



Cedar Falls Building Systems worked closely with Johnson Motors during its large remodeling project.

# More Than Metal

CEDAR FALLS BUILDING SYSTEMS DESIGNS CUSTOM INDUSTRIAL BUILDINGS USING MATERIALS BESIDES THE METAL IT IS KNOWN FOR AND ERECTS THEM WITH ITS OWN CREW. BY RUSS GAGER

**M**etal buildings have gone far beyond the days when simple steel structures were put up in a few days for additional storage. Nowadays, metal building systems are an important part of a design/build solution for warehouses, commercial and industrial buildings.

This is the market in which Cedar Falls Building Systems Inc. prospers, working primarily within five counties in west-central Wisconsin. In addition to offering products from Butler Manufacturing, the company's structures also utilize other materials and methods.

"Oftentimes, it's not that black and white," President Mark Lewis declares. "On every project, we meet with the customer to help figure out what they need exactly, whether

## *Cedar Falls Building Systems Inc.*

*www.cfbisi.com*

- *Projected 2015 revenue: \$30 million*
- *Headquarters: Menomonie, Wis.*
- *Employees: 22*
- *Specialty: Design/build general contractor*

*"To be a true expert in this business, you have to be able to do the work in-house."*

*-Mark Lewis, president*

it's how much of something they need to store, how they're going to move a product through it or the types of equipment that go in. We design structures to suit their needs exactly. Every single one is unique.

"So we do things with concrete block, tilt-up or EIFS," Lewis continues. "The metal building is typically just one small part with many other systems that are installed around it, but the steel structure is a key part of our company's business plan. We'll steer our customer in the direction of the best solution. Up to 90 percent of our business is past customers, and 95 percent is design/build, so most of the time we sit down with a customer and find a solution in a negotiated manner."

## Designing and Erecting

Lewis was working with Lewis Construction, which his father founded, when they purchased Cedar Falls Building Systems in 2000. At first, they obtained materials and subcontracted everything else. "To be a true

# T.L. Sinz Plumbing, Inc.

**YOUR LOCAL PLUMBING PROFESSIONALS!**

T.L. Sinz Plumbing, Inc. is a full service plumbing company specializing in new construction, remodel, retrofit, and repairs for commercial, industrial, and residential plumbing. Established in 1995, we continue our genuine commitment to professional, affordable, and personalized service.

T.L. Sinz Plumbing, Inc.  
E5609 708th Ave., Menomonie, WI 54751  
Phone: 715-235-2644 Fax: 715-235-2592  
Email: customerservice@tlsinzplumbing.com  
[www.tlsinzplumbing.com](http://www.tlsinzplumbing.com)

WISHING CONTINUED SUCCESS TO  
CEDAR FALLS BUILDING SYSTEMS, INC.

- Commercial Plumbing
- Residential Plumbing
- Boiler Systems
- In-Floor Radiant Heat
- Water Treatment Systems
- Water Heaters
- Well & Pressure Systems
- Soil/Percolation Tests
- Septic System Installs
- Holding Tank Installs
- Septic System Pumping
- Holding Tank Pumping



**Emergency Service**  
24 hours a day  
& 7 days a week



expert in this business, you have to be able to do the work in-house," Lewis found out. "So we made a commitment to doing all our own steel erection in 2003, and that was when our business really took off. It allowed us to control our own destiny instead of relying on a subcontractor for such a core trade. It quadrupled our workforce within the first year."

Instead of just hiring administrative employees and project managers, Cedar Falls Building Systems had to employ carpenters, iron workers and operators to run equipment. "Really, it's also a very good profit center," Lewis maintains.

Constructing the buildings with its own six-person crews keeps Cedar Falls Building Systems ahead. "If there's an issue like a roof leak, we've got the people that are experts in that," Lewis asserts. "We don't have to look to somebody else to help us."

## Frac Sand

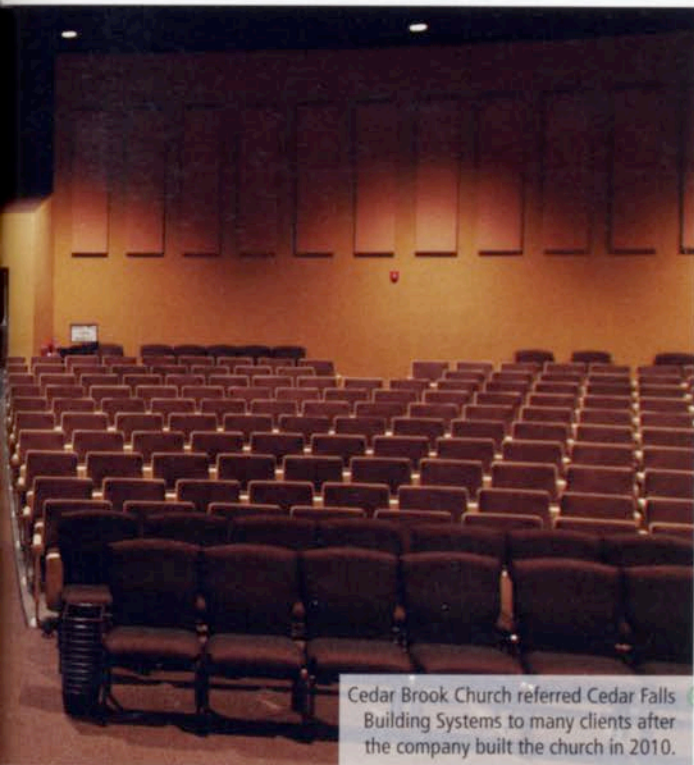
The energy industry is contributing to an increase in demand for the sand used to hydraulically fracture oil and natural gas wells,

**Stark's Metal Works Inc.**

715-232-0687  
Menomonie, WI

**Stark's Metal Works Inc.** is a company that specializes in custom metal fabrication services. We fabricate parts for all types of industries, but specialize in stairs, railings, and shipping racks. Our services include prototyping, welding, machining, shearing, plasma cutting, forming, and assembly for a wide range of industrial applications.

[www.starksmetalworks.com](http://www.starksmetalworks.com)



Cedar Brook Church referred Cedar Falls Building Systems to many clients after the company built the church in 2010.

which is mined in Lewis' area. "In 2007, we built our first frac sand plant, and right after that plant came online, the recession hit us really hard," Lewis remembers. "Our business was cut in half. But then in 2010, not only did the oil and gas industry in North Dakota experience a boom, but also in south Texas it really started to pick up. It's now 50 percent of our annual revenue." The company has even established a second office in Chippewa Falls, Wis., to be closer to the frac mines.

Although the frac sand industry is creating more work for Cedar Falls Building Systems, it also is siphoning off the local workforce from which Cedar Falls would normally draw employees. So the company is working with local high schools, Chippewa Valley Technical College and the University of Wisconsin Stout to recruit promising employees who can be trained.

For the future, Lewis foresees hiring a fourth erection crew and expanding into millwright and structural steel work. "We're driven by what our customers are looking for," Lewis notes. "We had a particularly good year last year. I would say we're shooting for about 15 percent growth this year, and I believe the market will support that. The phone is ringing and people are ready to do business, so we're ready to do business with them." ♦

**Lewis Construction Inc.** has worked with Cedar Falls Building Systems Inc. (CFBSI) since its beginnings 15 years ago. The two companies' philosophies match each other to bring the customer the best product possible in retail, industrial and manufacturing. Lewis Construction has watched CFBSI grow and prosper. It's obvious that strong work ethics come from a history of business and hard work. Mark Lewis' attention to detail and business acumen has led to successes far beyond anticipated. Congratulations Mark and the Cedar Falls Building Systems Inc. crew for 15 years of success and many more!



*Lewis*

**CONSTRUCTION, INC.**

**We're Your  
Concrete  
Professionals**



**9307 Camp Phillips Road  
Schofield, WI 54476**

**Phone: (715) 359-4718  
Fax: (715) 359-6890**

**[www.lewisconstruction.net](http://www.lewisconstruction.net)**

LEWIS CONSTRUCTION, INC.