



“Preserving the Past while Building the Future.”



Celebrating 127 Years of Service

A note from the Siewers Family...

A Time to Give Thanks

As we approach one of our most beloved holidays, Thanksgiving, we relish in this time to reflect and give thanks. Although the economy is far from the best, there are still silver linings to be cultivated in our daily lives. We truly value our relationship with our Customers, Architects, the Siewers Team and our Vendors. It is often said that we are with those we work with more than we are with our own families and we feel so fortunate to be surrounded during our working hours with such an amazing group of people.

One aspect of our country that we can be so proud of and thankful for is our Armed Forces. As with many of you, we have some extended family members that will not be at home this Thanksgiving because they will be serving our country, protecting all of the freedoms that we enjoy each and every day. Please remember our troops in your prayers this holiday season.

Again, we want to thank you for your relationship with Siewers Lumber. We treasure our working relationships and always welcome any feedback on how we can better serve you. We wish you and your family a safe and bountiful Thanksgiving and hope it is a great start to a wonderful holiday season.

-The Siewers Family

Contractor issues in the news....

EPA Improves Web Resources Related To RRP

The EPA improved its search tool for EPA-certified RRP firms (http://cfpub.epa.gov/flpp/searchrrp_firm.htm), allowing the public to search by firm name and location. EPA-certified firms should encourage their potential customers to use the tool to check the certification statuses of firms that customers are considering hiring.

CKBP- Certified Kitchen & Bath Professional

The National Kitchen & Bath Association (NKBA) has announced the launch of a new non-design certification: the Certified Kitchen & Bath Professional (CKBP).

The CKBP was developed to enable kitchen and bath professionals in all non-design segments of the industry to demonstrate their experience, education and expertise.

In order to sit for this multiple-choice exam, the applicant must have at least five years of experience in the kitchen and bath industry and 40 hours of NKBA approved education. To apply to become a Certified Kitchen & Bath Professional, email CKBP@nkba.org.

Lead Poisoning Awareness

It is a buzz in the remodeling industry that when the U.S. Environmental Protection Agency in Washington gets together in November, they will be pressured to start enforcing the rules. They are going to discuss the opt-out provision, which will change the target audience to only households with pregnant women or children younger than 6.

Although dust sampling is not required homeowners still have the right to request it. Contractors must be aware that customers can change their minds mid-stream and let the customer know who is going to pay for this. It is recommended that contractors state in their contracts that if the homeowner request dusts sampling, there will be an additional charge.

One of the biggest challenges remodelers face is making consumers understand the service you are providing and getting them to appreciate the value of it.

Don't be a fool, protect your tools!

A survey by ProSales sister publication, Tools of the Trade, explored an unhappy topic for dealer customers: Tool theft. The poll of 700 respondents found hand tools were stolen the most. But we're not talking small-change thievery here; the survey also found a little over 25% of respondents reported the total value of goods stolen topped \$5,000.

Did You Know

NatureWood ACQ, the treated wood product sold by Siewers, may be used to construct raised bed gardens.

Very small amounts of copper and quaternary will migrate out of NatureWood ACQ treated wood over time. If it is desirable to minimize the migration of copper or quart into the soil of a raised bed garden, we recommend that a suitable thin plastic material be used as a barrier between the NatureWood ACQ treated wood and the raised bed garden soil.

The use of a plastic barrier will also help keep the raised bed garden soil within the bed area. For proper drainage, the plastic material should not be used underneath the raised bed garden soil.

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.

New to you....**Perception is Realty**

What do your jobsites look like? Many potential customers are driving or walking by your jobsites everyday. Often the only impression these potential new customers have of your firm is the overall appearance of your jobsites. A clean and organized jobsite leaves the impression of an efficient and quality contractor where as an unorganized and cluttered jobsite can leave negative impressions towards the contractor. Are your jobsite signs professional looking and leaving the impression of a high quality contractor? Perception is reality! These positive perceptions could lead to potential new clients and equally important an existing satisfied client could be an ambassador of your firm who tells everyone about their positive experience with their contractor. Take a few minutes each day and evaluate your jobsite, it could make a difference.

Quick Contractor Tip

A professional woodworker and CNC operator found that the best way to clean his blades and bits was simple "Easy Off" oven cleaner. Drop them in and let them soak for a few hours. For a saw blade, spray each side and wrap the blade in heavy plastic. Rinse in clean water, add a little oil to the router-bit bearing, and you're good as new.

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 us at laurenf@siewers.com or in person.



What you might have missed:

Siewers and Marvin Windows and Doors hosted a luncheon for over 40 contractors in October. A Certified Marvin Installer and Service Technician presented the various window replacement options available through Marvin. It was a “hands on” presentation showing the proper methods of installation for replacement windows.

The contractors were also educated on how to troubleshoot potential issues or problems that could possibly occur during a replacement installation.

Coming next month:

On December 14th, Siewers will be hosting a luncheon presented by Wolf to show their new cabinet and vanities available. See Lauren to make a reservation.



Siewers will be closed Thursday, November 24th for Thanksgiving. We will reopen on Friday, November 25th at 7:30 a.m.

***Happy Thanksgiving from all your friends at
Siewers Lumber & Millwork!***



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>
September 2011	9.0%	39.8	628,000
Prior Month – August 2011	9.1 %	46.4	630,000
Prior Year – September 2010	9.6%	49.9	539,000
	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>	
September 30, 2011	\$3.42	N/A	
Prior Month – August 2011	\$3.42	4,910,000	
Prior Year – September 2010	\$2.70	4,380,000	

Market Summary

	<u>November 17, 2011</u>	<u>1/01/11</u>	<u>11/1/10</u>
DOW	11,845	11577	11,118
NASDAQ	2,314	2653	2507
S&P 500	1,230	1257	1183

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.



“A man who has never gone to school may steal a freight car; but if he has a university education, he may steal the whole railroad.” Theodore Roosevelt

**Siewers Lumber & Millwork
1901 Ellen Road
Richmond, VA 23230**

**Visit our website for product and general information.
www.siewers.com**

Phone: (804) 358-2103 Fax: (804) 359-6986

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