

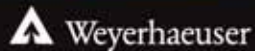


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Provide on-time estimates on the agreed date - or give you a \$100 credit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Give a \$100 credit to Priority Club* Members that don't receive same day delivery on confirmed orders?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Give you a \$100 credit if pick-ups of returns aren't made within 24 hours of request?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer you office space with phone, fax, copier and a friendly cup of coffee?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer Builders Club Points to qualifying contractors?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Contact the Arrow Building Center Representative in your area to learn more

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09-0001
A NEWSLETTER for
the Professional Builder
& Remodeler.

THE CONTRACTOR

FEBRUARY 2009

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VOLUME ELEVEN NUMBER ONE

14 Locations at your service!

- Amery, WI**
843 State Rd. 46 N
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- Hudson, WI**
876 County Rd. U
715-386-2371
- Rice Lake, WI**
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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
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Perspective & Optimism Emphasized At International Builders Show

The International Builders Show, the largest such show in the world, was held January 20-23 in Las Vegas, where an estimated 80,000 builders were expected to attend. There were 1700 product and service exhibitors and 240 scheduled seminars.

Considering the state of the economy, and the housing market in particular, the time and setting for the show seemed appropriate. Las Vegas was once one of the hottest building markets in the country, and although construction activity has slowed, you could still hear the pop of rivet guns for new hotels and casinos going up on The Strip.

The show was also set against the backdrop of the U.S. presidential inauguration, a point not lost on National Association of Home Builders (NAHB)



Chairman of the Board Sandy Dunn.

"We are here at an historic time in our country's history," she said in addressing the nearly 2,000 people attending the opening ceremony of the Builders Show.

The ceremony aimed to put today's housing and economic crisis into perspective. Through a series of short films, the NAHB showed how it has worked

with each president and his administration since the late 1940s in addressing the needs of housing.

At one point, a short clip of former NAHB President Herman Smith's rant in front of the U.S. Congress in the early 1980s, when he chastised them for not focusing on the needs of housing, drew loud applause from the audience.

Dunn said the NAHB will work closely with this new administration as well to strengthen the economy by emphasizing the importance of housing.

"It is housing that generally leads us into a recession and it will be housing that leads us out," she said. Dunn agreed these are difficult times for builders, but said we will succeed, adding "builders are some of the toughest people I know."

Partnerships A Key To Success

It's safe to say that we're in a different building market than we were five years ago, and in order to succeed and prosper in this new environment builders and suppliers need to work together. Partnerships is the key to success.



Arrow Building Center
President David Majeski

Industry experts predict homes built in the coming years are going to be much smaller than the ones built more recently, which means to recognize high profits builders will need to concentrate on creating efficiencies at the job site. For the supplier, this means emphasizing service even more in order to help the builder recognize those profits.

Superior service has always been a hallmark of Arrow Building Center, and we hope our professional builder customers take advantage of all the services available to them. Builders can improve job site efficiency by relying on the service of your local Arrow Building Center: coordination of deliveries, supply chain management, drafting services for small and large jobs, installed sales and prefabricated building components.

Arrow Building Center stands by its service through our **Priority Club**. The **Priority Club** was established to provide

superior service to you, our professional builders. As a member of the **Priority Club**, these services are guaranteed.

There is a little extra for the builder who qualifies for **Builders Club**. The **Builders Club** is like a frequent flyer program for home builders and remodelers that rewards you with *club points* for doing business with an exclusive group of suppliers. The *club points* can then be redeemed for name brand merchandise, **Builders Club** local events, or fabulous annual Grand Destinations. We recognize the loyalty of our professional builders with our **Builders Club**.

Please contact your Arrow Building Center manager or sales rep for further details on all our professional services.

Communication is important. Tell us about your projects. As always, thanks for your business.



Prefinish – More Than A Buzz Word

Prefinishing is a term commonly used in our industry today. Cabinetry, siding, doors, trim, and many more products are frequently made available prefinished. There's good reason for this....it just makes sense! By sourcing product prefinished from Bayer Built and Arrow Building Center, several advantages can be realized.

Logistically, great efficiency is gained by reducing the number of times product needs to be handled and moved from location to location.

This efficiency also limits exposure to damage from excessive handling.

Additionally, the building process can be accelerated by using prefinished product with less time needed for job site finishing. And the mess and clean-up associated with the finishing process is no longer yours to worry about.

Most importantly, product is carefully inspected and properly sanded prior to being finished with high quality materials and professional processes in a state-of-the-art facility. Clean, climate controlled and dust-free, our facility is not subject to the "finishing hazards" often presented at job-sites. The result is an attractive and durable finish second to none.

Bayer Built's finishing options are plentiful with professional selling tools available for use. Our Prefinish Kits include a color selection portfolio and "blend boards" to educate consumers of wood characteristics.

If you don't already have one of these kits or would like to learn more about prefinished millwork, let your Arrow Building Center salesperson know. We'd very much appreciate the opportunity to earn your prefinished millwork business!



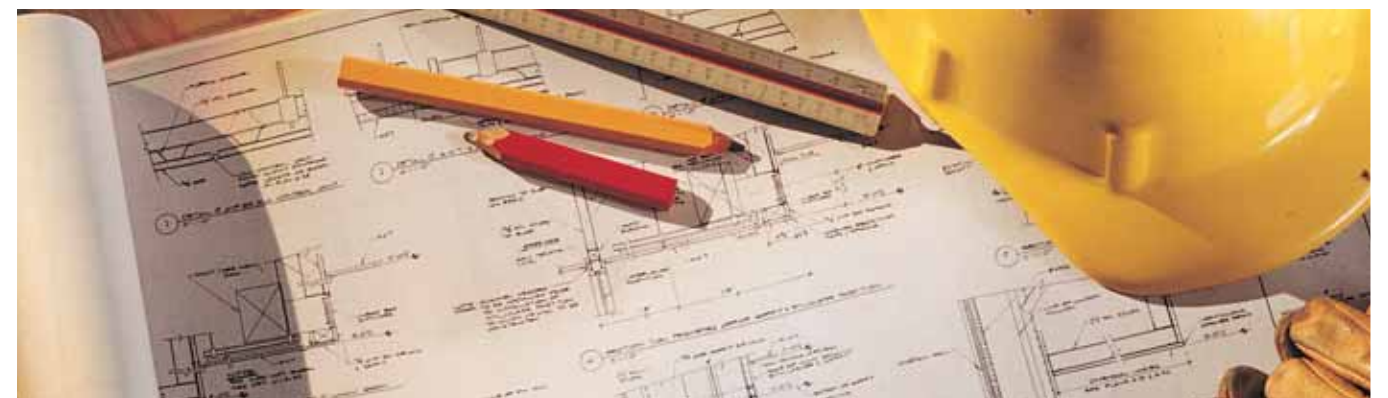
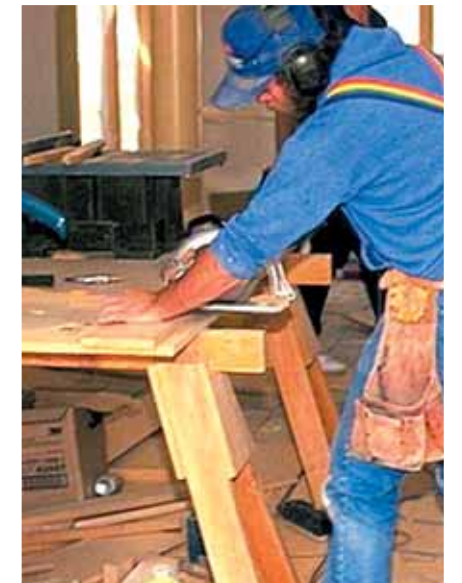
Builders Target Niche Market How-To Cater To The "Do-It-For-Me" Consumer

There is a huge, largely untapped, market out there that more and more builders are gravitating toward. The "do-it-for-me" market emphasizes home modification for the elderly through barrier-free design (also called universal design).

The aging of America, and the need for home modification for the elderly who want to remain in their homes, was first recognized a half

specific rooms become a focus for modification, most notably the kitchen and the bathroom. (See inside pages).

Additional storage space becomes more important, as does accessibility not only from room to room but to easily (and safely) leave and enter the residence. The elderly don't want their home to feel like a nursing home, and they don't want



decade ago. But this "niche" remodeling trend has gained traction, and for good reason: the demographics support it. Today, people in their 80's are the fastest-growing segment of the population. Many of these people want to live out their years in their own home; not a nursing home.

Remodelers interested in this "niche" market need to develop an acute awareness of the common effects of aging, and then modify an existing structure to accommodate those needs. Vision, hearing, strength, and balance tend to decline; as well, our ability to handle temperature extremes decreases, and thermal comfort becomes a major concern.

Selection of materials and building design are very important. And

the modifications to detract from the home's value: two important considerations.

This market is not going away soon and will remain stable for years to come. Talk to us whenever you have questions.

Jobsite Building Tips For Accessibility, Safety & Convenience

❑ Installing hard flooring surfaces such as laminates and tile make it easier to navigate with a wheelchair or walker.

- ❑ A ramp improves accessibility but it doesn't have to be permanent; a modular design doesn't require footings and can be removed when necessary.
- ❑ Remote control ceiling fans in bedrooms and sitting areas improve thermal comfort.

To learn more about building and remodeling for the aging in place market, visit the National Association of Home Builders (NAHB) Certified Aging-in-Place Specialist (CAPS) website at www.nahb.org/caps and the National Resource Center on Supportive Housing and Home Modification website at www.homemods.org.