new project.

Too many business owners don't understand the actual nature of their business. The purpose of all business and most human interaction is to solve a problem or help solve a problem. The purpose of our magazines, shows,

surveys and books is to help our readers by providing the information you need to solve the challenges yourself. Some of this comes in the form of knowledge about products and procedures. The survey and data generation helps you predict challenges coming in the future.

There is a saying "You don't know what you don't know." To remedy that, we are announcing the formation of the Shield Wall Media Advisory Board. What we don't know, our readers do. I have done this unofficially for years. Some of you have received calls or emails from me saying, "I am thinking of doing this; tell me why it is a bad idea." My editors have their sources and routinely ask subject matter experts to write or review articles. We have grown to the point we want to make the Advisory Board official.

A corollary to "not knowing what you don't know" is "not knowing who you don't know." With 100,000+ subscribers, it is impossible to know every individual. Whether a builder, roofer, roll former, engineer or manufacturer there is a wealth of knowledge and expertise who know us, but we don't know you.

If you would like to have input into the editorial and strategic future of Shield Wall Media, this could be your chance. We are looking for 12 board members (two from each of the markets we serve). Details on how to apply, the benefits and responsibilities are available on page 61.

Thank you for helping Shield Wall Media continue to grow.

Gary Reichert, Publisher
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Gary Reichert,
Publisher, Shield Wall Media

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PRODUCT FEATURE

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Contents

BY MARK ROBINS



SHELTERLOGIC GROUP PHOTO

All About Anchoring

Anchoring is vital to sheds, and ensures that they will remain erected safely and securely for a longer period of time. Anchoring is essential to your safety and the safety of the items you plan to store. Without secure anchor installation, warranties can get invalidated and worse than that, safety issues can arise. Sheds on uneven surfaces are prone to shifting, which is prevented by anchoring. Some anchorage systems tie down the roof — in effect, applying downward pressure from the top — which helps to add rigidity to the outside walls.

Bad weather is always a possibility. A correctly anchored shed can protect against high winds, hail, heavy snowfall, and even earthquakes. An unanchored structure is vulnerable to the elements, which can damage the shed and its foundation. A gust of high wind could shift a shed off its foundation causing extensive damage that is costly to repair. Unanchored sheds can become hazardous projectiles during stormy weather conditions. Also, some municipalities require sheds to be anchored before granting building permits.

Anchor Types

The size and materials used to construct the shed will determine the type of anchoring system to use, as well as the number, spacing, and depth for each anchor. Aluminum sheds use different anchor types compared to wood sheds. Generally, small sheds will require about 6 to 8 anchors around their base; an anchor at each corner, as well as one in the middle of each side wall.

One size does not fit all when it comes to anchors. There are various anchor types available, such as ground anchors, concrete footings, or anchors that attach to existing structures like walls or foundations. Each type has its own installation requirements and considerations. The soil condition or type of foundation will affect anchoring.

On Frozen Ground

When ground temperatures drop to 0°C (32°F), the water trapped in sediment, soil, and pores of rocks turns to ice. Once frozen, it is considered frozen ground. Anchoring a shed into cold or frozen ground brings in new considerations.

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Frozen ground does make it more difficult for anchors to penetrate the ground. Derek Raymond, group vice president of ShelterLogic and Arrow said, “When selecting the correct anchor for the site conditions, you need to factor into your decision what the ground will be like when not frozen. The anchor selected will need to be suitable for the soil conditions throughout all seasons.”

Raymond said the following variables must be considered with anchoring, especially with frozen ground.

Size, shape, length, weight. Anchors that are pointed and have a gradual taper insert easier in frozen soil than those that don't. Smaller/shorter anchors also have an easier time penetrating frozen ground versus larger/taller anchors. But smaller/shorter anchors are not always the right

choice for the security of the object you are anchoring.

Material type. Regardless of the soil type and conditions, steel or metal anchors are recommended. The rigidity of steel and other metals will make installation easier in frozen ground compared to other materials. They will keep the structure secure for its lifetime.

Anchored depth. Installing the anchor deep into the ground allows for more earth above the anchor making it less likely to fail. Anchors typically come with a recommended installation depth from the manufacturer. Those suggestions should be followed. Setting an anchor too shallow could lead to failure in the future.

Pre-drilling. Pre-drilling is not recommended when installing anchors, regardless of soil condition. Pre-drilling takes away soil that is needed to keep the anchor from being extracted, which ultimately affects performance.

If pre-drilling is the only option for inserting the anchors into frozen ground, use an anchor with a pivoting head like ShelterLogic Easy Hooks. The design of the anchor allows for a small hole for inserting the anchor into the ground. Once at depth, the head will pivot and capture undisturbed soil. Pre-drilling for helical anchors will disturb the entire column of soil the anchor relies on for securing itself and your structure to the earth. This will diminish the effectiveness of the anchor.

There are no hard and fast rules to anchoring a structure. “Site conditions, soil types, and different types of structures make anchoring more of an art than a science,” Raymond said. “But if you are ever unsure about the right thing to do, more anchors and setting them as deep as is possible is usually the right answer.”

If necessary, contact a civil engineer to consult with about the proper foundation requirements, soil conditions, and anchor types you should use when assembling and anchoring a shed, carport, or similar outbuilding. **GSCB**

Anchoring to Asphalt

By Rudor (Dori) Teich, President Asphalt Anchors Corp.

Anchoring to asphalt is unlike anchoring to concrete or masonry surfaces. Asphalt yields under continuous pressure, and thus the installation of our anchors needs to be stress-free. As far as the asphalt is concerned, it is OK to have the installer a little stressed. The common method of anchoring to concrete uses expansion anchors. These cannot be used on asphalt as they depend on placing a constant static pressure on the walls of the hole. Asphalt is weaker than concrete; to compensate we use anchors that are much larger than the ones used on concrete.

We use chemical bonding. An oversized hole is drilled in the asphalt, filled with epoxy adhesive, and the anchor is pushed in until its head rests on the surface. An internal thread in the anchor accepts machine screws/bolts. At this point installation is similar to installing in concrete. The chemical bond depends on irregularities in the drilled walls of the hole for mechanical bonding with the asphalt.

If the hole is drilled in a frozen surface, as long as the area is still frozen, the bonding will be significantly compromised. We recommend using a heating gun or a torch to gently heat the hole area before pouring the epoxy. Another method is to use mechanical brushing to remove ice and roughen the walls. The curing process of the 2-part epoxy we use is exothermic; if the asphalt is not deeply frozen, that by itself may melt a thin layer around the walls of the hole. Once the epoxy is fully cured, the anchoring will work well in frozen asphalt.



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Backyard Business

Niche Trends Can Give Builders an Opportunity

BY ROCKY LANDSVERK



Blacks Buildings built this music studio just outside of Nashville from one of its shed packages.

You don't have to be on the cutting edge to notice some of the trends involved with outbuildings in today's society. From backyard art studios to COVID-created home office situations to increased homeschooling needs, there are huge opportunities for builders who can quickly and affordably build special-use spaces.

We asked some of our builders for their favorite recent ideas and trends that they've noticed. Some of the answers were obvious — homeschooling and home offices — while some of them were eye-opening.

We'll start with somebody that Garage, Shed & Carport Builder magazine readers should know — Matthew Black of Blacks Buildings and Shed University.

Music Studios

Is it really a "trend" that there is upside for builders related to music studios? It is if you're near Nashville.

"We've built quite a few music studios," said Black, whose

company is a half-hour from Nashville. "We've even done quite a few for notable country music artists."

Obviously a builder has to learn something about that "special use." In the case of a music studio, that means controlling sound with insulation and the proper windows.

"We use products like Rockwool insulation," Black said. That company has a product called "Safe and Sound" that is not only a fire-retardant but also controls sound. "That's more of a sound-deadening type insulation. And you definitely want better windows; at least double-pane windows, though typically they're not going to have windows in the actual area where they're recording any kind of music."

Black points out that having to learn about sound is NOT a reason to tell a prospect that no, you can't build a sound studio. Rather, consider the first one a learning experience, then use that one example to make it one of your perceived expertise areas. "Yes, there's a lot that goes into the music studios that we create," he said. But they now have an ongoing place in that niche market when those musicians tell people where they got

that backyard music studio.

Similarly, Studio Shed, which creates ADUs, has some recommendations on its website if somebody wanted to turn one of their ADUs into a sound studio.

Non-Professional Enthusiasts: Non-invasive soundproofing materials such as soundproof curtains, foam panels, and rugs to help block out the noise.

Professional Musicians: Upgrade (meaning outsource) the building to include:

- Ceiling: Auralex Ceiling System,
- Walls: Quiet Rock Drywall (2 layers) + Green Glue
- Floor: Green Glue + Plywood (2 layers)

The point isn't to teach you how to build a sound studio in this article. It's to mention that it will take research to become a niche-building expert. And notice that a musician can't simply buy the finished Studio Shed sound studio package; they would need the help of a builder like you.

Other Recent Trends

Classrooms are another area of growth for Black's Buildings. "With COVID, there was an increased interest in homeschool-

ing and wanting a space that felt kind of exclusive to the school environment," Black said. "Some parents don't want to do the schooling inside the home; they want it somewhere that is purely school-focused. So we've created quite a few of those."

Other areas of growth for Black's Buildings include home gyms and work/office spaces. The latter is again because of COVID and for those people who never went back into the office, or perhaps they now realize that they'd rather their home office wasn't on their kitchen table.

For home gyms, some of that came from COVID when gyms were closed; some of them never reopened. That might be yoga or weights, and that trend is older than just the last few years.

Bret Buelo, marketing director of Wick Buildings, told us that they've also been building some home gyms. See the photos in this article. You'll notice that this isn't a tiny backyard building, but that doesn't mean you should say "no, we don't do that." Call a builder like Wick Buildings and figure out how everybody can profit from the venture.

There has also been a trend in recent years of people semi-retiring and creating arts and crafts backyard art studios, instigated in part when art shows were being canceled.



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This backyard gym, built in Michigan by Lynnman Construction from a Wick Buildings package, is larger than some shed builders would venture, but serves as a good example of how people are requesting special-use spaces, and often more high-end than we would have imagined years ago.

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Do Not Say No

The primary point of this article can be summarized briefly: Don't say "No."

If somebody asks "can you build a music studio?" the answer is Yes. Or a home studio. Or a classroom.

"That's pretty much it," Black said. "It's being open to customization."

"A lot of shed companies, they do what they do and they also what they offer. When it comes to being open-minded about something different, they pretty much say 'that's something that we don't really do.'"

The opportunity isn't just about getting to create another shed. It's about getting to create something for which there are often no budgetary restraints. "Special" projects are not something just anybody can create; the customer needs somebody who can divine something unique and special, and if that's you, supply and demand kicks in.

"The reality is, we've seen great margins on some of these specialized offerings that nobody else offers, and you often set your price," Black said. "Their other options for a music studio,

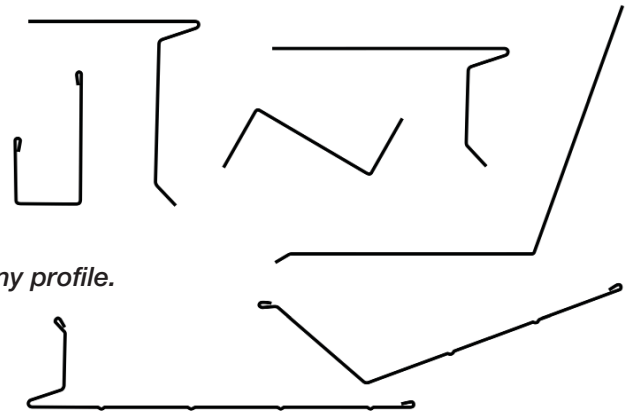
versus in the backyard, are to retrofit an area in the house. So they're losing square footage of the house. Or to build an ADU, an accessory structure on their home, which could be extremely costly.

"So we can come in and offer a portable option that fills the need and we can still make extremely great margin. But it's all about being open and doing the research. That's a big part of it – being willing to look into what it takes to actually deliver on what the customer wants and not just saying 'No' off the bat."

Filling in the Blanks

Buelo added that contractors can use these smaller spaces as opportunities to fill in the empty days between the larger projects.

"They can be a filler project between larger projects, because end and start dates don't always fall conveniently on Friday and the following Monday," Buelo said. "They can also provide work between phases of a larger project when the crew has to pull off for another subcontractor to do their work like HVAC, electrical, plumbing, and concrete"



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So not only can you create a side business of expertise in a special niche area, but you can also fill in the gaps of larger projects, even if you don't turn that into a niche for your business.

What Special Projects Mean for Marketing

Customization takes time and money on the front end, but it's worth it in the long run, said Black and others who have reached this point. Marketing – both digital and word-of-mouth – works a lot better when you have a unique product, versus simply trying to be better at the same thing as the others in your area.

We won't take a deep dive here into Search Engine Optimization (SEO) and website search traffic, but in summary, “shed near me” is a very difficult term to “win” in the online world. Besides all of the other shed builders in your area, you'll run into Home Depot and similar companies in that space.

If somebody types in “build a music studio” you have a real chance to “win” that term and that customer acquisition, and back to the previous point, you will be creating a specially priced product for them.

“SEO on nice products is way more cost-effective than doing

“The reality is, we've seen great margins on some of these specialized offerings that nobody else offers, and you often set your price.”

Matthew Black

SEO on something like a traditional backyard shed,” Black said. “So you can gain market share with very little investment and start to proliferate that niche market. All of a sudden, now you're coming up everywhere when people are searching for a music studio.”

For encouragement, Black urges you to think about what the future could hold.

“Don't avoid it just because it's not something you've offered before,” he said. “And once you do one, you're more adept at doing additional buildings like that, so once you know you can create one, you can springboard yourself off that. All of a sudden, you have a new product offering and a new space that could be something long term. That's usually extremely lucrative for any company.” **GSCB**



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Put People First, Profitability Will Follow

ProVia is Proof

BY LINDA SCHMID

A Dream Come True

Bill Mullet was a contractor with a vision. He imagined constructing buildings using doors that came ready to be hung. At that time Mullet and his crew were building doors on the job site. He thought that it should be painted and have the finishing work done in a factory where the workmanship wasn't challenged by all the dust, wind, threatening rain, and all the activity happening around the craftsman.

In 1977 Mullet made that dream come true. He started ProVia (formerly named Precision Entry) and they began building entry doors that were ready to go. In the 80s the company scored a contract with Sears and Roebuck for home doors to be sold in the store's home and building section. After that their product portfolio grew as they purchased existing businesses. The first opportunity came along in the form of Sugarcreek Industries, maker of storm doors, windows, and patio doors. Then ProVia acquired Heartland Building Products, a manufacturer of siding. A stone veneer company was their next conquest. Finally, they built a metal roofing line from scratch.



The Corporate Leadership Team cooks pancakes for all employees at each facility — one of the many ways they show their appreciation.



ProVia Values: a monthly meeting for all employees, where company news is announced, work anniversaries are celebrated, and food is shared.

Challenges and Results

In the early days, capital was a concern, as it often is for a fledgling company, but that straightened out in time as their investments paid off.

Another challenge was Mullet's intense focus on quality. With his background in carpentry and home building, Mullet was very exacting. In fact, that ideal is in the company's mission statement to this day: ProVia's mission is to serve, by caring for details in ways others won't.

Most people would think of a company being led by a quality-driven leader was a positive thing, as of course it was, but it could also make it difficult to grow. Mullet was determined to always find the right people, people he figured were better than he was. In hand-picking his team members, he believed he could ensure the level of quality he always strove for.

Today the company is headquartered in Sugarcreek, Ohio. They have seven manufacturing facilities — six in Ohio and one in Mississippi, with 2,100 employees between them. They are focused on the manufacture of exterior residential building products.

While they started with entry doors, and many builders

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Family Day: a ProVia team member prepares to face-paint the daughter of an employee.

use their doors, they also have contractors who only buy their windows or their stone veneer. Every year they extend their product lines or introduce changes and new options on existing offerings. They have something in the works now, but Joe Klink, Executive Director of Corporate Engagement, said they are not ready to disclose it yet.

Values

“We are a faith-based company,” Klink said. “Our values include integrity, servant leadership, and respecting the dignity of every individual. People are very caring; much of what happens here isn’t specifically work-related,” he added.

Klink is referring to community events such as “Prepare for Success” in which backpacks and school supplies are gathered and dispersed to kids for the upcoming school year. Employees also participate in work projects to assist the elderly or debilitated folks who can’t complete these needed repairs.

Driving Success

Prior to COVID, ProVia had under a thousand employees; they have grown quickly.

“We have had no problem attracting employees,” Klink said, “because we have a good reputation in the community. We pay



ProVia’s marketing department attends an offsite team-building event.



ProVia vinyl windows are manufactured at the Strasburg, Ohio, facility.

well and we treat people well. We have corporate ambassadors who provide assistance to employees who are experiencing difficulties, whether they are going through a divorce or having issues at work, or other problems that arise. Our wages are good, family-supporting wages, and that isn’t always true in manufacturing,” Klink added.

“When people hear about good business practices, they think of finances and business models, but doing what’s best for employees and customers; really taking care of people results in profitability, growth, and everything they are looking for,” Klink stated.

Growing Pains

Such rapid growth brings challenges of its own. Every week the company is on-boarding new people and through it all, their concern is maintaining their culture, teaching each new employee to carry it in their heart. Corporate care, leadership, and employee care initiatives have been developed so there is a lot of contact and communication between employees and company leaders. Further, each supervisor is entrusted to care for the employees who report to them.

All of this growth inevitably leads to space issues. Every time they build a new building, they believe they have plenty of room. And then they expand again. They out-grow the new space every time. In early 2020 they completed their new 400,000 square foot facility, and now just three years later, they have added on double the space. Perhaps, building a bigger space than you currently need is a better plan.

Good News

The company has much to feel good about, not only are they having success with the labor pool where many are not, their sales volume is higher than expected. The industry supply chain issues were difficult, but they brought rewards in the form of new customers and company growth.

“The company plans, by the grace of God,” Klink said, “to continue serving customers and developing solutions for the residential building products market, with continuous improvement in products and service alike. We always strive to exceed every expectation; giving more, never less.” **GSCB**

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This fabulous building is hard to describe. What would you call it? It's a playhouse for both children and adults, featuring not only a play space for children but also storage areas, a greenhouse, and it also acts as a gathering and entertainment spot.

The owner Trinity Peacock directed much of the planning. "She just drew it out and said this is what I wanted," said contractor Dale Moseley. "She wanted a greenhouse on that one side, and a place for his mowers on the other side, a workshop in the middle, and a play area upstairs."

Best Buy Metals provided most of the components from its Cleveland location. The roof panels are Best Buy Metals Tuff-Rib bronze roofing panels, and the clear panels are actually a Best Buy Metals Tuff-Rib product also.

The fasteners used in the project were also supplied by Best Buy Metals and were sourced from Atlas Building Products. The posts are from Hiwassee Builders Supply. [GSCB](#)





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Fasteners: Atlas Building Products
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The Power of Local SEO

Not Sure What “Local SEO” Means? Read on.

BY JIM MOSIER

Especially today, the success of a business, no matter how niche it may be, often hinges on its online presence. For companies specializing in sheds, carports, or garages, harnessing the power of local SEO (Search Engine Optimization) is crucial to attract local customers and boost your online visibility in your area. Let’s explore the fundamentals of local SEO and why optimizing both Google Business Profile and Bing Places for Business is essential. We’ll also delve into the significance of NAP profiles (Name, Address, Phone number) and provide actionable tips to improve your local SEO efforts.

Optimizing Google Business Profile and Bing Places for Business

First let’s briefly discuss what they are and why they matter.

1. Google Business Profile: Google Business Profile (formerly Google My Business) is a free tool provided by Google that allows businesses to create a detailed online listing. It includes essential information such as your business name, address, phone number, website, hours of operation, and customer reviews.

Optimizing your Google Business Profile helps you appear in Google Maps and local search results, making it easier for potential customers in your area to find you.

2. Bing Places for Business: Bing Places for Business is Microsoft’s equivalent to Google Business Profile. It provides a platform for businesses to create a detailed online listing on Bing, which is Microsoft’s search engine.

By optimizing your Bing Places listing, you increase your visibility on Bing search results, reaching a different audience segment that prefers Bing over Google.

You might wonder why you need both. The answer lies in diversifying your online presence. Different customers use different search engines. By having listings on both Google and Bing, you maximize your chances of being found.

Understanding the NAP Profile

A crucial aspect of local SEO is the NAP profile, which stands for Name, Address, and Phone number. Consistency in your NAP information across the web is essential for search engines to trust your business listing. Any inconsistencies can lead to confusion and negatively impact your search rankings.

Ensure that your NAP information is accurate and consistent on your website, social media profiles, and other online directories. This consistency not only boosts your SEO but also enhances the credibility of your business.

Actionable Tips for Improving Your Local SEO

1. Keyword Optimization: Research and use relevant keywords in your website content, Google Business Profile, and Bing Places listing to improve your chances of appearing in local search results.

2. Quality Customer Reviews: Encourage satisfied customers to leave positive reviews on your Google Business Profile and Bing Places listing. These reviews can influence potential customers and improve your search rankings. Remember, what’s in the review matters, and photos added to authentic reviews are a huge plus.

3. Local Link Building: Build relationships with local websites and directories to earn high-quality backlinks to your website. These backlinks can significantly boost your local SEO.

4. Mobile Optimization: Ensure your website is mobile-friendly, as many users search for local businesses on mobile devices. Google prioritizes mobile-friendly websites in search results.

5. Regular Updates: Keep your Google Business Profile and Bing Places listing up to date with accurate information, including your hours of operation, services offered, and any special promotions.

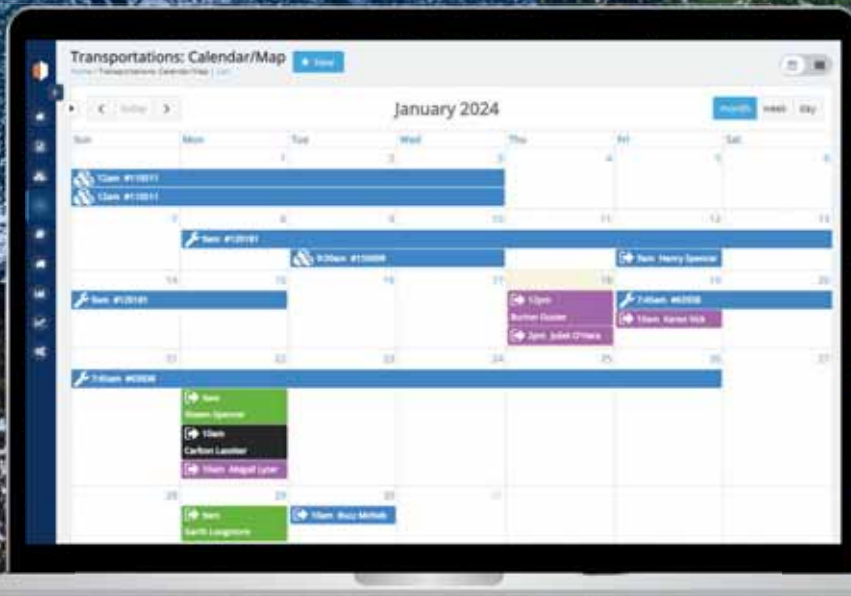
6. Use a data aggregator: Many online sites and directories that feature business listings don’t actually use their own data, they license business data from services that are called aggregators. You can use a service, such as BrightLocal.com, to update your information once per year to the three major aggregators, and you will find that over time, you will appear on hundreds of other websites.

Start applying these strategies today and watch your business thrive in the digital landscape. **GSCB**

Jim Mosier is the founder of Shed Marketer, a digital marketing agency for the industry, and the author of the book “Selling Sheds Online: The complete guide to digital marketing for shed builders and portable building manufacturers.” He also presents educational programming at GSCB’s shows. Learn more at shedmarketer.com.

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Squares & More

Framing Squares, Saddle Squares, Bevels and Marking Gages

BY JACOB PRATER

Part 2 in a series. Read our October/November 2023 issue for Part 1, which discussed tape measures and speed squares.

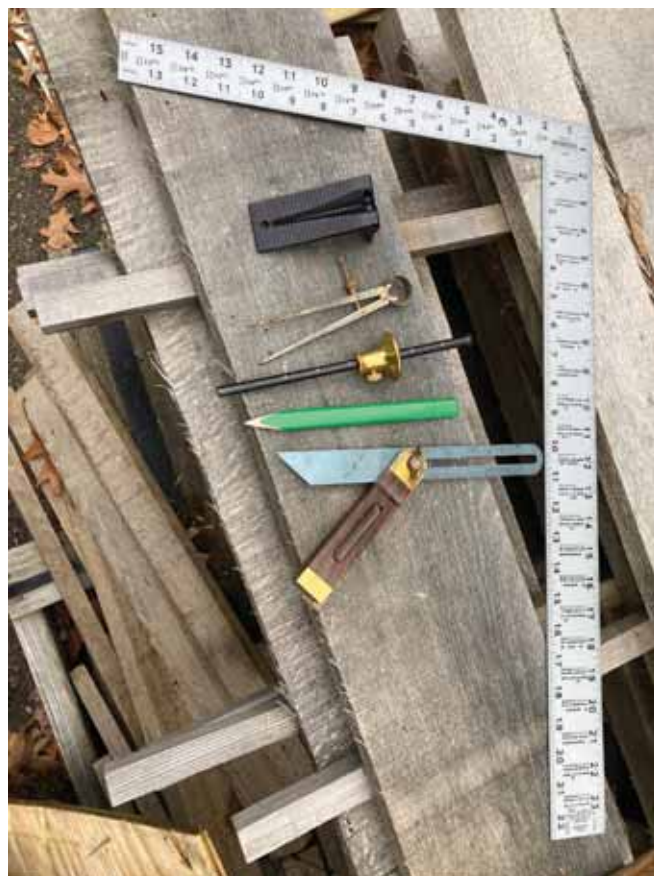
Framing Square

The framing square has been with us for a long time and is an incredibly useful tool. As a kid I remember simply using them to check if something was square or not while I was building ramps for bikes or inline skates. This tool, as most of you probably know, can do so much more than measure lengths and check 90-degree angles. It really is an innovative design and amazing tool with a lot of utility.

Many framing squares will have several tables printed on them that can be used for determining common rafter and hip-and-valley rafter length, as well as jack length. If you have one like this (see the photo at right), it is all set up for you on a table on the long leg of the square under the inch markings which correspond to the number of inches of rise per foot of run (slope of the roof or stairs).

Stair layout is another place where the framing square works really well. I remember a story from my Dad where he and my brother-in-law were making some deck stairs and my brother-in-law grabbed pencil, paper, and a scientific calculator to figure the dimensions. My Dad watched quietly and then walked to the garage and laid out the marks on the stringers. When my brother-in-law returned, he was dumbfounded and asked my Dad how he had done all the math that fast to which my Dad replied, “I let the framing square do the math.” It still makes me chuckle.

To lay out stair stringers you need the rise and run of the stair set first. How about if you have a deck and you need a stair set that goes up

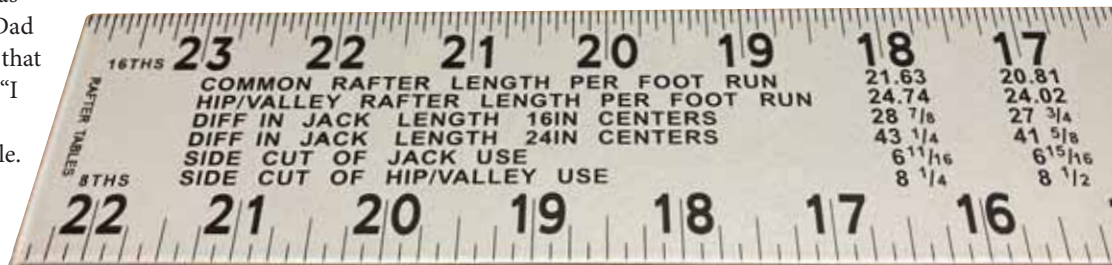


ALL PHOTOS BY JACOB PRATER

70 inches? Let's say you will have 10-inch stair treads each with 7-inch risers and 10 steps total. You will simply use the inside 10-inch mark on the long leg and the inside 7-inch mark on the short leg to lay out your stairs.

You can speed all this up with little clamps on your framing square to help you align your square the same each time. Don't forget that at the bottom of the stringer you need to make that last section thinner by the thickness of your tread material so you don't have a wonky bottom step.

But there may be even more on that framing square as well. Have you ever wanted or needed to buy or use rough-cut lumber? There might be a table on your framing square for calculating board feet for 1-inch-thick lumber. This one (see photo at the top left of this page) has such a table. It is pretty easy to use. You simply start in the middle under the 12-inch mark and find the board length. Then you slide either way on the scale until you have found the width of your board (along the marked edge



Some framing squares have tables printed on them for a variety of uses, including determining common rafter lengths.



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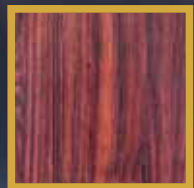
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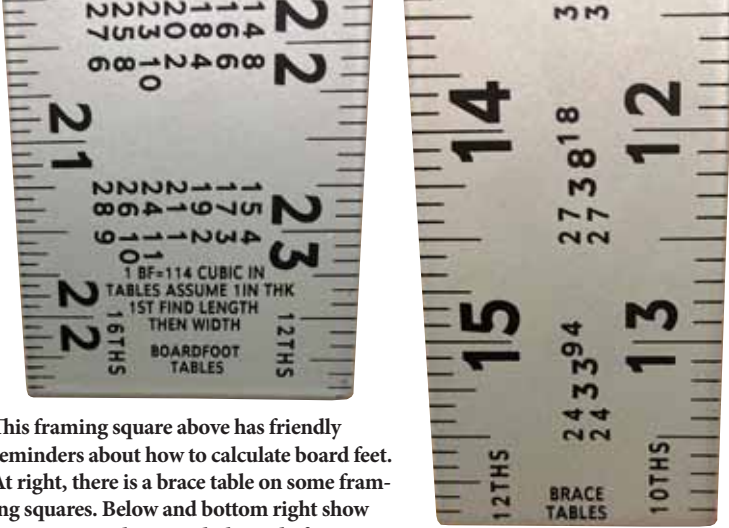


T-111



Classic





This framing square above has friendly reminders about how to calculate board feet. At right, there is a brace table on some framing squares. Below and bottom right show an octagon scale to mark the end of square lumber to cut it into an octagonal shape.



of the ruler). At that point you will find two numbers; the first is the number of whole board feet that you have, and the second is the number of “twelfths” of board feet you have in addition to those whole board feet.

So, if you have a 10-foot board, 16 inches wide, you will find that you have 13 and 4/12s board feet. The scale for 1-inch-thick boards but can be quickly adapted for 6/4 (called six quarter, 1½ inch thick) or 8/4 (called 8 quarter, 2 inch thick) by multiplying the outcome by 1.5 or 2, respectively. This may not be of critical importance to you, but it is another use for your framing square.

There may be a brace table on your framing square, as well (top middle). The brace table helps you find the length for a diagonal brace where the vertical and horizontal length that your brace will fit against are the same (so a 45-degree brace).

The table is pretty simple to use. Find the doubled number, say 24 (this could be inches, cm, or any unit) and right next to that is 33 and 94; this refers to 33.94 in whatever unit of measure you were using (let’s say inches, but this works for feet, too, just stay in the same unit for the whole procedure). So, a brace that connects 24 inches of rise and 24 inches of run needs to be

33.94 inches long or 33 and 15/16ths if you want it in the closest fraction.

There may also be an octagon scale on your framing square. This can be used to mark the end of square lumber to cut it to an octagonal shape. You will need a marking gage or a set of dividers for marking. First you need the short edge dimensions of your square cross-section lumber in inches, as the octagon scale is in inches. Then find this number on the scale and set your marking gage or dividers to this length. Then mark the mid-point of each edge of your lumber and connect them making a cross or plus sign. Then you use your divider or marking gage to measure from the center out on each edge. Now connect those new marks to show how much of each corner to remove to make a perfect octagon.

Even more fun can be had with a framing square. You know that hole in the short leg of the square? Well, if you hang the square on a nail there, the long edge will give you a perfect vertical and the short edge a perfect horizontal. So you basically have a plumb bob and a level built into that framing square.

Saddle Square

You may never have used one of these; heck, you may never have even seen one. My father-in-law, a long-time contractor, hadn’t seen one before I got it out on a project. It isn’t a tool for everybody, but it does have a place. Where this little tool shines is next to the cutting station. You can make quick 90-degree marks over and over again. This tool also makes it very easy to transfer marks around to the other side or all sides of a piece of lumber. Being able to transfer lines like this is really useful when you are cutting big timbers.



Ever had to cut a 6x6 or 8x8 where the circle saw won’t go all the way through and you have to make a cut on each face? And then when you did, the end isn’t flat? It is so easy to get off just a little bit, but the saddle square will keep you right on target. The saddle square is also an excellent tool to help layout notches in beams for lap joints for deck or outbuilding construction. An additional feature on my saddle square is the center notch that allows you to mark the center of a stud for wall layout (the tool I have is dimensioned based on the 2x4).

Bevel Gage

Bevel gages are for when you don’t know the angle or you have to match an angle that is already existing. If you have done any remodeling, cutting trim, or doing something out of the normal shape of things where you need an angled joint between two pieces of wood to line up nicely, then the bevel gage prob-

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ably isn't a new tool for you. The bevel gage allows you to reproduce an angle from an existing workpiece and scribe it onto a new workpiece to cut exactly that same angle.

It can also be used to make the 90 or 180 degrees, minus the existing angle, on a work piece to make a precise mitered joint in trim, flooring, or decking. It's a simple but indispensable tool.

Marking and Measuring Tools

Lots of measuring tools, such as a tape measure or ruler, are used to measure distances. But sometimes you want to transfer a distance reliably multiple times. Marking gages and dividers can both help with transferring a measurement repeatedly. Dividers are nice for a quick transfer and for something like the octagon table on the framing square. Marking gages like the wheeled one shown here are great for marking lines a specific distance from an edge or end, such as when doing timber framing.

Now I am not suggesting that you are all timber framers, but every now and then it is useful to be able to lay out a tenon and cut and fit it into a bridle joint or mortise. Some simple joints on decks are easier to lay out with a tool like this as well. An example would be when you need to notch the end of a post to accept a beam.

Different types of construction dictate the tools you use. You aren't likely to need every tool all the time or even every tool period, but if something speeds you up or makes you better at what you do, it can be a great help. Gotta love tools! **GSCB**



Above and bottom left are photos of a saddle square. Bottom right is a marking gage.





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Malco Products Announces New Leadership Roles

Malco Products, a leading solution developer and manufacturer of a variety of high-quality tools for the HVAC and building construction trades, has announced several new leadership roles with the organization designed to support the company’s continued growth and to focus on critical areas of the business as part of its overall strategic plan. Malco has enjoyed a sharp increase (to nearly 13%) in annual growth since the start of this decade and has added several new strategic leaders throughout the company and at the board level to support and accelerate Malco’s continual development of products to serve current and new markets.

Scott Crane has been promoted from Executive Vice President of Finance and Strategy to Chief Strategy Officer (CSO). The CSO is a key leadership position responsible for developing and executing

the company’s strategic initiatives and investment strategies. Crane will play a critical role in guiding the organization’s growth and ensuring its competitive advantage in the market.

Mike Hemmesch has been promoted from Director of Business Intelligence to Chief Financial Officer (CFO), following the retirement of current CFO Carla Hinnenkamp, who has been with Malco for 10 years. In this role, Hemmesch will oversee the finance, accounting and technology/MIS teams and manage all aspects of the company’s financial and cash flow planning as well as guiding the company’s future growth initiatives.

PPG, DEWALT Create Workforce Programs for Students

PPG and the PPG Foundation have announced a commitment to invest \$2 million through 2025 to support workforce development initiatives that provide training and opportunities for

future skilled workers in manufacturing and coatings application. The commitment aims to introduce students to the diverse and high-tech career paths within modern industry and provide them with educational opportunities to pursue fields such as advanced manufacturing, automotive collision repair, automotive refinishing, and painting.

Meanwhile, Stanley Black & Decker has established the DEWALT Trades Scholarship to assist individuals attending a two-year college or vocational-technical school who are pursuing a trade degree/certificate in an industry aligned with the Stanley Black & Decker Trade Goals — including but are not limited to Construction, Industrial, Motor/Power Sector, Mechanics, and Technology.

This program is administered by Scholarship America, a designer and manager of scholarships and education support programs for corporations, foundations, associations, and individuals.

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S-5! Achieves Standard for Snow Retention Devices

S-5! has achieved a new industry standard for testing and certifying snow retention devices. Until recently, there has been no industry standard or mandate for the production and testing of snow retention devices—but now there is. S-5! is pleased to announce another “first”: it is the first and only company to receive an Evaluation Report (ER) from the International Association of Plumbing and Mechanical Officials (IAPMO), certifying its snow retention systems’ compliance with Evaluation Criteria (EC) 029-2018 for “Standing Seam Metal Roof-Mounted Rail-Type Snow Retention Systems.” In the absence of building code that covers snow retention, compliance with the IAPMO EC 029-2018 is “code equivalent” and may be utilized by specification to qualify proper design, testing and production. “I am thrilled that there



is finally an industry consensus standard for testing and certifying snow retention devices, and that S-5! has been approved to this new standard,” said Rob Haddock, CEO and founder of S-5!

In other S-5! news, its Architectural & National Accounts Director has been awarded the Construction Specifier Institute (CSI) Great Lakes Region President’s Award in recognition of her dedication, hard work and mindfulness to the region. Shelly Higgins is a member of the board of directors for the CSI Cleveland chapter. She helped plan, organize and run the Great Lakes Region Conference

from ideas to implementation. She is also the founder and director of the “Let’s Build Construction Camp for Girls” in Northeast Ohio, a five-day summer camp for girls ages 12-16 to explore the world of construction and learn about the various career pathways in the skilled trades. The camp partners with unions and trade associations and is run through the generosity of volunteers, mentors and sponsors, allowing the girls to attend at no cost.

“Shelly has made a significant impact on the young girls in Northeastern Ohio by organizing and promoting such an amazing event,” Haddock said. “We often speak about the labor shortage and how to bring the next generation into the trades. Thanks to Shelly’s hard work, these young girls have the chance to learn about the endless career opportunities that exist in the construction industry.”

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Acu-Form.....	410	Gregory Tube.....	321	Quicken Steel.....	115
American Building Network.....	102	Hershey's Metal Meister.....	400	RTO National.....	201
AmeriLux International.....	421	IdentiGROW.....	120	Sensei Digital.....	104
Apple Outdoor Supply.....	424	iFAB.....	323	Shed Marketer.....	101
ASC Machine Tools, Inc.....	317	Innovations Manufacturing.....	309	Shed University.....	307
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Best Buy Metals dba American Pole Barns.....	215	Little Harveys.....	422	ShedPro.....	208
BETCO, Inc.....	112	LP Building Solutions.....	408	ShedVerse.....	214
Bradbury Group.....	206	Lyon Metal Roofing.....	118	ShelterLogic Group.....	220
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Carolina Extrusions.....	425	Mid South Perma-Column.....	105	ST Fastening Systems.....	508
Cold Spring Enterprises.....	121	My Shed.....	209	T&H Lemont, Inc.....	506
Customer Aligned Logistics (CAL).....	222	Neil's Roofing.....	125	Trac-Rite Door.....	414
Direct Metals Inc.....	406	Northwestern Holding Company.....	216	Triad Corrugated Metal Inc.....	415
Dripstop®.....	401	Onduline North America.....	108	True Metal Supply.....	301
EZ Pay Buildings, LLC.....	126	Pan American Screw.....	417	Union Grove Lumber.....	106
Gage Bontrager Consulting.....	113	Pine Hill Trailers.....	423	W.E.H. Supply, Inc.....	501
Grabber Post Buildings, Inc.....	226	PPG Commercial Coatings.....	218	Wildcat.....	416

Invitation to Learn

Welcome to the third annual Garage, Shed & Carport Builder Show. Once again, we are including admission into the educational sessions among the benefits of your show registration. That is, your show badge is your ticket to sit in on all the classes we offer.

There are two different areas of education at this year's show.

The Shed U programming (see the next page) is a separate fee and also gets you into the show. The show's educational programming (described below) is included for all attendees including Shed U registrants.

Educational sessions are important in that you learn not only from the presenter but from the other attendees. Make them a reason to be in Knoxville. **GSCB**

WEDNESDAY, JANUARY 24, 2024

	ROOM A	ROOM B
9:00-9:45	Working A Trade Show From Both Sides of the Aisle with Randy Chaffee / Building Wins	Basic Rollformer Maintenance
10:00-10:45	From Trailer To Triumph with Andrew Boyle / Making Sales Simple	Automating Commercial and Mini Doors with Chris Armstrong / ASTA America
11:00-11:45	The Power of Believing in Yourself with Gary Bontrager / Gage Bontrager Consulting	Technology in the Shed and Carport Market with Chris O'Hearn / Trac-Rite Door
12:30	Exhibit Hall Opens	
1:00-1:45	IN-BOOTH MACHINERY DEMO Hershey's Metal Meister / Booth 400	Designing Small Residential Spaces
2:00-2:45	Perfecting the Sales Cycle from Lead to Close with Ben Elchsteadt / EZ Pay Buildings	Condensation Protection Basics
3:00-3:45	IN-BOOTH DEALER MANAGEMENT SYSTEM DEMO RTO National / Booth 201	Production Line Basics
4:30	Happy Hour Reception on Show Floor	
5:30	Exhibit Hall Closes	

*Randy Chaffee will also be hosting some live Building Wins LIVE podcasts from the exhibit hall during the show.

THURSDAY, JANUARY 25, 2024

	ROOM A	ROOM B
8:00-8:45	You Only Need One Thing To Be Better In 2024 with Ray Gage / Gage Bontrager Consulting	Working Effectively with Various Communities
8:30	Exhibit Hall Opens	
9:00-9:45	State Of The Industry with Gary Reichert / Shield Wall Media CEO	Using Technology to Map Building Locations
10:00-10:45	How To Get Free Press with Rocky Landsverk / Shield Wall Media Editor	Employee Retention and Benefits
12:30	Exhibit Hall Closes	

Time slots and topics may change based on speaker availability.

SHOW HOURS

Wednesday, January 24, 2024

Education Classes: 9:00am to 4:00pm

Exhibit Hall Hours: 12:30 to 5:30pm

Thursday, January 25, 2024

Education Classes: 9:00 to 11:00am

Exhibit Hall Hours: 8:30am to 12:30pm



Shed U Presents “The Road to Sales” at GSCB Show

Shed University (www.thesheduniversity.com) is the brainchild of Matthew Black of Black's Buildings. Black has been in the industry for decades and launched this new educational venture because of a lack of sales education in the shed industry. “There are a lot of customers who aren't buying sheds because the sales process isn't what it should be,” Black said. “The best way to make our industry bigger is at the dealer level, versus building more sheds and putting them on lots.”

Black has been joined in the new venture by Christopher Pittman, a business and sales trainer who runs the Pittman Academy. Shed U will not only be running online events, but also brings its staff to live shows, the first being the Garage, Shed & Carport Builder Show in January 2024. Shed U will present “The Road to Sales” on the day and a half leading up to the show's opening – January 23 is a full day of programming, and January 24 will be a half day, leading into the opening of the show.

In addition to Pittman, other speakers at Shed U will include Jonathan Ulrich, the owner and CEO of Ulrich Lifestyle Structures, which has been manufacturing backyard structures for 20 years; and marketing expert Jim Mosier. All registrants for Shed U receive complimentary admission to the Garage, Shed & Carport Builder Show, January 24-25.

*Learn more about Shed U at
thesheduniversity.com/our-events.*

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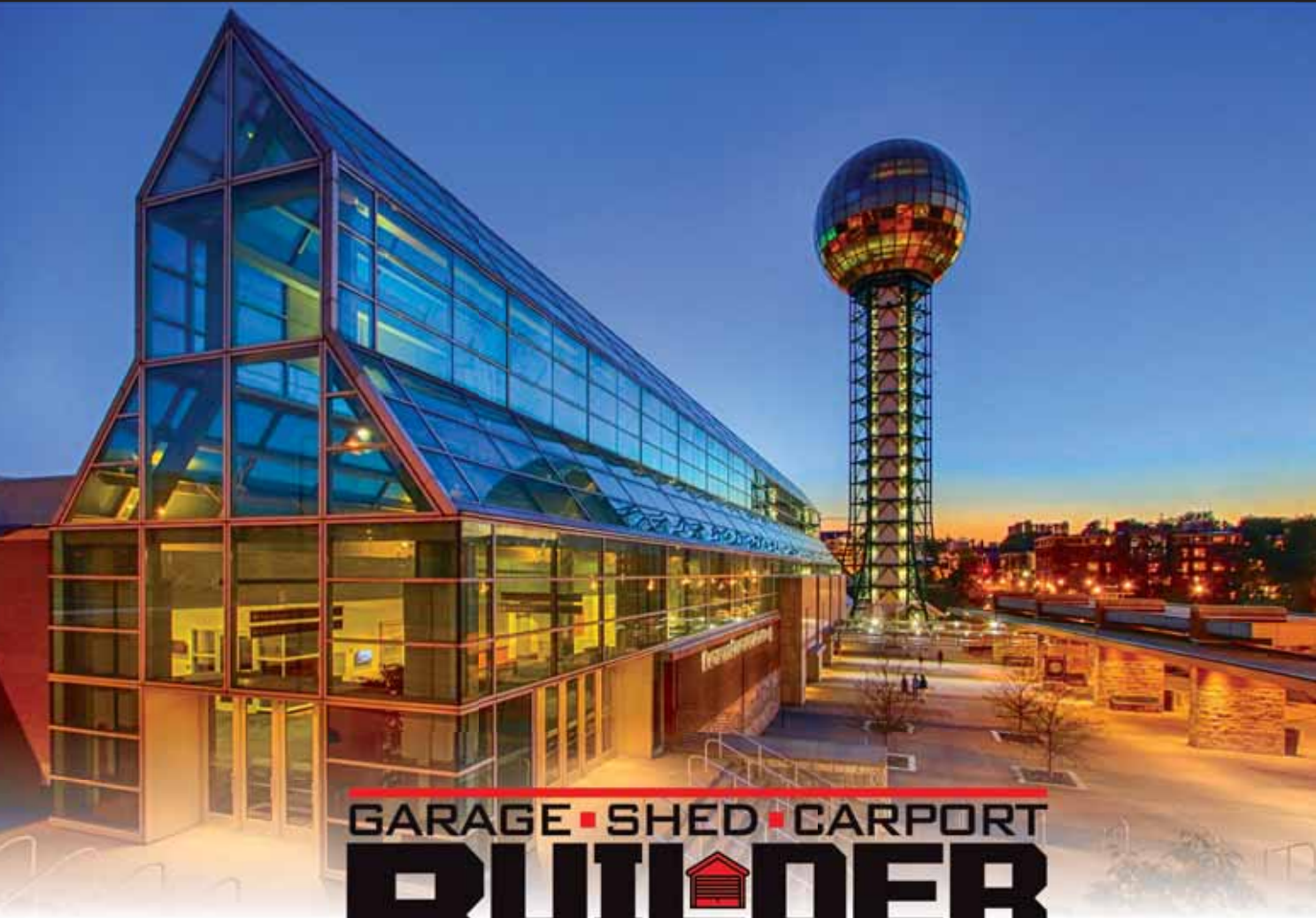
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GARAGE ■ SHED ■ CARPORT **BUILDER** **SHOW**

JANUARY 24-25, 2024

BUYERS AND SELLERS TO MEET IN KNOXVILLE

Manufacturers, suppliers, and companies dedicated to all things regarding the construction of small residential buildings will be gathering January 24-25, 2024, at the Knoxville Convention Center in Knoxville, Tennessee, for the third annual Garage, Shed & Carport Builder Show.

As a business-to-business show, the Garage, Shed & Carport Builder Show brings the industry's finest companies together in

one 30,000-square-foot space, pairing them with qualified attendees looking to network, learn, and do business.

In addition to hosting over 60 exhibitor booths, as well as educational seminars and demonstrations, this year's Garage, Shed & Carport Builder Show has invited Shed University to present its programming on January 23-24. All registrants for Shed U will receive complimentary admission to the Garage, Shed & Carport Builder Show, giving them the chance to meet the premier vendors in the shed and residential construction in-



dustry and to attend the educational classes and demonstrations provided by the industry's premier business-to-business small residential building show.

For Attendees: About the Exhibitors

There will be more than 60 exhibitors displaying products and services that could change your company. The show floor will be sold out and the list of exhibitors is available on the show's website and also on pages 42-52 of this magazine. Browse through the list and see the wide variety of companies you can visit, including facets from building components and machinery to sales and transport to marketing.

About the Educational Programming

There will be an educational program for show attendees (different from Shed U's events) that is worth the price of admission alone. Classes are expected on such things as marketing and running your business, making buying decisions on materials and machinery, working with different communities, condensation prevention and control, fastening systems, financing, and taking advantage of PR to advance your company footprint.

As noted in our article on page 56 about "how to attend a show," education can be one of the best reasons to invest your time and money into visiting a trade show, and you'll often learn from your fellow exhibitors' questions as well.



Garage, Shed & Carport Builder Show

- Jan. 24-25, 2024
- Knoxville Convention Center
Knoxville, Tennessee
- **Attendees:**
Learn more at:
garageshedcarportbuilder.com/show-registration/
- **Exhibitors:**
Call or email Missy Beyer
(missy@shieldwallmedia.com or 920-216-3007)

For Exhibitors: About the Attendees

All Shield Wall Media shows are intended to bring together buyers and sellers. Attendees are business owners and those who have the ability to make business decisions. Exhibitors at the company's previous events have consistently commented that the attendees of SWM shows are decision-makers, and that is very true for the GSCB Show.

In fact, 67% of attendees for the GSCB Show are either sole decision-makers or part of the group making the decisions while 0% said they were not involved in the decision-making process at their company.

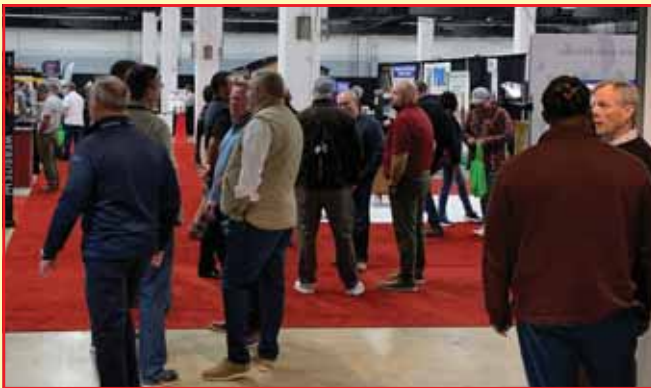
Here's sampling of post-show quotes from exhibitors at last year's Garage, Shed & Carport Builder Show:

- "There was an appropriate audience that included decision-makers from the shed and carport industries."
- "The Garage, Shed & Carport Builder Show allows us to connect with existing and potential customers in this targeted industry. We received quality leads."
- "It's big enough to attract, small enough to have quality conversations."

What To Do Next

For more information visit garageshedcarportbuilder.com/show-registration or contact the event director, Missy Beyer at missy@shieldwallmedia.com, phone 920-216-3007. **GSCB**

10 Reasons to Attend the Garage, Shed & Carport Builder Show



The Garage, Shed & Carport Builder Show provides a one-of-a-kind opportunity for business owners and employees to gain knowledge about how to be successful in one of these businesses. The following are the Top 10 reasons why business owners, managers, and key team members should attend.

1 Gain knowledge of industry trends and forecasts. Trade show attendees learn from experts and peers about what is happening in their industry and what is expected to happen in the next 12-24 months.

2 Gain knowledge of new products and services. Manufacturers are constantly developing new products and features that help their customers improve productivity and efficiency. Trade show attendees learn about the latest products and features that can give them a competitive advantage.

3 Learn about legal, regulatory, and compliance changes. What new laws and regulations have been implemented over the past year? How will these changes affect your business and what steps can businesses take to succeed?

4 Gain knowledge of how other businesses operate. Trade show attendees meet their colleagues and discuss how their businesses operate and what challenges they are facing. By doing so, attendees learn how other businesses improved efficiency and solved problems. Attendees can use this information to improve their own efficiency and solve their own problems.

5 Gain knowledge about your competition. The roll-forming industry is in constantly changing. Attendees can learn what their competition is doing. Who bought new equipment? Who opened a new location? Who went out of business?

6 Build relationships with key vendors. Vendors can be invaluable partners. Trade show attendees get face-to-face time with multiple key vendors — in a single location — and establish relationships that will help their business succeed.

7 Build relationships with colleagues in the industry. Getting to know colleagues in these industries is a great reason to attend this trade show. Attendees can meet colleagues from other regions and have a resource to “bounce ideas off of” in the future. For example, if a business owner is considering investing in new equipment, that owner can contact another business owner they met at a trade show to get input on the pros and cons of specific types or pieces of equipment.

8 Build relationships with your team. Many businesses send their key employees to trade shows. This is a great opportunity for key team members to get involved in the industry, learn about new products and practices, and meet key vendors. It also provides an opportunity for those team members to feel like an important part of the business and to build relationships with other team members away from the office.

9 It's time to be inspired. Trade shows provide a great reason to get out of the office for a few days. When an owner or manager is in the office, most of their time is spent dealing with immediate issues. Trade shows provide an opportunity to step away from daily responsibilities and focus on the big picture and future goals and strategic plans for the business.

10 Visit Knoxville. See the reasons on the next page and look up more online.

Trade shows provide a unique opportunity to gain targeted industry knowledge and to meet colleagues in the garage, shed and carport industry. It only happens once per year – so don't miss it! **GSCB**

Things to do in KNOXVILLE

We created this list of things specifically for our show, choosing places that are walkable from the convention center and host hotel, with an emphasis on family-friendly activities.



KNOXVILLE MUSEUM OF ART

The Knoxville Museum of Art celebrates East Tennessee's rich, diverse visual culture and its connections to the wider currents of world art. Admission to the KMA is always free! The KMA is a short walk from both the convention center and the host hotel. Among the exhibits:

- Higher Ground, the KMA's flagship permanent exhibition celebrating the richness and diversity of East Tennessee's visual culture, was reimaged in the museum's newly renovated entrance level galleries this fall.
- Richard Jolley's "Cycle of Life," one of the world's largest figural glass-and-steel assemblages.
- The KMA has a select collection of Thorne Rooms.

MARKET SQUARE

Knoxville boasts a vibrant downtown area with a variety of unique entertainment, shopping, and dining options in and around Market Square. Its ever-changing landscape is home to outdoor

concerts, festivals and more.

Since the 1860s, Market Square has been one of Knoxville's most popular places to shop, work, play, eat, drink and live. Market Square is home to outdoor concerts and movies, Farmers Market and much more.

A number of local restaurants dot the landscape offering everything from southern-style cuisine to steak to sushi. From fine dining to savory sandwich shops, Knoxville offers a full menu of dining. Downtown is home to a number of local breweries as well, and the best part...everything is within walking distance of some of the finest hotels in the area.

The Square features two water play fountains, is adjacent to the scenic Krutch Park and is always kid and pet-friendly. Market Square is about a half-mile from the convention center and host hotel.

TROLLEYS

The Knoxville Trolley is one of the most popular symbols of our city, and it's completely free for all passengers. There are three trolley routes that serve Downtown Knoxville and the UT area. The Orange Line services downtown and the University of Tennessee and has a stop just outside the Marriott and convention center. There are two other lines (Blue and Green) servicing other areas of town.

SUNSPHERE

Built for the 1982 World's Fair, the Sunsphere is a one-of-a-kind structure. The 4th Floor Observation Deck offers a breathtaking 360-degree view stretching from downtown to the Great Smoky Mountains including World's Fair Park, the Tennessee River and the University of Tennessee Campus. A 1982 World's Fair timeline, gallery, memorabilia and gift shop await you. Ticket prices are just a few dollars and Sunsphere is next to the convention center and hotel.



Other things to consider

- There are a number of historic homes in the area. Visit www.hhknoxville.org to learn more.
- Gay Street (about a half-mile walk) is home to art galleries, historic theaters, the East Tennessee History Center and more.

Also look up these attractions:

- Ijams Nature Center, Navitat Knoxville, Women's Basketball Hall of Fame, Zoo Knoxville, Tennessee Riverboat, McClung Museum of Natural History & Culture



PHOTO CREDIT: LAUREN HOLMES

PHOTO CREDIT: ETHAN GRECH PHOTOGRAPHY

GARAGE ■ SHED ■ CARPORT BUILDER SHOW

KEEP UP TO DATE BY VISITING

www.garageshedcarportbuilder.com/show-registration

Exhibitors are also subject to change due to unforeseen circumstances.



360 Metalworks

Booth #122

4196 N Co. Rd. 25 W
Bainbridge, IN 46105
765-655-6639
765-246-7390 (fax)

At 360 Metalworks, we have combined our passion for metal fabrication with our experience in the shed industry. We are dedicated to providing shed manufacturers with rafter production systems that are effective, efficient, and affordable. Whether your business is large or small, we have the equipment you need to streamline your process and maximize your potential. Visit our booth and we'll discuss how to redesign efficiency on your shop floor.



3GM Steel

Booth #313

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www.3gmsteel.com
sales@3gmsteel.com
606-676-2146
606-676-0012 (fax)

3GM Steel is a family-owned, American steel trading and coil distribution company. Since 1989, we've focused on providing the highest quality product available, at competitive prices, delivered with professional service. 3GM Steel warehouses and distributes bare, acrylic-coated, and pre-painted Galvalume® to roll formers nationwide. We also leverage our relationships with

tier-one mills across the globe to offer our partners custom-tailored steel solutions. The 3GM Steel team is comprised of seasoned steel industry veterans and professional support staff, and partners with customers to help drive their growth plans.



Acu-Form

Booth #410

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Millersburg, OH 44654
www.acuformequipment.com
wayne@acu-form.com
330-674-4003
330-674-4035 (fax)

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American Building Network

Booth #102

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www.americanbuildingnetwork.com
336-673-6020

American Building Network is a nationally recognized metal building manufacturer that works closely with dealers across the nation, equipping customers with quality steel structures, affordable prices, and industry-backed guarantees. We're dedicated to delivering premium products, providing exemplary customer service, and setting the bar for how a company should do business in the metal building industry. Whether we're working with other business owners or extending dealer support for smaller companies,

you can count on American Building Network to provide quality that lasts. We also proudly work with licensed and experienced installation teams, supplying customers with long-lasting solutions for any infrastructural need.



AmeriLux International

Booth #421

1300 Enterprise Drive
De Pere, WI 54115
www.amerilux.com
info@amerilux.com
920-336-9300
920-336-9301 (fax)

Headquartered in De Pere, Wisconsin, AmeriLux International is a value-adding distributor of multiwall and corrugated polycarbonate sheets, PVC liner panels, HDPE panels, acrylic sheet, and many other plastic sheet products. AmeriLux sources and distributes materials from and to companies around the world. It is by building and maintaining strategic, win-win partnerships with vendors, customers, and employees that AmeriLux is able to profitably – and sustainably – grow its business.



Apple Outdoor Supply

Booth #424

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appleoutdoorsupply.com
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800-704-8112
800-633-7916 (fax)

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have a knowledgeable and dedicated sales staff; our salesman can provide product information and advice, on-site visits, and more. We are a wholesaler, but we sell to builders both large and small. We ship orders on both freight and ground; we coordinate with you to make shipping easy. We have two different locations, one in PA and one in NC. Both locations can directly service local customers, and ship customers outside of their area.



ASC Machine Tools, Inc.

Booth #317

900 North Fancher Road
Spokane, WA 99212
www.ascmt.com
salesupport@ascmt.com
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509-536-7658 (fax)

Established in 1949, ASC specializes in roll-forming machinery, tooling, and associated equipment utilized for metal processing. We offer a variety of panel lines, single and multi-trim roll formers, cz purlin lines, garage door and roll-up door lines, track lines, channel lines, bottom bar roll former and custom designed roll-forming lines – Made in Spokane, Washington USA!



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info@americanpolebarns.com
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920-216-3007**



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BRADBURY GROUP

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Capital Forest Products

Booth #116

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www.capitalforest.com
info@capitalforest.com
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410-280-6108 (fax)

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& CARPORT
BUILDER SHOW
GREENVILLE
CONVENTION
CENTER
GREENVILLE, SC
JANUARY
15-16**



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Freudenberg Performance Materials LP

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www.ezpaybuildings.net
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330-264-0833 ext. 220
330-202-7685 (fax)

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Gage Bontrager Consulting

Booth #113
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Kalona, IA 52247
gagebontragerconsulting.com
319-330-8155

If you are a business owner or are in a leadership position and find yourself in a situation where your business is running you instead of you running your business, we are here to help alleviate that stress while helping you grow. GBC offers one-on-one coaching and peer groups to guide in leadership development, sales training, Human Resources assistance, personal development, and developing your company culture to put you on a path towards success.



Garage, Shed & Carport Builder Magazine

Booth #229
PO Box 255
Iola, WI 54945
www.garageshedcarportbuilder.com
715-252-6360 (Gary)
715-513-7288 (Rocky, editor)

Garage, Shed & Carport Builder Magazine is the industry's only trade publication that addresses all aspects of small, special-use residential buildings. We disseminate information to construction professionals about small, special use buildings including sheds, carports, and garages.



EXHIBITOR PROFILES



Graber Post Buildings, Inc.

Booth #226

7716 N 900 E
Montgomery, IN 47558
www.graberpost.com
info@graberpost.com
800-264-5013

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Grandma's Jam House LLC

Booth #315

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Grantsville, MD 21536
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301-245-4615 (fax)

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Booth #305

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www.advancedpostsolutions.com
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GREGORY TUBE

Gregory Tube

Booth #321

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Hershey's Metal Meister

Booth #400

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info@variobendusa.com
217-234-4700

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DON'T WAIT. CALL NOW.



iFAB

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iFAB focuses on the portable shed building sector, specializing in manufacturing equipment for enhanced efficiency, productivity, and precision. Our diverse range of products is designed to streamline and expedite shed building, specifically truss and door building, sales lots, and deliveries, offering simplicity and ease in every aspect of the process. We also offer custom fabrication to those in the shed building industry.



Innovations Manufacturing

Booth #309

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www.im-inc.com
www.ShedRamps.com

Innovative IM Ramp System allows planks to be adjusted, removed or left in place. We have developed a series of shed products that have become very popular within the shed building industry. Contact one of our Sales Reps to learn how our products can help your manufacturing processes. Innovation at every turn. Innovative products for Shed Enthusiasts.



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Booth #107

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Little Harveys

Booth #422

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Contact: Jesse Schlabach
4309@emailbyfax.com
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336-468-4309 (fax)

Little Harveys is a distributor of specialty steel coils.



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Lyon Metal Roofing

Booth #118



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Booth #413

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Booth # 105

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Booth # 108

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Booth #201

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833-588-1802

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Booth #104

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Booth #101

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Booth #208

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Booth #307

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Shield Wall Media

Booth #229

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715-252-6360 (publisher)

Shield Wall Media owns Garage, Shed & Carport Builder Magazine and the Garage, Shed & Carport Builder Show. Visit the booth for free subscriptions to each of the company's expanding line of titles, including Rollforming Magazine, Frame Building News, Metal Roofing Magazine, Rural Builder, Roofing Elements, Metal Builder, and Garage, Shed & Carport Builder.



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www.stfasteningsystems.com

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800-352-3940 (fax)

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Booth #506

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Countryside, IL 60525

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EXHIBITOR PROFILES



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Maximizing Your Trade Show Experience

BY RANDY CHAFFEE

We are in the middle of trade show season. For our industry that starts in late September and runs well into the spring.

Trade shows offer an abundance of opportunities for attendees to network, gain insights, and further educate themselves in our industry. However, making the most of these events requires careful planning and strategic execution.

In this article, let's take a look at some proven ways to get the most out of your trade show experience, from pre-show preparation to post-event follow-up.

Lay the Groundwork

Before you even step foot on the trade show floor, put some time into researching the event, exhibitors, and speakers. Create a list of specific objectives that interest you for the show.

Is the discovery of new products and/or services on your list? How about networking with other industry professionals? Gaining knowledge from expert presentations is always a highlight.

Clearly defined goals will guide your activities throughout the event.

This process is equally important for exhibitors as well. What is our team's plan? Have we scheduled coffee or breakfast meetups? What about lunch or even a quick meet up at a show venue pub?

Another key for exhibitors is to not schedule dinners too early. The host hotel(s) bars are one of the best opportunities available to see and be seen. So many attendees in one location makes this a "must-do" part of our after-show floor activities.

Plan Your Schedule

Trade shows are typically packed with activities, from keynote speeches and panel discussions, workshops, and networking events. Review the event schedule in advance and identify sessions that align with your objectives. Prioritize those that offer the most value to your goals.

Many of these opportunities fall outside of the exhibition floor hours, but some may not. This makes it important to plan your time before arriving so that you may attend these events and still have plenty of time to visit with the exhibitors. A key strategy is to always choose quality vs quantity.

Stay Organized

Many trade shows provide mobile apps that offer event

schedules, exhibitor lists, maps, and other important information. Download and use the app to keep track of your schedule, navigate the venue, and receive real-time updates.

Once you arrive at the show hall, I suggest you walk the whole show floor first. Stay laser-focused on the first initial walk-through as much as you can. The goal here is to minimize distractions later as you really get down to business with the exhibitors you have preplanned to see.

Once you've done your reconnaissance by walking the floor, take a few minutes to create your "must-see" booths. By taking this walk-through and then going on a planned visit route, you will make sure to spend the time with those of most importance and hopefully not leave the show feeling you missed some opportunity.

A note to us exhibitors. While we are there to meet old customer friends and make new ones, let's be cognizant of our attendees' time. They have much to accomplish and will appreciate that we honor their time. If we have a really good meet-up which could use some additional time, then let's see if the customer friend or prospect has a few minutes after the show ends or even the next morning ... can we say "coffee or breakfast?"

Be Strategic in Booth Visits: Quality Over Quantity

The trade show floor can at times be intimidating. It can appear daunting. Believe me, with large shows, it will be an undoable proposition to visit every booth. Instead, focus on those that align with your interests and goals. Engage exhibitors in meaningful conversations, learn about their products or services, and ask meaningful questions. It's back to the idea of thinking quality interactions rather than the quantity. This will provide you with deeper insights and potentially valuable connections.

Network with Purpose

Networking is a central aspect of trade shows, but it's not just about collecting business cards. Set your goal to build meaningful relationships. By developing your pre-show itinerary, you will be better positioned to meet all your goals. You will attend the events and visit the exhibits most important to your business.

Be sure to be an open networker. Show an interest with other professionals in our industry. Share your experiences and listen to theirs. Engage in conversations that go beyond surface-level interac-

tions and remember to follow up with contacts after the event.

While I've said to be a bit laser focused, I do not want to suggest we don't keep our head on a swivel. If we remain in an opportunity-seeking mode, we will be open to some very beneficial contacts which might otherwise escape us.

Expand Your Knowledge

Trade shows often feature educational sessions led by industry experts. These sessions provide valuable insights into current trends, best practices, and emerging technologies. Attend talks and workshops that align with your objectives to gain a broader perspective on our industry. Most of these educational sessions will offer a time for questions. Have some prepared if you can.

Don't be shy ... ask questions. I can almost guarantee someone else in the audience will have the same or similar questions.

Take Notes

With so much information to absorb, it's easy to forget key takeaways from sessions and conversations. Bring a notebook or use your mobile device to jot down important points, ideas, and action items. These notes will serve as a valuable resource after the event.

As an attendee, I cannot stress enough that you want to take

control of your own destiny. Find a product or service that is important to you. Own this! Take responsibility yourself to get the rep's card. Ask for a follow up. Make notes. Most of us exhibitors will want to follow up, but I suggest you don't leave it to chance. We get a lot of people through our booths at times and while it would be unintentional, mistakes or misses can happen.

As an attendee, do your part as well. As an exhibitor let's make sure we maintain a good follow-up system and properly prioritize our "after show" follow up. Make the necessary notes while with the customer or prospect while the discussion is fresh. This always indicates you take them seriously.


Be an Adapter. Embrace the Unexpected

While it's important to have a plan, don't be afraid to deviate from it if unexpected opportunities arise. Many of the best interactions are the chance encounters or impromptu sessions which can lead to valuable insights and connections you might not have anticipated. While this sounds counter to what I've said earlier, it's really an important aspect of making this a successful experience.

Plan ahead. Work the plan. Adapt when a real opportunity presents itself.




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Engage on Social Media: Extend Your Reach

Social media is a powerful tool for extending your trade show experience beyond the event itself. Use event-specific hashtags to share your insights, connect with other attendees, and follow up on conversations. This also allows you to engage with speakers, exhibitors, and fellow attendees on a digital platform.

As attendees or exhibitors, we should strive to extend the benefits of the show beyond just the few days in the host city. We all spend valuable time and monies attending which makes it imperative that we make this a high value proposition.

Follow Up and Solidify Your Connections

After the trade show, take the time to follow up with the contacts you've made.

Make a phone call, send personalized emails, texts, or direct message to those you've connected with, expressing your appreciation for the interaction and continue the conversation. This helps solidify the relationships you've established.

Reflect and Implement

Once the trade show is over, reflect on your experiences and the insights you've gained. Identify actionable steps you can take to implement what you've learned into your everyday endeavors. This can include adopting new strategies, exploring partnerships, or integrating innovative technologies. Applying your learnings is key to deriving long-term value from the event.

In conclusion, attending a trade show is more than just showing up — it's about intentional planning, active engagement,

and purposeful follow-up. By setting clear objectives, planning your schedule while being adaptable, networking strategically, and documenting your learnings, you can ensure that your trade show experience is both fulfilling and valuable for your personal and professional growth.

Remember, the value you extract from the event coincides with the effort you invest in preparation and execution. Now go have some amazing shows! Hope to see you there. **GSCB**

Randy Chaffee brings four-plus decades of experience to the construction industry. A board member for the Buckeye Frame Builders Association and the National Frame Builders Association, follow his podcast at facebook.com/BuildingWins. No web access? Call (814) 906-0001 at 1 p.m. Eastern on Mondays to listen.

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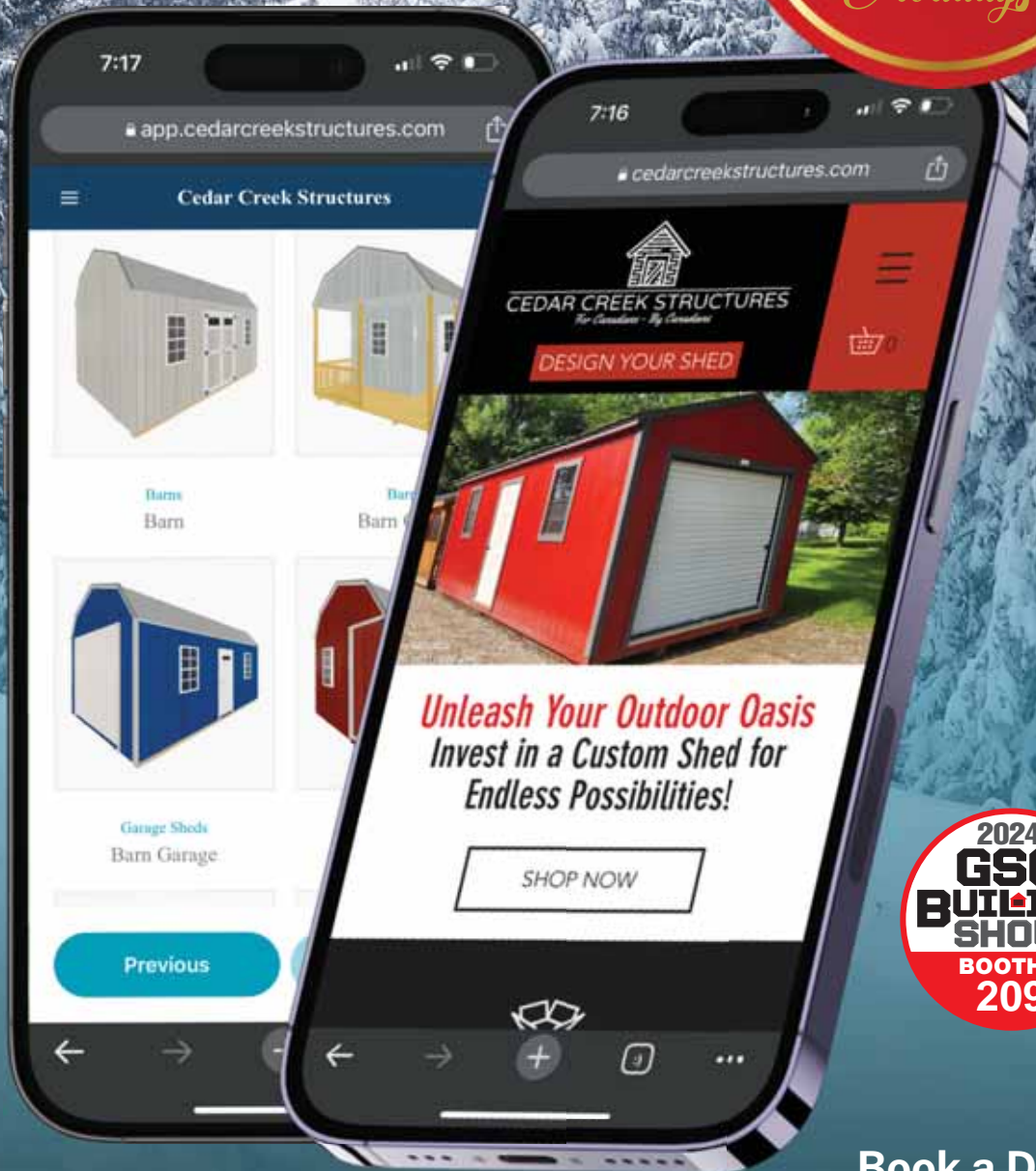

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OFFER ENDS DECEMBER 27TH 2023

AkzoNobel Introduces CERAM-A-STAR Exterior Finish

AkzoNobel CERAM-A-STAR Frost is a tough and durable two-coat exterior finish based on the superior performance of CERAM-A-STAR 1050, the company's silicone-modified polyester (SMP) paint systems in North America.

This unique chemistry, using AkzoNobel proprietary resins and special additives, creates a textured coating surface that is not only durable, but easy to apply, fabricate and install. CERAM-A-STAR Frost was formulated in North America and is designed to endure the extreme North American climates. The Frost product will soon be part of the new Select program, which means it's part of a standard color palette, allowing for standardizing in the distribution chain and thus faster deliveries.

www.akzonobel.com

Helly Hansen Introduces Work Wear

Rain or shine, jobs need doing, and the right gear can make all the difference in tackling tough work in inclement weather. While working in the rain is no one's idea of fun, with Helly Hansen's rugged, industry-leading Work Wear, it doesn't have to be miserable.

New for Fall/Winter 2023, Helly Hansen is launching a handful of products for both men and women geared toward making soggy, cold-weather days more manageable and keeping working professionals productive and comfortable. The



Helly Hansen Work Wear

M/W Manchester 2.0 Shell Jacket is a versatile waterproof and breathable shell upgraded for FW23 with a detachable hood for use in all conditions and a drop back for extra coverage. It features a practical zippered chest pocket, articulated sleeves with elastic cuffs, and a chin protector for maximum comfort on colder days.

The M/W Manchester 2.0 Shell Pant is fully waterproof and breathable with a fully seam-sealed construction to ward off any weather. The pants can be tightened to any fit using the draw-cord at the waist, while boot zippers with a storm flap and Velcro closure make getting into them easy while keeping rain out.

www.hhworkwear.com

EDCO Has a New Solar Bracket

As demand for alternative energy production continues to gain momentum, EDCO has launched two new solar panel mounting products. They are for installing a new EDCO roof or adding solar to an existing EDCO roof. The new roofing bracket has been designed to install like EDCO's snow and ice retention accessory, Sno Gems. The retrofit bracket has a butyl-backer and washers to create a weathertight seal upon installation. Both brackets, purposefully designed for use with the EDCO roofing, maintains the same performance of EDCO's roofing panels while adding the functionality of mounting solar arrays.

www.edcoportal.com



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- Get a half-page company and/or personal bio in a print article 1X/year (also placed on our websites and social media channels).
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- Proof articles in your area of expertise.
- Participate in bi-annual conference call about the direction of existing and new products from Shield Wall Media.
- Occasionally (as your schedule allows) guide Managing Editors Karen Knapstein and Rocky Landsverk to help with magazine and website content.

Know somebody who would be perfect for the Board? Nominate them!

Sign Up Today at shieldwallmedia.com/board



**Petersen Releases
PAC-CLAD HT Underlayment**

PAC-CLAD HT from Petersen is a self-adhering, high-temperature roofing underlayment designed to provide premium waterproofing protection against water and ice damming. The self-adhering qualities of PAC-CLAD HT reduce labor costs and installation times while providing increased protection compared to that of typical felt roofing underlayments. This strong, skid-resistant high-tensile-strength rubberized asphalt membrane is available in either black or white.

www.pac-clad.com

Malco Introduces Several New Products

Malco Products has introduced several new products. Its Power Assisted Seamer is the fastest seaming machine in the world (max speed of 98 feet per minute). It's driven from a standing position for effortless and ergonomic seaming of single- and double-mechanical lock standing-seam panels. Its Power Assisted Cutters are operated with a cordless drill from a standing position. Its 1-Station and 2-Station Metal Disc Benders finish custom straight or curved metal roofing details like open hems and HVAC ductwork. They are available in both large and small models. Its 2-Station Benders form 0-100° bends in standing seam roofing. They work best for long, continuous straight bends of infinite lengths and are available in 150mm, 200mm and 350mm models.



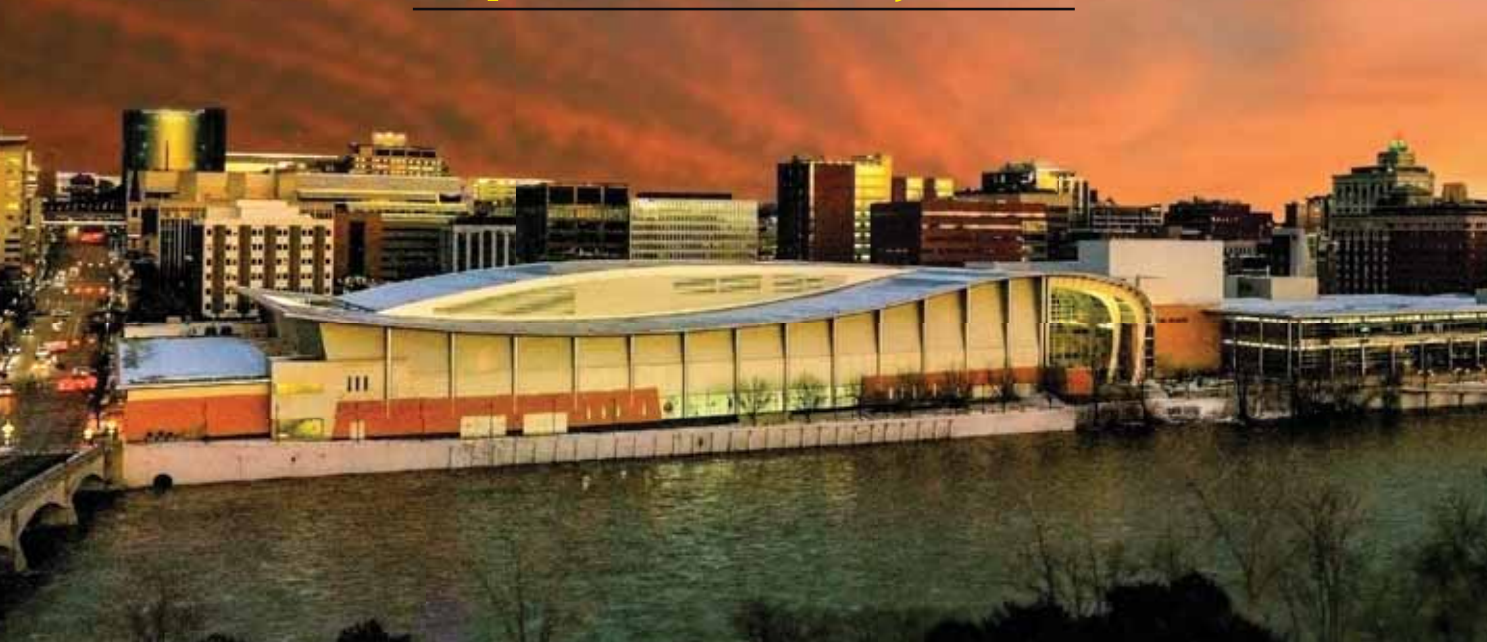
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The **BUILDING SHOWCASE EDITION** (APRIL/MAY) offers a great opportunity to show everyone what you can do as a builder or supplier. If you have a nice project you'd like considered for inclusion, we're looking for finished special-use building projects, with information about the building and the products used in construction. If your project or product makes it into the magazine, you'll have bragging rights for all your promotional materials!

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WHAT WE NEED:

PHOTOS OF THE COMPLETED BUILDING: At least 3-4 photos (high resolution: 300 dpi)

THE FOLLOWING DETAILS:

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Website: _____

Building type (home, school, etc.): _____

Roof size: _____

Location: _____

Architect: _____

Contractor(s): _____

Installer(s): _____

PRODUCTS USED:

Roofing system manufacturer (if applicable): _____

Roof panels: _____

Coating: _____

Ventilation: _____

Fasteners: _____

Snow/rain management: _____

Underlayment: _____

Insulation: _____

Other: _____

GENERAL DESCRIPTION OF THE PROJECT:

(150 words of what did the customer want; what special elements set it apart; etc.)

MERRY
Christmas

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Shield Wall Media!



Have a Happy and Healthy New Year!



CSI: Construction Survey Insights – The Annual

This November, Shield Wall Media will release our third State of the Industry Survey.

The markets our magazines serve are notoriously difficult to quantify and generally overlooked. The data itself is typically questionable, from sample bias and small sample sizes. We have been working with the Metal Construction Association, METALCON, and several manufacturers to improve the scope and quality of the metrics available.

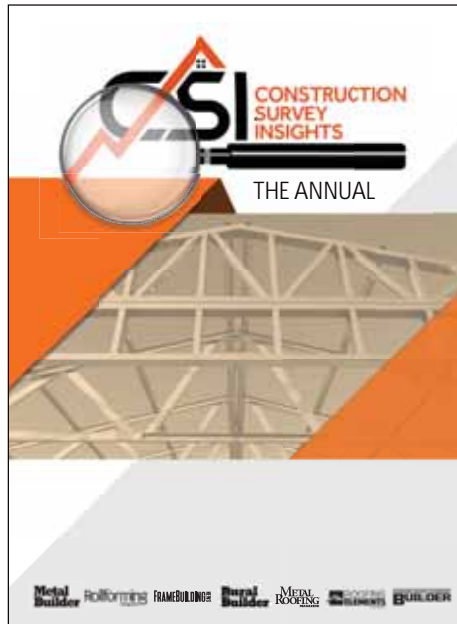
We will continue the CSI columns in our issues throughout the year, but we have an announcement.

In April 2024, Shield Wall Media will launch our first CSI: Construction Survey Insights Annual. This annual will print 80,000 copies and mail free of charge to all subscribers of our publications.

We have engaged Paul Deffenbaugh to help us launch the first CSI Annual. His extensive industry experience uniquely suits him for this task. His knowledge will be instrumental for our next step in data generation.

The Annual will cover the macro-economic factors affecting construction

in general and take a deep dive into the survey data and expert opinions related to the specific markets we serve.



A rough outline of the content follows.

Section 1 – General economy trends and data

Section 2 – Construction-specific trends and data

Section 3 – Rural Builder target audience Low-rise construction outlook and data including but not limited to:

- Agricultural
- Residential
- Light commercial

Section 4 – Frame Building News audience target (post-frame construction)

Section 5 – Metal Roofing and Roofing Elements audience target

- Primarily residential, some commercial
- Metal roofing specific including metal market share and market forces

Section 6 – Rollforming audience target

- Metal and manufacturing focus, including steel and aluminum forecasts, etc.

Section 7 – Garage, Shed & Carport Builder target audience

- Portable sheds and small buildings
- Include consumer financing data and rent-to-own stats

Section 8 - Metal Builder target audience

- Primarily light-gauge, cold-form metal buildings

GSCB



Paul Deffenbaugh
*Founder, Chief Content Officer
 Deep Brook Media LLC*

Paul Deffenbaugh has more than 30 years of experience in construction as both a contractor and an industry thought leader. He is founder and chief content officer for Deep Brook Media, which provides editorial and marketing services to the construction industry.

In his unique career, he has led media covering both the residential and com-

mercial design and construction industries. Among the titles he has directed are Metal Construction News, Metal Architecture, Professional Builder, Custom Builder, Housing Giants, and Remodeling.

An award-winning writer and editor, Deffenbaugh has witnessed firsthand the birth and growth of digital media, and he is clear-eyed about its strengths and weaknesses in serving a trade audience. He also is a strong advocate for encouraging young people to find careers in the trades.

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