



“Preserving the Past while Building the Future.”



Celebrating 127 Years of Service

A note from the Siewers Family...

Winter seems to have finally arrived and we are hopeful that it will be short-lived and that everyone can continue working without the inconvenience of snow and ice, not to mention the colder temperatures!

We've had an exciting winter here at Siewers Lumber Company, adding several new and/or innovative product lines to our inventory. To date we have added “TruExterior Trim by Boral”, an exterior trim board without the hassles and headaches of expansion and contraction. We have also joined forces with “Cox Industries” as supplier of our line of pressure treated lumber products. This is in addition to Cox's treated box columns, which we have been selling for several years.

Thinking ahead to spring and the related outdoor projects that come with the season, we have added a “Select Tight-Knot” grade of Western Red Cedar to our inventory that should be perfect for a number of outdoor projects. With a minimal number of small, tight knots, this product can be stained or painted and used in a variety of applications. Another upgrade for new or existing screen porches might include “Screeneze”, an easy, new and innovative method of screen installation. We are also adding a new product by Azek Building Products: Azek Composite Landscape Pavers. They are very easy to install, very environmentally friendly and look great. With the warmer months ahead, these products seem timely in their arrival to Siewers Lumber Co.! See the flier at the end of this newsletter for more information and links to the websites for these exciting new products. Think Spring!

We continue to thank you for your business and ask that you let us know if there are other ways we can better serve you in the future.

-The Siewers Family

Economy News

Fed board member: "More pain ahead for housing."

Elizabeth Duke, a member of the board of governors of the Federal Reserve, has said that the "huge percentage" of distressed properties are weighing on home prices. Things won't improve very much until those foreclosures are cycled through the market.

One program Duke highlighted was a recent proposal by the Fed to convert foreclosures into rental properties by selling them to investors in bulk, which would theoretically speed up the process of getting foreclosures off the market and boost new and existing home sales. *This was published in the January 17, 2012 Richmond BizSense.*

Builder Confidence Rises Fourth Consecutive Month

Builder confidence has now risen four months in a row. This rose four points to 25 on the NAHB/Wells Fargo Housing Market Index (HMI). This is the highest level the index has attained since June of 2007.

"Builders are seeing greater interest among potential buyers as employment and consumer confidence slowly improve in a growing number of markets, and this has helped to move the confidence gauge up from near-historic lows in the first half of 2011," noted NAHB Chief Economist David Crowe. "That said, caution remains the word of the day as many builders continue to voice concerns about potential clients being unable to qualify for an affordable mortgage, appraisals coming through below construction cost, and the continuing flow of foreclosed properties hitting the market." *This article is from the January 18, 2011 www.forresidentialpros.com.*

In Other Words

Harvard University's Joint Center for Housing Studies sees greater potential for remodeling as well. "We're beginning to see some hopeful signs in the economy, and the housing market is finally starting its slow recovery," says Eric S. Beisky, the center's managing director. "That should prove helpful for home improvement spending as the year progresses." *From the January 25, 2012 W&D Weekly.*

Contractor issues in the news....

Old & Historic Districts in Richmond, Virginia

When you are a contractor in a city that has as much heritage as we do in Richmond, you run into jobs that involve the City Old & Historic District. There are 29 individual Old & Historic Districts that include areas from Hermitage Road to Springhill. A map of these areas can be found at <http://www.richmondgov.com/common/search.aspx?cx=012120868105058482803%3A2v0ktmb78p0&cof=FORID%3A10&ie=UTF-8&q=View+Map+of+City+Old+%26+Historic+Districts&sa=Searchand>. Click on the link: "View Map of City Old & Historic Districts. From this site you can also download more information in the Richmond Old & Historic Districts Handbook and Design Review Guidelines. You can also contact this office by calling 804-646-6313 or 804-646-7550.

Before starting any exterior work on your building, you need to apply for a Certificate of Appropriateness from the Commission. The form, simple instructions and a checklist can be found at the website listed above.

Effective Cash Flow Management

A common problem affecting small businesses is cash flow. If you are expanding or even doing less business, it will be a major factor. It is common to find that even though successful companies made money in the preceding year, they still don't have sufficient capital to pay their bills on time, pay adequate compensation to the owner or expand their business.

Here are simple, effective methods to correct this:

1. Reduce your accounts receivable. Collect all balances on the day the work is substantially completed, and collect for all change orders or extras when they are executed.
2. Convert from weekly to biweekly payroll. This will increase your cash on hand by the value of one week's payroll and reduce bookkeeping entries from 52 to 26. Most modern companies no longer pay weekly.

Each month we will include additional suggestions to help your cash-flow management.

Computer Cost going UP- UP- UP...

Due to flooding in Thailand where the majority of computer hard drives are made, the cost for your computers could be affected in 2012. So if you're thinking about purchasing this year you may want to buy sooner than later.

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.

New to you....

New Exterior Trim in Stock

Boral TruExterior Trim is pioneering a whole new category of exterior trim. The new trim offers phenomenal performance & recyclable workability without the limitations that creates problems with other exterior trim products. The product consists of more than 75% of recycled materials, primarily flyash, and is the first and only trim to be awarded the [Cradle to Cradle Certification](#). Siewers is pleased to be the only distributor in Central Virginia and currently carries all of the sizes and dimensions available. The Boral TruExterior is an excellent alternative to wood and to the other synthetic trim products available and provides the following benefits:

- Easy to cut, route, drill and mill
- Is reversible with a wood grain and smooth side
- Resistant to rotting, cracking and splitting
- Ideal for ground contact and moisture prone areas
- Maintains a high level of dimensional stability during periods of moisture & temperature change
- Does not require end sealing, special adhesives or other cumbersome and costly installation techniques
- Can be painted any color
- Available in 16' lengths

To find out more about this new exciting trim, please refer to www.boraltrim.com/truexterior.



Made in the USA!

Gorilla Glue Company/For the Toughest Jobs on Planet Earth

The Gorilla Glue Company is based in Cincinnati, OH and has been selling Gorilla Glue for over a decade. On a mission to make products that deliver impressive results, the company has since expanded its offerings to include Gorilla Tape, Gorilla Super Glue, Gorilla Wood Glue and Gorilla Epoxy. (Siewers carries all the products except the Epoxy) The company is family owned and operated and prides itself on its family atmosphere and fun but serious products.

They are aware of their presence on the environment, and are committed to focusing on recycling initiatives, a greener manufacturing process and reducing waste.

Quick Contractor Tip

A cost effective way to have a water supply in your shop is to install a 15-gallon drum on a very sturdy shelf. Beneath that place a cheap utility sink with a 5-gallon bucket under the sink's drain. Fill the drum with a garden hose and then when you need water; open a valve at a base of the drum. Waste water spills into the bucket below. This setup, which provides plenty of water for sharpening, hand washing and more, doesn't take up a lot of room or cost a lot of money. Michael Puryear, Shokan, N.Y.

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.



Siewers Lumber & Millwork will be recognized in April by NARI National at their COTY Awards in Texas as the “Distributor of the Year”. The NARI Distributor of the Year Award recognizes distributors who have demonstrated a strong commitment to NARI, the professional remodeling industry and the community or communities in which they do business.



Daylight Savings Time begins March 11th. Turn your clocks ahead 1 hour.



Siewers received a Certificate of Appreciation from Instructive Visiting Nurse Association (IVNA) for supporting the 2011 Flu Program.



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>
January 2012	8.3%	61.1	699,000
Prior Month – December 2011	8.5 %	64.5	689,000
Prior Year – January 2011	9.0%	64.8	636,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
January 31, 2012	\$3.39	N/A
Prior Month – December 2011	\$3.28	4,610,000
Prior Year – January 2011	\$3.10	4,640.000

Market Summary

	<u>February 16, 2012</u>	<u>1/01/12</u>	<u>1/31/11</u>
DOW	12,781	12,217	11,891
NASDAQ	2,916	2,605	2,700
S&P 500	1,343	1,257	1,286

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.



“Indecision and delays are the parents of failure.” George Canning

**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.**

NEW!!! Products at Siewers Lumber**TruExterior™ Trim****SUSTAINABILITY NEVER LOOKED THIS GOOD®****True Exterior Trim by Boral**

TruExterior Trim is creating an entirely new category of reliable exterior trim that offers phenomenal performance, remarkable workability and a lasting look without the limitations that plague other exterior trim products.

Its authentic Poly-ash structure has been developed from nearly 5 years of rigorous internal and 3rd party testing. Manufactured by combining proprietary bio-based polymer chemistry and coal-combustion products (ash); which add a level of inert properties with virtually no moisture cycling, making it ideal for exterior trim applications. Consisting of more than 75% recycled or rapidly renewable materials, TruExterior Trim is leading the market in true sustainability and environmental stewardship. TruExterior Trim is just the choice for your next project.

TruExterior Trim is a leader in the exterior trim market when it comes to sustainability with a Certified Minimum 70% Recycled Content, and is the only exterior trim product that has been awarded a Cradle to Cradle® Certification. www.boraltrim.com/truexterior



Cox Pressure Treated Lumber

Siewers is happy to announce a new partner in our pressure treated material with Cox Industries. Siewers has been stocking Cox’s treated box column for the past few years and is in the process of changing all the pressure treated line to Cox treated lumber. Our pressure treated will be a Dispersed Micronized Copper treatment. We are very proud to be in collaboration with the Cox team!
www.coxwood.com



Western Cedar Select Tight Knot



Western Cedar – Select Tight Knot

Siewers has added Western Red Cedar in a “select tight knot” grade to our product line. This will be in addition to our current D&Btr grade that we carry, but at about half the price! We will be carrying 2x4, 2x6, 2x8, and 4x4 in D4S and 4x6 and 4x8 in the rough. Perfect for your next trellis or outdoor kitchen project!



Screeze – Screen Porch System

Many contractors and homeowners in the United States have found that adding a SCREENEZE® screen enclosure system or screen porch is an economical way to add living space to their homes while enjoying the benefits of outdoor living. SCREENEZE® is FAST, ATTRACTIVE, and simple to install, eliminating the concern for long planning and construction delays. Since it only requires basic tools and simple construction methods, this is a wonderful weekend project for anyone with basic carpentry skills. Screeze “Installs in a Snap”. Screeze is truly a designers dream! Its unique construction will allow you to easily enclose most large or uniquely shaped openings while letting in the cool gentle breezes. Its super screen holding power will keep your screen fabric in place and secured in high winds. <http://www.screeze.com>



Azek Composite Landscape Pavers

Azek Composite Landscape Pavers are the most durable, easiest to install and most socially responsible pavers in the world. Azek Composite Pavers are breaking the traditional mentality that landscape pavers must be made from concrete or clay. Made from up to 95% recycled materials, patented Azek Composite Pavers are the most technologically advanced and socially responsible paver alternatives in the industry. Azek Composite Pavers help projects earn LEED certification easier than any other pavement. They can outperform other pavements, such as pavers with fly ash, by more than ten-times. Azek composite

masonry is the first composite material in the world, made almost entirely of recycled materials with the physical strength, durability and natural appearance to replace concrete. They utilize up to 95% post-consumer recycled materials (scrap tires and plastics).

The patented grid system enables contractors to work more efficiently, saving time and reducing the amount of labor required for paver installation. Installers insert Azek pavers into the grid—in any designed pattern, and the pavers are automatically aligned for excellent results. Contractors routinely reduce paver installation time by over 65 percent with Azek.

Azek Composite Permeable Pavers weigh 8.2 pounds per square foot, versus 30 or more pounds per square foot for concrete permeable pavers. This weight advantage makes Azek pavers less energy-intensive and less costly to transport, easier to work with on job sites, and great for use in flat and green roof applications. They are engineered to last! <http://www.azek.com/vast/>



Siewers Lumber and Millwork ---- 804-358-2103 ----
www.siewers.com