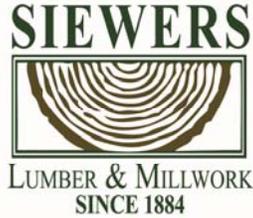


January 17, 2013



“Preserving the Past while Building the Future.”



Celebrating 128 Years of Service

A note from the Siewers Family...

Looking forward to a great 2013!!!

We hope you and your family had a wonderful holiday season and that you were able to spend some quality time with family and friends! As we begin a new year, expectations are running high as we look forward to an exciting and prosperous 2013.

We have several informative trade events planned for the coming year. The Katz Road Show will return on April 8th. The Katz Road Show is a day-long event held at our facility where experts within our industry come and share new/different carpentry and building trade techniques as well as strategies to enhance your business. In September, we will be holding our bi-annual Architectures Products Show. More information on both shows to follow!

We have some exciting news to share with all of you. We just recently learned that our fathers, Freddie and Johnny Siewers, have been selected to be inducted into the Greater Richmond Business Hall of Fame. The induction ceremony hosted by Junior Achievement Chapter of Central Virginia is scheduled to take place in May.

As always, we thank you for your business and welcome any ideas or suggestions you may have regarding our newsletter!

-The Siewers Family

January 17, 2013

Economic News

Housing Data Wrap-Up: December 2012

The fiscal cliff was resolved largely along the lines we expected, and economic activity appears to have been only modestly affected by the down-to-the-wire late night drama between Congress and the Administration. The consumer confidence was sharply lower although attitudes about current economic conditions continued to improve in December.

Overall starts are significantly increasing but may exaggerate the extent of the improvement taking place in the housing sector. Homebuilding is one of the most volatile areas of the economy and increases of 50% are not uncommon near the start of more expansions.

The housing market is likely to be a bright spot for the U.S. economy in the coming year. The economy as a whole will grow at a sluggish 1.7% annual rate in 2013. In contrast, real residential construction outlays are likely to grow a whopping 16.5%. Due to economic uncertainty and politically-fueled fiscal policy debates, housing will continue to produce positive material results in a fundamentally sluggish recovery. (Complete report at www.wellsfargo.com)

Mortgage rates start the year at all-time lows

According to data released from Freddie Mac, fixed mortgage rates continue to hover near their all-time record lows. This should boost the home-buyer affordability and abetting the housing recovery. (Article from 1/3/13 Home Channel News)

Pot of Gold at the end of the Rainbow

For every story on the economy I read, there is at least one or two with the opposite prediction. Therefore, I'm going to send a message of hope.

In the last 6 months we have seen Amazon and Rolls Royce adding numerous jobs in Prince George and Chesterfield. And on the horizon we see that the Vitamin Shoppe's building a new distribution center in Hanover and a new outlet mall is coming to Hanover. The Virginia Tourist Board is predicting a huge increase of the tourist trade this summer due to the popularity of the Lincoln movie. There are numerous stories predicting numerous multi-family units coming to the area and now we can add the great interest in new single family homes on the rise. And don't forget the new Redskins trading facility coming this summer.

We're not ready yet to predict the end of bad times but at least there are some bright spots on the horizon.

So let's start 2013 with an optimistic outlook and an encouraging word of hope.

January 17, 2013

Contractor News

Unless you are working in utopia, you've experienced or witnessed nasty conflict

The best advice is to "Keep Your Cool". It's easy to lose it and unleash a verbal barrage on a co-worker. Afterwards, you may feel ashamed and disappointed in yourself. Here are some ways you can avoid workplace conflict or at least keep a situation from escalating:

- Be friendly and respectful of others. You don't have to form friendships with everyone, but making small talk can help create a mutual respect and/or pleasant atmosphere.
- Know when to keep quiet. Don't offer your opinion when it's not solicited.
- Let the person respond without you interrupting. Try to reach a compromise.
- If disrespectful or irritating treatment continues, don't stick your head in the sand. Talk to the person in a calm manner.
- If the behavior continues, write down what was said, including times and places. You may have to present your concerns to a manager.
- If you are livid, take a walk and cool down before confronting the person. Think about what you want to say and do so calmly, face to face.

A good Smartphone policy covers 'textual harassment' and more

For years we counseled employees about the dangers of talking on cell phones. Now with the invention of Smartphone's, we need to have a policy that minimizes the risks of talking on the phone while driving, but for a number of other reasons as well.

- **Accident prevention:** Texting increases the chance of having an accident by 23 times. Make sure your policy addresses those Smartphone risks, which other hand-held devices also carry.
- **Record-keeping:** Text messaging for business purposes has also grown significantly. While texting may be quick and efficient, one drawback is the inability to "file" the texts. Deleted texts are difficult and sometimes impossible to retrieve.
- **Smartphone etiquette:** Texting while on the job or in the presence of a customer is unacceptable. Consider a policy that addresses when an employee can and cannot use a Smartphone in any work setting, not just driving.
- **'Textual' harassment:** A Smartphone policy should emphasize that any activity on a Smartphone is subject to the company's anti-harassment policies, including the sexual harassment policy. Revise your anti-harassment policies to specify that inappropriate text messages or other inappropriate use of a Smartphone may be considered a form of harassment and will not be tolerated.

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- **Productivity:** Survey's have shown that employees typically waste two hours per day at work, excluding their lunch breaks, and that doesn't include the time they spend on their Smartphone's.

If you are interested in writing a Social Networking Company Policy contact Lauren at our office.

A few great rules to live by:

- * Show up for appointments 10 minutes early.
- * Customers are not always right, but they must be treated as if they are.
- * Never offer unsolicited advice.
- * Leave your ego at the door.
- * Don't waste people's time by sending jokes or stories via e-mail.



Made in the USA!

Azek Pavers

Azek Landscape and Resurfacing Pavers are produced in Minnesota. They are made from 95% recycled material. This helps your project earn LEED certification easier than any other pavement. .

These pavers are easy to install and pass stain, scratch, weight and durability test. They alleviate storm-water runoff issues such as drain water pollutants by infiltrating rainwater on building sites. They are slip-resistant and are manufactured with spacer lugs that are engineered to maintain a precise .275-in. space between pavers.

Ask any of our sales staff about Azek Pavers or stop by the display near our front door.

Quick Contractor Tip

Modified screw bit saves the day

When the tip broke off a #3 Phillips bit, there were plenty of screws left to drive before calling the job done. There were #2 bits on hand, but they didn't fit in the recesses of the #3 screw heads. After grinding down the tip of a #2 screwdriver bit with a belt sander, the bit fit perfectly into the #3 screw heads and the job was finished in no time. This tip comes from Mark DeVore from Raleigh North Carolina.

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 laurenf@siewers.com.

January 17, 2013



February 14th Valentines Day



April 8th, 2013

2013 Greater Richmond Business Hall of Fame May 16, 2013

John C. Siewers, II
Frederick W. Siewers, Jr.

Notice

Stamps go up to \$.47 on January 27th

January 17, 2013



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>
December 2012	7.8%	65.1	954,000
Prior Month – November 2012	7.8 %	71.5	851,000
Prior Year – December 2011	8.5%	64.8	697,000

	<u>Gallon (\$) Of Gas</u>	<u>Existing Home Sales</u>
December 31, 2012	\$3.29	N/A
Prior Month – November 2012	\$3.40	5,040,000
Prior Year – December 2011	\$3.28	4,380,000

Market Summary

	<u>January 16, 2013</u>	<u>1/01/13</u>	<u>1/01/12</u>
DOW	13,511	13,104	12,217
NASDAQ	3,117	3,019	2,605
S&P 500	1,472	1,426	1,257

January 17, 2013

Company Mission

To serve the needs of contractors and do-it-yourselfers.



“If you don’t think everyday is a good day, just try missing one.” Robert Cafett

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

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laurenf@siewers.com or call us at 804-358-2103.**