



*“Preserving the Past while Building the Future.”*



*Celebrating 127 Years of Service*

*A note from the Siewers Family...*

*Earthquakes and Hurricanes*

Earthquakes, Hurricanes and Blackouts... Many of us ask what might be next – Locusts? We hope you survived all the natural disasters that have been hitting the Commonwealth. It has been a very unique year so far with many ups and downs. Summer is coming to a close, schools are back in session and we are ready for some cooler temperatures with the arrival of fall.

This “Back to School” time of the year serves as a reminder for us at Siewers to stay well-tuned with our product knowledge. We strive to be your go-to source when you have a question about the building industry. We are constantly looking for ways to share that knowledge with you whether it is through seminars or product luncheons. Just this week we will be having our Architectural Products Show. We have over 30 vendors with experts from the building industry showcasing their products and answering any and all of your questions!

We are looking forward to seeing you at our Architectural Products Show on Thursday, September 22<sup>nd</sup>! As always, thank you for your business.

*-The Siewers Family*

**Economy issues in the news....**

**The Long Road Back to Zero**

Over the past 50 years, we averaged 675,000 new home sales per year. But during the past decade, construction of new homes shot up even faster than the apparent sharp rise in demand. We topped out at 2.4 million more new homes than normally would be needed. Now with the pace of home sales at about 300,000 per year, HWMI (Hanley Wood Market Intelligence) estimates it will take until late 2014 to work through the excess. *This was August Pro Sales Chart of the Month.*

**Treasury Approves Small-Business Funds**

Virginia is one of 11 states that received \$360 million under its State Small Business Credit Initiative, a program designed to leverage federal funding to support joint state and private-sector lending programs.

Every \$1 in federal funding is expected to generate \$10 in new private lending, Treasury said.

“Unlocking credit for small businesses will provide a powerful boost for investment and job creation in local communities across the country,” Deputy Treasury Secretary Neal Wolin said in a statement. *This article was found in the Small Business section of the Wall Street Journal, [www.wsj.com](http://www.wsj.com).*

**Industry adds construction jobs...**

Construction employment rose by 8,000 jobs in July, hitting a 15-month high, according to the Associated General Contractors of America (AGC). But the AGC issued a “grim outlook” for public sector construction activity, which it said will “act as a drag on expanding private sector construction.”

The report also stated that unemployed workers are leaving the industry at seven times the rate they are finding jobs in it, which suggests future expansion will be hard to achieve. *This article was found in the Home Channel News at [www.homechannelnews.com](http://www.homechannelnews.com).*

**Contractor issues in the news....**

**Adjust your energy awareness...**

There is a whole world of residential remodelers not thinking about energy improvements. But energy-efficiency upgrades are one of the only things that begin to pay back right away for homeowners who live in hot or cold climates. With more remodeling than new construction happening in the country right now, there are great opportunities to help educate existing homeowners about energy savings. Homes account for about 25% of U.S. energy use. According to a SAVE (Sensible Accounting to Value Energy) Act Legislative fact sheet, in 2007-2008, the average U.S. homeowner spent \$2,340 on energy, \$1,897 on property taxes and \$822 on homeowner’s insurance.

Remodelers are already in the house and they know how to “up sell”. The act acknowledges that energy-efficient measures add value to the home at the time of resell and improve the comfort of the resident. Remodelers need to look at the whole picture not just the one job. *This article was found in the July 18<sup>th</sup> Qualified Remodeler.*

### **Tax-smart strategy.....**

Go ahead and mix some vacation days during trips taken mainly for business purposes. That way, you can deduct 100 percent of your transportation expenses and stay within IRS guidelines. Transportation expenses include plane tickets, the cost of getting to and from the airport at both ends of the trip, and luggage handling tips. The same rules apply if you travel by car or rail, rather than by air.

How do you determine if the purpose of a trip is primarily for business or pleasure? There are no concrete rules but the IRS guidelines allow self-employed individuals to deduct 100% of their transportation costs for travel within the United States. The catch is the primary reason for the trip must be business.

You can deduct all out of pocket expenses for business days during your trips. So hotel bills, cab fares, seminar fees and the like are fully deductible. You can deduct 50% of your meal costs for business days.

So next time you're going on business to a place that you would like to go on vacation, do both. *From the July BizActions at [www.bizactions.com](http://www.bizactions.com).*

### **NARI Recertification Program**

The National Association of the Remodeling Industry (NARI) announced a program to certify remodeling project managers. The Certified Remodeler Project Manager (CRPM) education and certification program started the 6<sup>th</sup> of September. It's becoming more common for remodeling companies to use project managers to supervise projects.

Participants in the program will get real world knowledge about remodeling project management. The course was designed by a committee of members with vast experience in successful project management. Project planning, quality assurance, recordkeeping and risk management are just a few of the domains that will be taught.

For more information of these classes or the local NARI, call 804-641-1438 or [www.naricentralva.org](http://www.naricentralva.org).

**Note:** Some websites are time sensitive. If you have any problems opening the site or you wish to recommend an idea for a future story contact Lauren Fields at 358-2103 or email [laurenf@siewers.com](mailto:laurenf@siewers.com).

*New to you....*

*Treated Box Columns a Success*

The treated box columns by Cox are a laminated column from 2x thickness southern yellow pine glued with a waterproof Resorcinol Adhesive. The hollow columns are kiln dried after treatment thus minimizing the possibility of warping and cracks, unlike solid timbers, as they dry out, will twist and develop unattractive cracks. The columns can be painted at any time and are made from an attractive #1 and better grade lumber. Siewers keeps in stock the following sizes: 6 x 6 x 8, 6 x 6 x 10, 8 x 8 x 10, 10 x 10 x 10 and other sizes are available upon request. These cost effective columns have become very popular among builders in Central Virginia. So look to use these columns on your next job, you will not be disappointed.

*Quick Contractor Tip*

If you don't need soffits sturdy enough to carry a structural load, such as cabinets, this technique might be for you. Attach 2x nailer to ceiling joists then attach 2x nailer to wall. Cut vertical drywall to size, screw corner 2 x 4 to bottom edge, then screw assembly to ceiling 2x. Screw horizontal drywall to wall 2x, then corner 2x. It's especially suited to remodelers who do both framing and drywall work.

**How would you like to be published in a future issue of Siewers Newsletter?**

Be sure it is a quick tip that can help another contractor and one that is simple to understand ("Even I need to understand it!") It also must be economical to create. Submit your tips to me at [laurenf@siewers.com](mailto:laurenf@siewers.com) or in person.



**SIEWERS 2011 ARCHITECTURAL PRODUCTS SHOW**

**HAVE YOU SENT IN YOUR RSVP TO LAUREN?**

**Sept. 22, 2011 – 5:00 to 7:30 p.m.**

**DON'T MISS OUT ON THIS GREAT EVENT!**



**It's time for your flu shot.....**

Flu shots will be given at Siewers Lumber & Millwork on October 6<sup>th</sup> from 2:00 p.m. to 4:00 p.m. Shots will cost \$28. Please let me know if you are using Medicare or another insurance when making your reservation. Contact Lauren at 358-2103 or email [laurenf@siewers.com](mailto:laurenf@siewers.com) for more information.

**DID YOU KNOW?**

Pressure treated wood is safe for residential use around people or pets. It is also safe for your garden.



**Economy Snap Shot.....**

	<u>Unemployment Rate – Entire U.S.</u>	<u>Consumer Confidence (Indexed to value of 100 in 1985)</u>	<u>Total Housing Starts /Seasonally Adjusted Annual Rate</u>
August 2011	9.1%	44.5	571,000
Prior Month – July 2011	9.1 %	59.5	601,000
Prior Year – August 2010	9.6%	53.2	606,000
	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	
August 31, 2011	\$3.61	N/A	
Prior Month – July 2011	\$3.71	4,670,000	
Prior Year – August 2010	\$2.73	4,240,000	

**Market Summary**

	<u>September 19, 2011</u>	<u>1/01/11</u>	<u>9/1/10</u>
DOW	11,401	11577	10,014
NASDAQ	2,612	2653	2114
S&P 500	1,204	1257	1049

Company Mission

To operate and maintain a genuine state-of-the-art lumberyard and mill for Richmond remodelers, with service that is second to none.



“What you do today can improve all your tomorrows.” Ralph Marston

**Siewers Lumber & Millwork  
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**Visit our website for product and general information.  
[www.siewers.com](http://www.siewers.com)**

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**Hours:  
Monday – Friday  
7:30 a.m. – 4:30 p.m.**