



# ADVANTAGES

*A newsletter by The RAM Family of Companies*

**WINTER 2016**

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## RAM 2016 in Review

This year presented us with challenges like none we have experienced before.

The Forsman Farms, Inc. project is by far the largest project to date for RAM, not only in contract value but in total square footage of all 10 buildings. When completed there will be 832,530 SF or 19.11 acres of buildings as part of a complex that will house over one million chickens and produce 279 million eggs per year.



The magnitude of this project has tested all parts of our company and I am proud to report that all have responded very well and proven that we are up for the challenge. This was accomplished while continuing to service our normal prospect and customer load that comes from our ever expanding market area. We had a very good year in Northern MN and out west in ND. We are continuing to grow the Alexandria and Mankato market areas. The home base territories surrounding Winsted were solid with plenty of leads and sales that locked up the direct labor force with plenty of work well into winter.



We are looking forward to next year with a large quantity of prospective buyers ready to go. The sales outlook is strong and the Forsman complex will be continuing throughout the entire 2017 work year. This will allow us to grow our carpentry crews and support staff knowing the work load is stable and ready to make 2017 the best year ever.





## Team Work

It has been a busy year for both the companies, with many projects combining the forces of both **RAM GC** and **RAM EXC** to complete. A main factor this year was the weather! It didn't (and continues not to) cooperate with us on many of the jobs, but both our teams have managed to work hard to overcome all obstacles Mother Nature threw at them.

**RAM GC** started the year off with a bang by winning not one, but TWO National Frame Building Association Building of the Year Awards. They were presented to us at the NFBA Expo in Indianapolis in March. The first Building of the Year Award was for a retrofit of a concrete batch plant for STRATA Corporation in North Dakota. The second Building of the Year Award was for equestrian facilities over 5,000 sq. ft. Moonstone Farm in Wisconsin consisted of a custom stall barn, hay storage, riding arena, owner's apartment, outdoor paddocks, run-in shelters and fenced pastures. Congratulations to the combined efforts of all the **RAM Companies** on winning these prestigious awards.

Here are the highlights of a couple **RAM GC** and **RAM EXC** combined projects:

XTO Corporation: **RAM GC & RAM EXC** completed construction on two new gas compressor stations projects after 2 years of planning, site prep and construction.



DiMax Corporation: A nice little project in our own backyard! This is the second building **RAM GC** has designed and built for DiMax. We started from the ground up (literally) with **RAM EXC** breaking ground, doing the soil correction and building the pad for the building, sewer, water and final grading.



Hillsboro Athletic Complex: And now for something completely different! After several year of oil/gas projects in ND, the Hillsboro School District in ND awarded **RAM GC** the project to upgrade their high school's athletic facilities. The complex included a new state of the art running track surrounding their football field, a shot put field, long jump pit, high jump and triple jump lanes, pole vault pit and discus fields along with a new concession stand, new bleachers and press box. **RAM EXC** created all the precise soil corrections and base prep for the track & all field event areas, finish graded the entire site, reworked the football practice field and seeded everything. The Hillsboro School District had a community open house to show off the finished facilities – there were rave reviews all around.



Watford City Municipal Airport Terminal: And now for something completely different, again in ND! **RAM GC** won the bid to put an addition on the airport terminal in Watford City, ND. And again, **RAM EXC** was called upon to do all the base work for the project. This project will be completed sometime in mid-February.



**RAM GC** just started another great project in North Dakota. The new Grenora Fire Station will be completed in late summer 2017.

**RAM Excavating** was also busy this year with many diverse projects of their own!

Jordan Middle School Ball Fields: Created a brand new baseball field with irrigation and regraded and seeded and existing practice field.

K&M Manufacturing, Olivia: Soil correction and base prep for large new steel building, including loading dock area.

Willmar National Guard Field Maintenance Shop: Demo a parking lot, prepped for footing for a new building on the site and put in new sewer line.

Both **RAM GC** and **RAM EXC** have several new projects already in the works for next year. 2017 looks to be another great year for both companies.

Merry Christmas and Happy New Year from **RAM General Contracting** and **RAM Excavating** teams!

Rollie & Neil



## Go Green with the RAM Machine

Since the 1970's energy crisis, the research on solar cells to produce electricity has grown in popularity. At first the cost was outrageous and was an impractical solution. In the 1990's the expense of solar panels decreased significantly. The cost and incentive plans through the government and utility companies have also helped to make this a more reasonable choice.



Solar industry growth has caused steadily falling prices for electricity. It is also the green option for energy. It reduces pollution and CO2 emissions by producing electrical power from the sun instead of using the coal fired electric plants. Solar power is emissions free.

Travis Prunty, a customer of RAM, had us design and construct a 36' x 72' x 12' post frame building for him. He is using his building for storage.

A friend of his has solar panels on their home. After hearing what they had to say about their experience he opted to have solar panels installed on the south side of his new RAM building. He has 66 panels that can emit approximately 18.15 kWh. The kWh produced throughout the month on average pays his monthly electric bill. The production varies based on cloudy days, size of system, time of year, and if the panels are in the shade. The only way the panels themselves affect the building is from an aesthetic standpoint.

When Travis purchased his solar panel system. He was able take advantage of a 30% up front federal tax credit and an additional 30% back over a 10 year period from Xcel Energy. The initial cost of his solar panel system should pay for itself within 10 years. His principal reason for making the change is to benefit the environment. His decision to go solar will generate some income but in a residential setting will never be a generous source of income.

The panels have a 25 year warranty and are maintenance free. He had to add the value of the solar panel system onto his home owners insurance. All in all he is happy with his choice and would recommend it to others.

The world is constantly changing and we are continuously changing with it. RAM wants you to be informed of the possibilities available to you.

*"The entire experience with RAM was great. The building went up very quickly & efficiently. I am very happy that I used RAM!" - Travis Prunty*

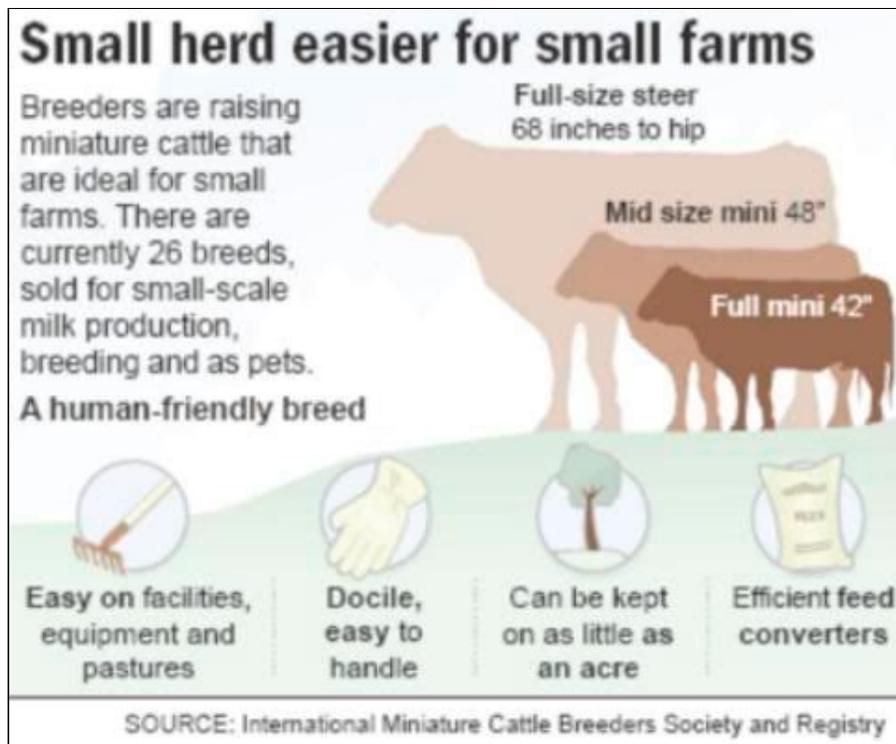


## The Green Red Meat

Miniature cattle are an up and coming market for gourmet restaurants and markets. Their leaner cuts and smaller portions are becoming increasingly popular for the health conscious eaters today. When eating grass fed beef you will find more omega-3 fatty acids, linoleic acid, and antioxidant vitamins. These nutrients reduce your chance of heart disease or cancer.

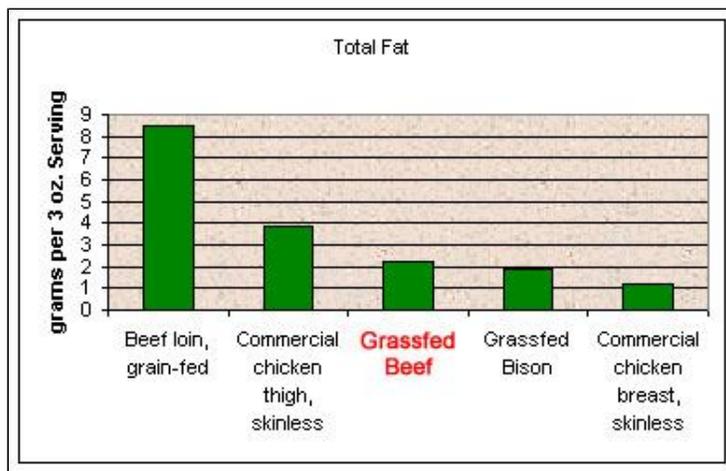
The real excitement (that your heart will now be able to handle) comes to those of us who love the meat but not the expense. Farmers charge a per pound price for an animal and deliver it to the meat locker for you. The meat processor also charges a per pound hanging weight price. Miniature cows are weighing in at approximately 600 lbs. live weight. The average amount of meat you receive after a mini cow has been processed is 300 lbs. You can select your cuts of beef and size of packages. This much meat will fit in a standard freezer. There is no need to go out and purchase an additional chest freezer.

One cow is the ideal amount of beef to feed a small family for 4-6 months. One dual-purpose mini gives off just the right amount of milk for a family – about 1 1/2 gallons per day. Enough for butter, cheese, and a couple glasses of milk daily.



There are so many reasons to buy into raising miniature cows. You can turn a small acreage into a mini cattle ranch thus reducing your property taxes. In addition, your expenses from the farm are a deduction. Raise your own miniature cattle and know what the animal is eating and how it is being cared for before it goes on your dining room table.

The miniature cattle farmer is benefited from their herd. You only need approximately 1/2 an acre per cow vs 2 acres per full sized cow. You can have several mini- cows on a 2.5 acre hobby farm or homestead. These minis eat 1/3 to 1/2 less feed as their larger counterparts. These little cows come in at a 25% higher feed conversion rate than traditional cows which means more profit.



RAM recently built a 30' x 64' x 10' building for a miniature cattle and miniature horse ranch. Terry shared that the building has helped organize him tremendously. It lessens his chores, brings the animals in from the cold so they can congregate together, and there is still room to store his equipment, machinery, and hay.



Terry just started running his ranch 6 months ago. He really loves working with the animals on the farm. Right now he is only a part timer but he would like to progress to the point where the ranch would be his full time job. Quality over quantity is his motto.

The biggest issue he has run into is that people aren't aware they can go directly to the farmer for purchase of meat. This will be his largest marketing issue.

Whether you are buying locally, starting your own farm, or simply reading the article I think we can all agree the "green" red meat sounds like a genius idea and an enticing entree.

*"Troy is an outstanding Territory Manager. He was timely in answering questions, very helpful & reassuring during my first purchase of a new building. It was nice to have that level of comfort through the entire process." – Terry Overacker, St. Francis, MN*



### RAM's Evolution

RAM continues to grow throughout 2016. Our workload is increasing, and so is our need for more carpenters. We have hired additional carpenters, and are fortunate to be in the position to need even more carpenters. If you would like to apply for the position, please [do](#). We are always looking for more hard working teammates.

We have been more creative in our help wanted marketing this year. We are using a well-rounded approach which is bringing us really great results. We don't want to give away all our marketing secrets but we are proud to have put up our first billboard for help wanted on Highway 7 near Winsted. It looks like we are in the big league!





**Mystery Question  
Winner, Winner Italian Dinner!**



Like [RAM Buildings Inc](#) page. Be the first to answer the question in the comments correctly within the post and win a \$50 Olive Garden gift card.



What type of building did post frame construct originally?

- A) Storage
- B) Commercial
- C) Agricultural
- D) Equestrian
- E) Cabin
- F) Airplane Hangar



## Revitalize

Did you know that RAM does [retrofit](#)? We can rehabilitate your buildings due to age, accident, weather, or any other situation that may occur.



Recently, the Russells' had RAM renovate their buildings. They had some roof damage and were looking for maintenance free buildings. The metal roofing and siding material installed has a **45 year warranty** and it looks great! Can you imagine how much time and money will be saved on shingling and painting?

The Russells' decided to work with RAM due to their outstanding reputation. Tom told me that everything went really smoothly and he enjoyed working with all the RAM employees he came in contact with. Visitors who have seen the property and buildings prior to and after the construction are blown away at the difference!



Take a look at these before and after photos. See what Tom has to say. You may decide you'd like to do a little renovating yourself.

*"Our family farm was in the need of a few new roofs this year. I contacted RAM Buildings. After reviewing the site with Keith, the salesman, we developed an estimate for the roofs and an option to convert the siding to maintenance free as well. The complete project entailed 5 outbuilding roofs, 1 house roof, siding 5 outbuildings, 1 concrete shop floor, plus miscellaneous updates to other buildings. All in all it was a sizable project with several logistical challenges, a fixed budget and a tight timeline. I am happy to report RAM finished on time and within the project budget despite challenges faced with the older buildings. Keith kept me informed every step of the way regarding the progress and any obstacles we had to overcome. There is no hesitation on my part in either recommending RAM or hiring them again to do a new or retrofit project. I am an extremely satisfied customer." – Tom Russell*



**We Have an A+ Report Card!**



The Better Business Bureau was founded in 1912. We are proud to be a part of this organization. The BBB provides a free service to the public offering them ratings on over 4 million businesses. It gives the consumer an opportunity to research businesses prior to a big purchase or investment. The purpose of the BBB is to encourage better business practices and set high business standards. The BBB also alerts the public of scams. We hope you feel better knowing we care about our clients and our work. We have A+ ratings to prove it! Check it out.

[RAM Buildings, Inc.](#)

[RAM General Contracting, Inc.](#)

[RAM Excavating, Inc.](#)



## Testimonials



*"I was very impressed with the overall process. From design and planning, to the actual building from first pole to last screw. I will always be thankful for the quality building they built for me. It will be a value to us for many years to come. Thanks RAM for the quality building." **Brian Payne – Cyrus, MN***



*"We love our new Ram Building. The building crew was very professional and friendly, we would use RAM again for our next project!" **Beachroller Company – Cross Lake, MN***



## 2016 Annual Bean Bag Tourney

Fun was had by all RAM employees on a beautiful summer afternoon this year.



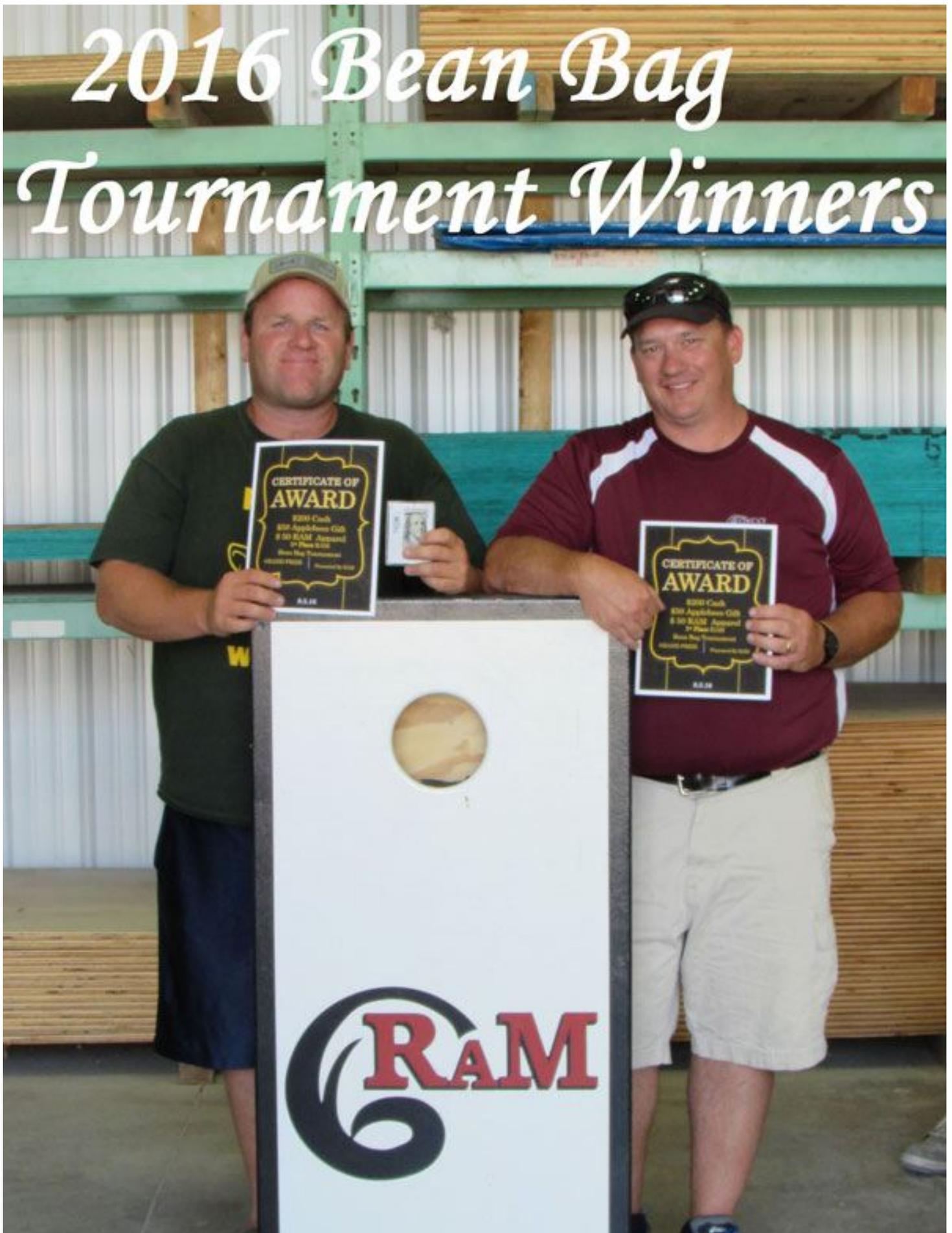
We had our annual Bean Bag Tournament and cookout. It's a great opportunity for employees to bond and get to know one another better. It's not about winning for most of us (Jeremy and Keith). It is about getting to know each other better in a more personal setting. The tournament is great for morale which is great for business.



The summer is RAM's busiest season. It is the perfect time for all of us let off some steam, have fun, laugh, and enjoy good food together.



The winners of the 2016 Bean Bag Tournament are Leo Oestreich & Craig Heimerl. Great job guys!



# 2016 Bean Bag Tournament Winners

CERTIFICATE OF  
AWARD  
\$200 Cash  
\$50 Applebee's Gift  
\$100 RAM Apparel  
\$100 Bean Bag  
Presented to:  
Leo Oestreich & Craig Heimerl  
Presented by:  
RAM  
A.S. 2016



CERTIFICATE OF  
AWARD  
\$200 Cash  
\$50 Applebee's Gift  
\$100 RAM Apparel  
\$100 Bean Bag  
Presented to:  
Leo Oestreich & Craig Heimerl  
Presented by:  
RAM  
A.S. 2016





### RAM Customer Referral Program

Let RAM give you **\$100 per referral!** If you love your post frame building and had a great experience with us, then please...Tell your family! Tell your friends! We want you to benefit in every way possible from being our customer. Nothing makes us happier than a satisfied RAM customer!



Let RAM be your **money tree!**  
Refer us today!

Call 800-710-4726 for more details.

\*\*Each RAM corporation has an individual referral program.



## Get to know the RAM Team

### Meet Mike Fitzloff (Fritz)



Fritz has been a part of the RAM team since 2000. He is one of our Carpentry Crew Leaders. It is his job to oversee the carpenters on his crew and see that, together as a team, they get the job done. After being with the company for 16 years he is comfortable with his job and what's expected of him. He is hard working and efficient.

Mike worked for another construction company for 4 years prior to coming to RAM. He has had 20+ years on the job carpentry training. With all his years' experience, he has been in many different situations that require problem solving. It is nice to have an experienced veteran on the job site.

Mike has been married to his wife Kimberly for 9 years (she must be a saint). He has two daughters, Brooklyn is 6 & Olivia is 3. Brooklyn has gone fishing with daddy a few times. He was proud to share that bit of information. His concern is with Olivia who enjoys shopping. He is concerned she is going to grow up to be an expensive Diva. I am sure she will forever remain daddy's little princess.

He enjoys spending time with his family. They have gone on fun family trips to Wisconsin Dells & Duluth.

Fritz also spends his free time hunting. He hunts deer, pheasant, duck, geese, & coyotes. You don't hear about a lot of people hunting coyotes. Farmers will usually let you hunt their land but you have to be out about 2am when it's slow. He enjoys the peace and quiet of the outdoors while most people are at home asleep.

## Meet Dallas Eastman



As you may recall Dallas was our first hire to go through the carpentry training program. He has been with us for a year and a half now. He has done a great job transitioning from training to the job site. He has become a real asset to his crew & RAM. Each day brings opportunity for growth as a carpenter.

Dallas has numerous hobbies to keep him stay busy when he isn't working. It's obvious by his job selection and interests that the outdoors are for him! He enjoys bow hunting. At this point in his life he hunts deer and turkeys. He sounds like at some point he would like to branch out and hunt a wider variety of prey. During the summer you may see him in his ski boat on the lake wakeboarding or fishing. In the winter he plays pickup hockey and attends Wild games.

A very cool fact – he has traveled to 45 of the 50 United States. He likes to see the different parts of our nation. There are geographical, cultural, culinary, and tourist attractions representative of each state. He gets to see the “bigger picture”. They say travel is a form of education and makes you a well-rounded person. In Dallas' case I would have to say I agree.

*“I appreciate the stability of RAM. I really get along well with my crew.”*

## Meet Tess Brezina



Tess became a member of the RAM team in 2011, she is the Executive and Marketing Assistant. Her primary focus is completing necessary tasks for Gregg, Craig J, and the Territory Mangers. Tess is very passionate about her position with RAM, and wears many “hats”. Whether it is initiating a new marketing strategy with Gregg, or advocating for the Territory Managers to have the latest technological tools, answering phones, or placing help wanted ads, she gets it done! One of her favorite things about her position is that she has the privilege to work with each and every RAM employee, at least once.

Tess came to RAM from a truss company, where she was an Administrative Assistant for 10 years. She has a total of 20 years’ job experience employed in administrative positions. Construction has been a part of her entire life. Her dad, brother and husband are all in the industry. When she was younger, her dad was a framing carpenter, and had his own business, working on other people’s homes full time days. On the evenings & weekends, he would work on their family home. Once it was complete, he would sell it and start building the next. She often spent her summer breaks as a child on job sites, and attributes that to being so comfortable working at RAM.

Tess and her husband of 14 years, Joe reside in Cokato. They have a daughter, Kate, a son, Cody and 3 “grandbabies” as she calls them. She treasures spending time with Soren (4), Cam (4) and Lily (2), watching them learn and grow with each new experience. Other things she enjoys include traveling, reading, instructing a dance class, going to comedy clubs and plays, as well as date nights with Joe.

When asked to provide a quote about her life at RAM, she responded,

*“The team work starts at the top and affects each person. We are not a team because we work together, we are a team because we respect, trust and care about one another. The team work RAM contains is a key ingredient to success.”*



Happy New Year



Beat MN Winters



RAM Buildings, Inc. just completed working on an insulated 28' x 24' x 12' Post Frame Building in Delano, MN. Post frame buildings continue to acquire more uses all the time. The customers opted to install a golf simulator. The entire building is used for golf simulation. It is as realistic as possible without being on the course. Minnesota's cold winters' won't stop them from practicing their golf swing!

thank **you**  
for reading

**Thank you readers!**

We are grateful to all of you for taking time from your busy day to read our newsletter.  
From all of us here at RAM, thank you!