



# ADVANTAGES

*A newsletter by The RAM Family of Companies*

— Summer 2012 —

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## In the June edition of Horse N'Around Magazine

*Experience the RAM Advantage!*

By: Tess Brezina

In today's economy there has to be that special something to set a business apart in order for it to continue to grow. By listening carefully to customers and supplying all their building needs, RAM Buildings, Inc. has become a company that has managed not only to stay in business but prosper. They call it the "RAM Advantage."

RAM opened the doors in 1998 to the world of post and steel frame buildings. Owners Gregg Machemehl and Rollie Radtke were no strangers to the field, having worked in carpentry and lumber yard sales. Having experience on their side was just the foundation, something to build on.

The idea behind the "RAM Advantage" is that RAM takes the time with each person to develop a relationship. They take the time to listen to the needs of each individual and customize a building for that person. Contrary to popular belief, custom design does not mean expensive. RAM works hard to provide a quality product at a reasonable price. Another key factor in the equation is customer satisfaction. RAM takes great pride in customer approval. Many of their past customers refer family and friends.

RAM's customers are not the only ones taking notice of their craftsmanship. They are members of the National Frame Builders Association and since 2004 have won seven Building of the Year awards. That is quite an accomplishment considering there are over 1,200 members throughout the United States.

RAM has a flair for equestrian facilities. Four of the seven Building of the Year awards have been for equestrian buildings. Customers Rob and Linda Berg are owners of a 10,368-sq.-ft. equestrian barn that won an award in 2004. It has been one of RAM's most prominent equestrian buildings.

The couple says of their experience, "RAM Buildings took our vision of a vintage-looking horse barn, designed, built it and more than met our expectations for quality, value, and customer service. We look forward to more projects with RAM Buildings in the future."

In 2005 the company added RAM General Contracting. This division of the company is aimed toward customers needing large equestrian, commercial, and industrial facilities, and offers design/build services along with construction management. In 2009 excavation was added as a service under the general contracting division.

Having multiple divisions was a benefit while working on Greenwood Stables. This project was one that was worked on by RAM Buildings and RAM Excavating. The 13,248-sq.-ft. riding arena with a 4,752-sq.-ft. stall barn is a job that won 2009 Building of the Year. RAM Buildings and RAM Excavating did a marvelous job putting the facility together.

Owners of Greenwood Stables, Sara and Randy Hogan, said, "We selected RAM Buildings, Inc. to construct our new horse barn and

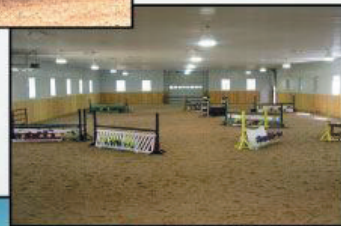


RAM Can Do It All For You!  
Excavating - Concrete  
HVAC - Plumbing  
Electrical Services  
Landscaping



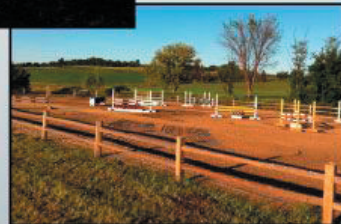
- Wood Frame or Steel Frame Buildings
- Design/Build Construction

- Indoor/Outdoor Arena Footings
- Fencing



- Construction Management
- Complete Site Design & Development

- All Weather Paddocks
- Riding Trails



**Quality Barns & Arenas for the Equestrian Lover!**



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indoor arena because they had built many fine equine facilities in our area. We were impressed with our territory manager. He helped us to design a barn and arena that was functional and beautiful. Throughout the building process, he worked with us to insure that our needs were being met and that we were completely satisfied. The crews were hard-working and professional. RAM's expertise and attention to detail is clearly apparent in the finished product. Everyone who has seen our new facility has been impressed. We couldn't be happier! Thank you, RAM!"

The RAM family of companies added a landscape corporation in 2010. Ron Wischnack is now a partner to RAM Landscape Services. They are a full service landscape company with experienced designers who are there from the initial client consultation to the completion the project.

RAM Excavating Services became its own corporation and Neil Kerkvliet became partner in 2012. They provide services as simple as small seedings to complete site development. They offer a variety of equestrian needs; including all weather paddocks, riding trails, and fencing.

It is a bonus to the "RAM Advantage" to have all of the companies working together. It facilitates communication, teamwork, efficiency, and cost effectiveness. Every employee is selected and trained to listen to the customer.

"Excellence is the gradual result of always striving to do better."  
...Pat Riley.

See for yourself, "Experience the RAM Advantage!"



## RAM Goes Residential



RAM continues to expand their market as new needs arise. Interest has been peaking in post frame residential housing. As in the past, whenever we have had an opportunity to branch out and offer a new service to our customers that would fulfill a need, we



## RAM Buildings is a One-Stop Building Shop

RAM Buildings, Inc. specializes in wood and steel frame buildings. They build a variety of buildings: equestrian, agricultural, cabins, commercial, dairy, hangars, and storage. Some of the buildings even have living quarters.

RAM Buildings, Inc. is just one of a family of companies. The business has grown greatly over the past 12 years, and now includes three additional corporations: RAM General Contracting, Inc., RAM Landscape Services, Inc., and RAM Excavating Services, Inc.



All four companies work with the same integrity and common goal. They use the experience and knowledge of each employee to create the ideal project just for you. It is key to listen carefully to the customer. Each customer's needs and goals are essential to fully understand what will be involved to create and complete a successful project.

They are a one-stop shop! RAM has the ability to complete a building project from top to bottom. Their divisions work together as a team. This is a rarity in their industry. To you, as the client, this means, a more efficient, cost effective building.

RAM currently builds throughout MN, ND, SD, Western WI, and Northern IA.

RAM Buildings, Inc. is located at 592 Industrial Drive, Winsted, MN 55395. To contact them, call 800-710-4726 or email [sales@rambuildings.com](mailto:sales@rambuildings.com). For more information, look at their website [www.rambuildings.com](http://www.rambuildings.com). You are invited to "Experience the RAM Advantage!"



have done so. We feel it is necessary in offering you the "RAM Advantage".

In August of 2011 we completed a post frame residential home for Brad Akre in Nevis, MN. There is considerably less labor expense in building post frame vs. the traditional residential home.

Here is a boast out of Brad, "Last winter was quite mild but with R25 walls and R50 attic we heated the house for the whole winter for just under \$500. Not bad for a "pole barn". "

Gregg Machemehl, co-owner of RAM, is quoted as saying "We have seen an increased amount of activity to the new market and are now expanding upon what we are able to offer our customers."

There are several advantages to post frame residential homes.

- Highly energy efficient
- Inexpensive to build
- A lot of wide open space



Residential homes appear to be post frame's next big market. We will work diligently to ensure that we are cutting edge and able to continue providing the service we have come to be known for. We look forward to this newest endeavor.



## Lester Prairie Kindergartners visit RAM



Each year since 2007 RAM is engaged by the presence of laughter and the pitter patter of lightning fast feet. This year was extra

## Save Money; Plant Trees

Did you know, in Minnesota, strategically placed shade trees can reduce an air conditioning bill by nearly 25 percent and a windbreak can reduce annual fuel bills by up to 20 percent? When properly cared for, trees are valuable and growing assets, worth three times their investment!

The RAM Landscape Services crews have been busy this season; planting trees and saving customers money. After a beautiful spring, we are ready for summer and eager to start the biggest job we have ever done. Located in the North Metro, this job is complete with a swimming pool, a paver driveway and sidewalk, an outdoor kitchen, and even a waterfall.



We are also near completion on a project that will be featured in the Architecture Tour of Minneapolis this fall. We couldn't be more excited to be co-hosting the event with the homeowners and have the opportunity to show off our work that we have spent so much time perfecting, to capture the vision and dream of the homeowners.

Would you like to save money on your home energy costs? If so, give us a call today to meet with one of our designers to let us help find the perfect spot for your shade trees.

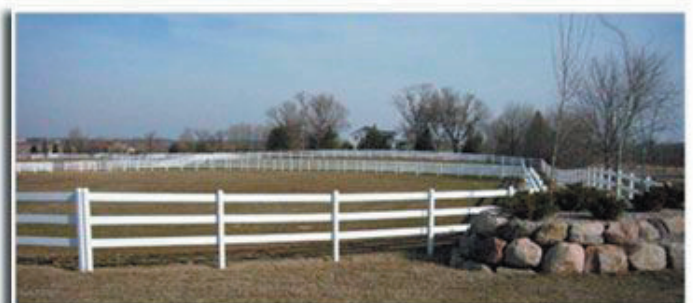


## RAM Excavating News

Business is in full swing for RAM Excavating Services, with jobs in both Minnesota and North Dakota. To keep up with demand; we recently hired a few more crew members to help with the busy season ahead.

One of the jobs we are currently working on is at the Minnetonka High School, turf grading and drainage work to the JV Baseball Field. Go Skippers!

In North Dakota, we are in the beginning stages of a big job at a railroad facility; working closely with RAM General Contracting.



special as several of the students knew and/or were related to some of the employees.

They start off their tour of the shop with a presentation that helps them decipher what items are made of wood. It is fun for them and something that keeps their interest peaked, while helping them to learn. Then to top it off, and make them feel like one of the crew, they receive a toy hard hat and a mini flash light.

Then comes the favorite part of the tour; they get to take turns sitting in a dozer, a forklift, and a semi. While in the semi, they get to blow the horn. And believe me; some of them really enjoy blowing the horn.

It is a short tour but this is a good thing as kindergartners learn best on the go. We look forward to their visits to come.



## Summer Brings Many Storms, RAM is here to help!

### Repair, Renovation, & Restoration



When existing buildings are in need of repairs and improvements due to hail, wind, fire, or even vandalism; call the Service Team here at RAM Buildings, Inc.

RAM Buildings, Inc. has specially trained crews that can provide services from simple building

repairs to complete renovation and restoration of any steel frame or wood frame building.

We work on all types of wood or steel frame buildings - no matter the brand.

RAM Buildings, Inc. has helped improve the value and appearance of hundreds of buildings throughout Minnesota. Let our experience and knowledge help you determine how to best repair your building while keeping your budget in mind.



#### Repair, Renovation, and Restoration Services Available:

- Repair damage due to fire, wind, hail, even vandalism
- Repair or rebuild any wood frame or steel frame structure
- Repair and replacement of doors, windows, siding, and roofing
- Repair or replace structural or non-structural framing
- Remodel interiors and exteriors
- Install new gabled roof system over existing flat roof system
- Fencing repair or replacement
- New fencing installation
- Horse stall supply and installation

The 2012 Minnesota Holstein Association is holding their State Show and State Junior Show at the McLeod County Fairgrounds on June 22<sup>nd</sup> and 23<sup>rd</sup>. If you are going to be there, watch for our ad in the program.



## RAM Offers 24/7 Emergency Response Services

RAM's Business Hours Emergency Line: 800-710-4726

RAM's After Hours Emergency Line: 320-894-8166

Unfortunately, disaster can strike when you're least prepared. In the event of an emergency or disaster situation RAM Buildings, Inc. has trained Emergency Response crews that work round the clock to assure that damage is kept to a minimum.



#### 24/7 Emergency and Disaster Response Services Available:

- Quick response to emergency and disaster situations.
- Roof tarping, removal of debris, and board-up to help prevent further loss.
- Demolition, debris removal, and site preparation for rebuilding.

RAM can work directly with your insurer to address issues quickly and expedite resolution, putting your building back the way it was, maybe better.



*"I was very impressed on how RAM responded so quickly. The guys were there the same night to help with clean up. It was great to have someone on our side when it came time to talk to the insurance company. The RAM team was great! Thanks a lot!"*

*Craig & Shari Remer, CR Electric*