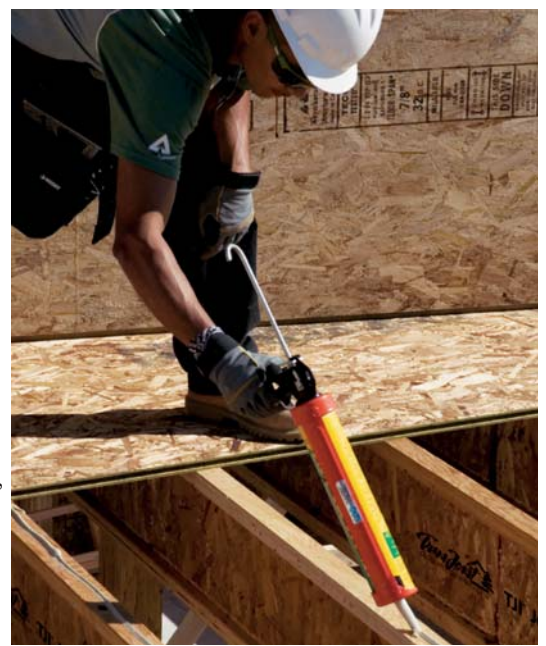


# Trus Joist<sup>®</sup>

ENGINEERED WOOD PRODUCTS

## SIMPLY A BETTER WAY TO BUILD YOUR FLOOR



### Trus Joist<sup>®</sup> TJI Joists - The #1 Brand in the Industry

In a survey of builders, TJI joists were the number one brand in quality, familiarity and usage. It is easy to see that high quality builders know TJI joists are lightweight, easy to work with, and deliver unmatched dimensional stability and performance. They're engineered to resist the bowing, twisting, and shrinking that can lead to squeaky or "soft" floors, helping reduce callbacks after the floor is finished.

## We'd like to earn your loyalty with unmatched service guarantees



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

### Locations to serve you...

- Amery • Big Lake • Chippewa Falls • Hastings • Hayward
- Hudson • Kasson • Maple Plain • Milltown • Red Wing
- Rice Lake • River Falls • Spooner • Stillwater • Webster

**Cabinet Gallery**  
Jesse Barr: 651-207-5196  
jbarr@abc-clc.com

**Post Frame Buildings**  
Pete Herman: 715-556-7656  
pherman@abc-clc.com

Stop by or visit us online at [www.abc-clc.com](http://www.abc-clc.com)

### Can Your Current Building Products Supplier Promise You All This?

	ABC	Your Current Lumber Company
Work with you on your time schedule and provide construction solutions?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain agreed upon pricing for each item in your job - not just first time shipments?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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"/>

Consolidated Lumber Company  
808 North 4th Street  
Stillwater, MN 55082

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# THE CONTRACTOR



A NEWSLETTER for the Professional Builder & Remodeler.

### 16 Locations at your service!

- 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 St. 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
- Cabinet Gallery  
779 Bielenberg Dr., Woodbury, MN  
651-207-5196
- Post Frame Division  
876 County Rd. U, Hudson, WI  
715-556-7656
- Maple Plain Sales Office  
5600 Pioneer Creek Dr.  
Maple Plain, MN  
763-262-1440

SUMMER 2012

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VOLUME FOURTEEN NUMBER TWO



## Economist Sees Construction Improving Through 2012

Ken Simonson, chief economist for the Associated General Contractors of America, sees healthy growth throughout 2012 for the construction industry.

Simonson projects construction spending to be up anywhere from five to 15 percent, which would be the highest in five years. He sees growth being led by energy,

manufacturing, and multi-family housing as well as improvement in the residential housing market.

Simonson notes that apartment construction projects increased 26 percent in 2011, and he expects a double digit increase this year as well.

"This has nowhere to go but up," he says.

As construction picks up, the employment picture for the building industry will improve, too. Indeed, unemployment levels for the industry have been trending downward.

Simonson's comments echo the optimism shown in the recent NAHB/Wells Fargo Housing Market Index survey of builders. The index has been climbing steadily and recently hit a five-year high.

As we enter the halfway point of the year, the economy and the housing market continue to improve. We are hearing optimism and renewed enthusiasm from our professional customers.

Contact us when you have questions about the building material market, and let us know how we can help you build better.

## The Four “P’s” Of Successful Marketing

Summer’s here and the pleasure boaters have arrived on the St. Croix River. Some of those boats are huge – too big to pilot alone. It takes a crew – a team effort. It’s like that in business, too. It takes a team effort to navigate the sometimes turbulent economic waters. With that in mind, I’d like to offer some marketing suggestions that you might employ in your own business. When you succeed, we all succeed.



Arrow Building Center  
President David Majeski

customer can scan the code with his or her smartphone and be directed to your website or phone number.

**Price:** Keep in mind the psychology of price; customers are willing to pay more for superior quality and added value. Start with your base price and consider using discounts and premiums for extended warranties and early payment.

**Promotion:** There is a lot of pent up demand in the housing market, but you need to be proactive and go out there and get it. Follow up on leads. Make phone calls. Contact past customers. Let them know you’re still in business. When you’re working in a neighborhood, post your sign and take time to distribute some door hangers.

**Reader Feedback:** We would like to hear from you! Do you have ideas about what you would like to see or hear more about in The Contractor Newsletter? Got an article you would like to share? Please contact me if you have any questions or concerns, or if you need more information about any of our products or services. I can be reached at (651) 439-3138, extension 201, or by Email at: [dmajeski@abc-clc.com](mailto:dmajeski@abc-clc.com)

The four “P’s” of marketing are product, place, price and promotion. Satisfy your customer by addressing these four elements, and you’ll be sure to win the marketing game.

**Product:** Emphasize quality building materials in all your jobs. (ABC can help you here). Also, emphasize workmanship (or better, quality craftsmanship) as part of your product.

**Place:** Make it easy for a customer to do business with you. If you have an office where you meet clients, make the space convenient and inviting. Utilize all forms of communication: cell phones, paging services, voice mail, fax, websites, social media, and of course email. You might even consider QR codes. What are QR codes? They’re similar to bar codes used by retailers, but with QR codes, the



## Remodeling Survey Surprises

The National Association of Home Builders (NAHB) Remodeling Market Index recently hit a five-year high. Kitchen and bath remodels and expansion of outdoor living spaces (e.g. decks) remain top home improvement choices, but one particular home remodeling project may surprise you.

A recent report by NAHB showed 62 percent of builders surveyed were currently working on home modification related to aging. More specifically, one in five builders were adding an entry-level bedroom.

Whether you call it an in-law apartment or a mother-in-law suite, builders are seeing increased demand as part of new additions or basement remodels. Indeed, when families crunch the numbers, they found the cost of home modification much less than the assisted living or nursing home option.

Home modification for the aging in place market can include such simple tasks as replacing door and window hardware with more ergonomically designed options to extensive renovations of kitchens and baths to improve functionality and safety.

Presently, the AARP is working with builders on a designation for Certified Aging in Place Specialists (CAPS), who complete educational programs to aid them in designing and modifying buildings for the elderly. Over 3,000 builders, contractors, remodelers and architects have been certified to date.

To learn more about aging in place and the CAPS program visit [www.ageinplace.com](http://www.ageinplace.com)



## Quality To Last A Lifetime

Trus Joist TJI joists are engineered and manufactured to precise specifications to ensure consistency and stability. They come in long lengths and are lightweight, making them easy to install. The web of TJI joists are pre-drilled with knockout holes for wires and are easy to cut to accommodate large holes for HVAC ductwork.

When you build with TJI joists, you not only get the best product, you also get unsurpassed customer service, design expertise, and engineering support. You can also take advantage of industry-leading software that uses the TJ-Pro™ Rating System to help you build a floor system that's designed to work together to meet or exceed customer expectations.

With TJI joists, you get more than just a great product; you also get decades of research and real-world experience. We've developed technologies that allow us to take the natural strength of wood to manufacture products minimizing waste and maximizing efficiencies. All this results in better performing floors using fewer trees while reducing jobsite wood waste. But it all starts with Trus Joist TJI joists.

More than 50 years of wood research and technology go into the strength and performance of the Trus Joist floor system. And only Trus Joist has the TJ-Pro™ Rating System, a tool to help the floor meet or exceed homebuyer expectations.



### TJI Joist Benefits:

- Uniform and predictable
- Resource efficient
- Resists bowing, twisting and shrinking
- Engineered for strength and consistency
- Unsurpassed customer service
- Capacity for large holes
- Easily drilled and cut for plumbing and ductwork
- Long lengths allow for versatile floor plans
- Ease of installation helps reduce callbacks
- TJ-Pro Rating provides customizable, predictable floor performance
- Save time and money and increase customer satisfaction
- Durable performance backed by a limited lifetime product warranty

## Put A Face(Book) On Your Business

Facebook is not just for the younger generation. Many businesses as well as politicians have Facebook pages. The reason? There are over 400 million Facebook users, more than any other social media outlet. On Facebook, you can have two identities: one for you and one for your business or organization. Note: you’ll have to have a personal “Friend” account on the site before you begin a business account. Facebook is easy to use, and multimedia content can be

integrated with your profile. But the best part – to get started, it’s free. Once you put a “face” on your business, you’ll find it’s easy to integrate your Facebook account with other social media options: Twitter, LinkedIn and YouTube.

