

THE CONTRACTOR

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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



Tomorrow's Builders Positioning To Take Advantage Of Opportunities Today

Where are tomorrow's builders coming from? Don't look too far; one might be your next door neighbor. Most economists agree the "Great Recession" has ended, and now begins the arduous job of rebuilding. (No pun intended).

Yes, the recession took its fair share of home building businesses and some independent contractors. But this void is being filled by an entrepreneurial spirit; believe it or not, there are some brave souls starting-up a building business, not scaling back or closing its doors.

Builder magazine interviewed a handful of these start-up businesses in its most recent issue. They found these entrepreneurs to have years (decades) of experience; many had been employees (project managers) with large regional and national building

companies before being laid-off. Others had experience in the building product manufacturing sector. What they each have in common is a targeted goal (a niche). Whether that niche is energy efficiency, building green, building full customization, or building to a specific demographic – they know their communities well and are positioning themselves to take advantage of opportunities.

David Crowe, Chief Economist with the National Association of Home Builders (NAHB), predicts a choppy recovery in the home building market, but notes consumer attitudes have improved, as measured by the Michigan Consumer Sentiment. As well, the NAHB-Wells Fargo Housing Market Index, which gauges builder sentiment, has shown steady improvement since March.

DECEMBER 2009

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VOLUME ELEVEN NUMBER FOUR



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Jon Coty: 612-369-2574
jcoty@abc-clc.com

Brad Marko: 715-557-1065
bmarko@abc-clc.com

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|------------|----------|-------------|-----------|----------|----------------|
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| Hastings | Red Wing | Big Lake | Rice Lake | Milltown | Chippewa Falls |
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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"/> |
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| 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"/> |
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Happy Holidays & Season's Greetings From Your Friends At Arrow Building Center

The New Year is fast approaching. Friends and families will gather to celebrate the holidays. Parties, festivities – we will put our day-to-day routines on hold and enjoy each others' company. Some of us may travel to visit distant family, while others of us will open up our homes to host friends and relatives. This is the time of year we recognize those important in our lives.



Arrow Building Center
President David Majeski

For a businessman (and I'm writing this to our customers, who are all businessmen) the sentiment is the same. Arrow Building Center would not be able to offer all the services and product selections without our loyal professional builders and contractors. You.

I'm proud to say Arrow Building Center actually expanded our customer base during these difficult times. I think that speaks volumes to our company and how professionals like yourself view us. That's not to say that we haven't had to make some very tough decisions. Like you, we've had to make concessions to manage what has been an historic downturn in housing. But one thing we haven't compromised is our mix of quality products and an emphasis on service to our professional customers.

We look toward the New Year with optimism. Builder confidence, as measured by the National Association of Home Builders and Wells Fargo, has shown steady improvement since its lows of last spring. Congress recently extended the tax credit for home purchases, which should provide a tailwind into next year. Things are getting better.

As the old adage says, what doesn't kill us makes us stronger. Arrow Building Center is here for you, and we want to tell you how much we appreciate your business. We wish you and your family the very best holiday season. Always, thank you.

Jobsite Tip Tired of Nailing?

Throughout the years, engineered wood products have allowed more flexibility when it comes to home design. Their consistent strength allows for greater spans for window openings and opens up living space when used in place of bearing walls.

One drawback to all of this, that you may not have given much consideration to, is the amount of time it takes to nail all those beams and headers together. In addition to your time, there's the cost of the nails, the wear and tear on your nail gun and even your arm!

Fortunately, there is an easier way. iLevel by Weyerhaeuser, who invented the Trus Joist® 1-3/4" Microllam® LVL and Timberstrand® LSL, also offers a solid 3-1/2" Timberstrand® LSL.



- In strength terms, the solid 3-1/2" Timberstrand® LSL beams & headers will work in place of Microllam® 95% of the time when substituted for 9-1/2" & 11-7/8" depths.
- Solid 3-1/2" Timberstrand® beams & headers are more stable than built up members because they are better at resisting out-of-plane loads.
- 3-1/2" Timberstrand® LSL beams & headers remove any confusion on how to nail individual plies together, and help to eliminate a source of squeaks in a floor system.

In addition to all these features and benefits, Timberstrand® LSL is 15-20% less expensive than Microllam® and is readily available in 9-1/2" & 11-7/8" depths.

Contact your Arrow Building Center representative to start saving time and money with the solid 3-1/2" Timberstrand® beams & headers! They can also assist you with any sizing requirements.



OSB Or Plywood: Which Is A Better Choice?

Plywood is made from thin sheets of veneer that are peeled off a log. These sheets are laminated together in a hot press to make plywood. OSB is made from wood, ground into thin wood strands. These strands are mixed with wax and adhesive and then hot-pressed.

OSB has some advantages over plywood:

- OSB is generally more square and has smaller dimensional tolerances
- It can be manufactured into panels of up to 8' x 24', far larger than plywood
- There are no soft spots like those that can occur in plywood

- OSB is made from smaller (often farmed) trees reducing the demand for old growth timber
- OSB has greater shear strength than plywood; the span rating, nail-pull and screw-hold are all roughly the same
- It can be \$3 to \$5 a panel less expensive than plywood. For a typical 2,400 square foot home, OSB will save about \$700 if used as the subfloor, sheathing, and roof decking, instead of plywood.

The major disadvantage of OSB is that if it gets exposed to significant amounts of water or moisture, the edges expand by up to 15%, especially if they are cut edges. This swell will then telegraph onto the shingles or some flooring. When plywood gets wet, it expands evenly throughout the panel, dries more quickly and shrinks down to its original size more rapidly than OSB.

Source: PATH Public-Private Partnership for Advanced Housing Technology

Product News Insulation Made Safe & Easy

Arrow Building Center is proud to announce our relationship with the Owens Corning company in supplying all of our batts, rolls and bags of Fiberglas® blowing insulation. Owens Corning's insulation has earned the **National Association of Home Builders (NAHB) Research Center Green Approved Products** seal of approval.

The Green Approved mark indicates third-party documentation and approval by the NAHB Research Center, that a building product contributes to compliance of specific green practices for National Green Building Certification to the Standard. Owens Corning was the first insulation manufacturer to receive this approval, which helps builders and designers select products that meet specific green practices, and can earn points towards the **National Green Building Standard**.

Owens Corning batts, rolls, and unbonded loosefill contain at least 50% certified recycled material – the highest recycled content of any fiberglass manufacturer.

All of Owens Corning's Green Approved products are **GREENGUARD Certified and GREENGUARD Children & Schools Certified**, which are the strictest indoor air quality standards. In

addition, Owens Corning is an Energy Star Partner, and all of their products carry the **Energy Star Home Sealing Label**.



Owens Corning's quest to be the best does not stop at its vast product offering. The **innovative AttiCat® System Machine** is designed specifically for retro-fit applications and is the lightest fiberglass blowing machine at 146 pounds. It's designed for quick set up, installation, and clean up. The no-touch feeder is fully enclosed and provides consistent flow of the loosefill insulation.



INNOVATIONS FOR LIVING™

The AttiCat® System is the safest machine with an integrated safety switch and bag cutter and remote on/off switch for the person in the attic. AttiCat® System loosefill installed with the AttiCat® System machine provides a lifetime warranty against settling or reduction of R-value. **Please visit our Red Wing, Minnesota and Spooner, Wisconsin locations to learn more about how this system can save you time and make you money.**

It's important to be aware that there are 80 million existing homes in the U.S. that are under-insulated. The most cost effective



way to enhance energy efficiency is through the attic. **Insulating your attic with Owens Corning insulation qualifies you for a tax credit up to 30% of the cost of materials for qualifying insulation projects throughout 2009 and 2010, up to a maximum of \$1,500. Check out www.InsulationTaxCredit.com for details and more information.**

Thank you for growing your business with Owens Corning and the Arrow Building Centers!