

introduction

THE TRIED AND TESTED HAVE PARTNERED WITH THE BOLD AND INNOVATIVE.

Welcome to iLevel™, a new business from the three most respected names in residential framing: Trus Joist, Structurwood and Weyerhaeuser. We've made the latest product technologies and design services available under one roof, helping you manage costs while minimizing jobsite waste. Go to iLevel.com today, or call 1-888-iLevel8 (1-888-453-8358).

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Level

by Weyerhaeuser

Weyerhaeuser

ABC

Arrow Building Center

DIVISION OF CONSOLIDATED LUMBER COMPANY • STILLWATER, MINNESOTA 55082 • 651-439-3138
Serving Wisconsin Indianhead Region, St. Croix, and Mississippi River Valley Area Since 1903 • www.abc-clc.com

Fourteen stocking locations, twice-a-week inner-company shuttle delivery, and an Integrated Network System allow us to have the availability of the building materials you need for your project. Our system also allows you to purchase these materials at any of our locations using your existing Arrow Building Center account.

Amery, WI
843 State Rd. 46 N
715-268-8161

Hudson, WI
876 County Rd. U
715-386-2371

Rice Lake, WI
2120 W Knapp St.
715-234-6932

Big Lake, MN
14813 162nd Ave. SE
763-262-1440

Hastings, MN
755 31st Street E
651-437-8555

Milltown, WI
101 Industrial Ave.
715-825-3287

River Falls, WI
188 County Rd. U
715-425-7245

Stillwater, MN
2000 Tower Drive W
651-439-3518

Kasson, MN
102 1st St. SW
507-634-2471

Hayward, WI
15914 US Hwy 63
715-634-8941

Red Wing, MN
170 Cannon Bottom Rd.
651-388-6741

Spooner, WI
102 Pine St.
715-635-2199

Webster, WI
7454 Elm St. W
715-866-4345

Chippewa Falls, WI
500 E. Park Ave.
715-723-4716



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Housing Downswing Underway,
But Correction Needed And Not
Permanent Say Experts

Recent data clearly shows that a downswing in the national housing market is underway. But most experts agree this is a “needed” correction that will make room for a healthy building trend going forward.

A report issued by the National Association of Home Builders (NAHB) stated “the evolving housing downswing must be viewed in the context of the unsustainable housing boom of 2004-2005. The single-family and condo markets got grossly overheated in many areas and an extended cooling process became inevitable.”

The downward momentum in key measures of housing market activity has prompted some downward revisions to NAHB’s fore-



casts of home sales, housing starts and house price appreciation for the balance of this year.

The NAHB now expects year-over-year declines in total housing starts of roughly 12% for 2007, and some decline in national average home prices has become a possibility.

The slowdown in production and sales

over the next few years will be largely in response to higher mortgage rates. But the number of homes constructed over the long-term (2005 - 2014) will depend less on interest rates than on demographic trends, and on the utilization of the existing housing stock.

Indeed, the long-term trend of the building and remodeling markets remains positive. An aging population with a disposable income, a burgeoning Hispanic population seeking affordable housing, and an overall rising standard of living all bode well for the housing market in the future.

Let us know what projects you are working on, and how we can help. Talk to one of our sales representatives today.

Tough Times Never Last, Tough People Do

The year 2006 reminds me of a book I read many years ago by Robert Schuller titled, *Tough Times Never Last, But Tough People Do!*

I have been in this business for 40 years and have seen some tough times. Usually you see it coming and you can make adjustments in a timely manner. However, 2006 did not give us that option.

The question I often get asked is, "How did you survive?" My answer to that question is simple. It took "tough people." Yes, we are all in the construction business one way or the other, but it is the people – our employees, loyal customers, and vendors – who make the difference.

Our loyal customers have chosen Arrow Building Center as their company of choice to supply materials. All our employees and our vendors truly care that they give you, the customer, superior service daily. The relationship we all nurtured over the years is what will pull us through these tough times.



Arrow Building Center
President David Majeski

I am feeling very optimistic that we have turned the corner and the tough times are starting to fade away. We are seeing some positive signs. Arrow Building Center is stronger than ever and staffed with loyal employees to serve you even better. The year 2007 marks our 104th year in business. What helped us succeed is the partnering together and the relationships we have created with our customers and vendors over those years.

I want to say thanks from all of us at Arrow Building Center for your business these past years. Without you, our loyal customers and vendors, tough times would take on a whole new meaning.



Don't Just Survive, Grow Stronger

A slowdown in the construction market is a frightening situation for someone who has never experienced it. But keep in mind that cooler heads prevail, and that it is manageable.

The first thing to remember is to continue thinking long-term. Imagine your business in the future and don't let short-term thinking get in the way of your long-term plan.

Secondly, get a grip on your cashflow. Pay off debt where appropriate and contact past-due accounts. Consider some areas where you might be able to trim expenses; review your insurance policies, and consider the pros and cons of reducing and consolidating any staff. Don't ignore the simple, everyday expenses, too, such as the cost of fuel.

Your short-term goal for managing a slowdown in the construction market should not just be surviving it, but positioning yourself to grow faster and stronger once the inevitable upswing gets underway.

For this reason, don't neglect your advertising and marketing. Maintain a level of professionalism and a positive attitude. Always emphasize quality by using quality materials.

Consider additional sources of income by offering new or unique services. Consider teaching a class in home improvement or providing a snowplow service.

Use any extra time to continue to learn. Stay abreast of industry trends by learning about advanced building products and design methods.

Why Should You Build With TimberStrand From TrusJoist By iLevel?

Arrow Building Centers have chosen to partner with TrusJoist because of their superior and versatile engineered wood products. We sell TJIs, Laminated Veneer Lumber (LVL) and TimberStrand products. Most of the new innovations at TrusJoist involve TimberStrand.

TimberStrand laminated strand lumber (LSL) is a distinctive, proprietary technology from TrusJoist that utilizes whole tree wood fiber, densifies lower-cost wood species, and converts them into high-value structural products. The resulting engineered lumber is straight, strong and stiff every time. TimberStrand LSL is a key component for new products from TrusJoist.

TJ-Insulated Headers provide an energy efficient single piece solution. TJ-Insulated Headers provide predictable strength and thermal performance for the walls of windows common in today's homes. They're made from two layers of

TimberStrand LSL, sandwiched around a rigid foam core. TJ-Insulated Headers are designed for 2x6 walls and provide an insulation value of R15. This one-piece solution installs quickly and stays straight, which helps cut down on callbacks from wallboard cracks.

TimberStrand LSL Rim Board is straight, strong, and installs fast. TimberStrand Rim Board is dimensionally stable and excels at transferring vertical and lateral loads to the foundation. It also provides an excellent attachment point for exterior decks. Sized to fit with TJI joists, TimberStrand Rim Board is an important part of the FrameWorks Floor System.

TimberStrand LSL 45-Degree Columns are fabricated for precise 45-degree corners every time. These columns are perfect for bay windows, tall foyers, and other interior and exterior corners. The 45-degree column, used with a wide variety of 2x4



and 2x6 stud lengths, reduces callbacks for nail pops and joint cracks, and can be used for 2x4 or 2x6 walls. The simple assembly saves installation time and money, and the solid section makes sheathing and wallboard attachment easy. The column capacity can support short-span window and door headers.

You can see that TimberStrand is the product for you if you want straight, strong walls every time, and are tired of the inconsistency of natural lumber. A little additional cost for these products, up front, saves you installation time and costly callbacks from dissatisfied customers.

Arrow Building Center is your source for all these fine TrusJoist by iLevel products. Come and see us today for further information and *Construction Solutions* for your projects.

How We Manage The Material Commodity Market

Nobody would argue that the building materials market is complex, with any number of variables that can influence price and supply at any given time. But managing this market really comes down to one element: communication.

We stay in constant contact with our suppliers, researching market conditions and trends to identify smart buying opportunities. As a member of a multi-billion dollar

buying co-op, we have large volume purchasing power that allows us to pass our cost savings on to you.

But also, we stay in touch with our professional customers. Keeping the channels of communication open with you allows us to better understand your needs.

Let us know about your jobs and your material needs. We'll find the best products at the best deals.

