

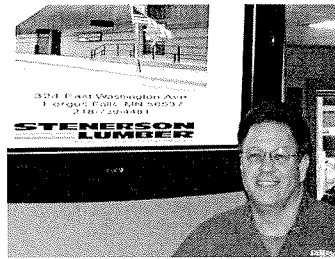
02/11

# ON THE LEVEL

## A STENERSON LUMBER PUBLICATION

### STENERSON SPOTLIGHT ON SERVICE

Mike Diekman, Yard Manager in Fergus Falls, has held almost every position in a StenerSON Lumber store. Starting in 1998 as a sales clerk in Wahpeton, he moved into the warehouse, working as a foreman for about a year. Then, after taking a couple of years off working as a bar manager at a local establishment, he was hired as a Contractor Salesman in 2003. Shortly after, he was promoted to manager of the Wahpeton location and then in 2006 was relocated to Fergus Falls as manager there. Mike holds degrees in architectural drafting and computer programming from NDSCS, has worked as a job-coordinator for an area contractor, and spent seven years in construction in Phoenix, AZ. His broad background makes him an excellent manager. He loves coming to work everyday and believes that "when it's not fun anymore, do something else." It's no wonder he loves going to work; he has a great relationship with his coworkers – they are always playing practical jokes on each other and laughing about one prank or another. In his spare time, he enjoys gardening and woodworking. You can usually find him tending to his vibrant garden or hobbying in his workshop above his garage. He also is trying his hand at brewery and winery, but states he's not very good at it yet as you usually need a mixer or chaser to try his beverages. A happy newly-wed, he's looking forward to sharing with his wife, Connie the experience of becoming a grandparent later this summer. Mike can be found at our Fergus Falls location at 218-739-4481.



### 2011 WINTER HOURS

Monday – Friday  
7:30 am to 5:00 pm

As always  
- **FREE DELIVERY** -  
call for yours today!

### PRODUCT SALES

Casey Beckerleg, Mhd  
Steve Breyer, Mhd  
Steve Gease, FF  
Rich Harris, Crosby  
Bill Jackson, DL  
Craig Johansen, FF  
Arden Laine, DL  
Scott Mollberg, Mhd  
Tracy Olson, DL

### STENERSON LUMBER LOCATIONS

555 Hwy 59 N  
Detroit Lakes, MN  
218-847-2188

22348 Hwy 6 and 210  
Crosby, MN  
218-546-6535

324 Washington Ave E  
Fergus Falls, MN  
218-739-4481

1702 1<sup>st</sup> Ave N  
Moorhead, MN  
218-233-2754

**Exteriors Unlimited**  
218-846-1778

**Pro Builder Lending**  
218-233-3437

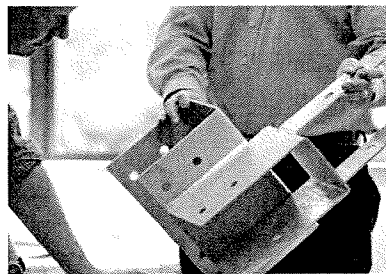


### SHARPEN YOUR FRAMING SKILLS THIS SPRING

StenerSON Lumber invites you to attend one of these free workshops offered by Simpson Strong-Tie, Inc. The 2011 Deck Framing Workshop will focus on the structural code requirements for building outdoor wood decks. All building officials, contractors, architects, and residential deck designers are encouraged to attend the following sessions:

**Thursday, March 3<sup>rd</sup> – 9 to 11 am**  
**Fergus Falls Pizza Ranch meeting room**  
Lunch provided by StenerSON Lumber

**Friday, March 4<sup>th</sup> – 8 to 10 am**  
**Detroit Lakes Holiday Inn**  
Breakfast provided by StenerSON Lumber



Workshops are also being planned in Crosby and Moorhead in March as well. Details will be announced in next month's newsletter. Give us a call for more details. To attend either of these workshops, **please pre-register** with your StenerSON Lumber salesperson.



**BONUS BARGAIN:** Workshop attendees are awarded **20% off ALL in-stock** Simpson Strong-Tie connectors and hardware following the workshop through May 31st. Collect your coupon at the workshop!

### MODIFIED ENERGY STAR TAX CREDITS AVAILABLE FOR 2011

Congress has recently extended the federal tax credit for certain energy saving home improvements through December 31, 2011. The credit still only applies to products **installed** into a **homeowner's existing primary residence** and **installation/labor charges do not qualify**. However, there are some changes to the credit. Here are the allowable amounts of the credit for 2011:

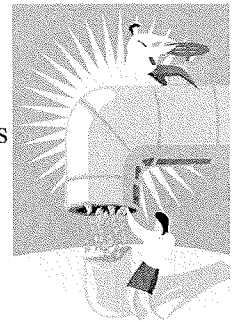
- **Windows and Skylights:** 10% of purchase price up to a \$200 cap on Energy Star rated products
- **Exterior Doors:** 10% of purchase price up to a \$500 cap on Energy Star qualifying doors
- **Insulation:** 10% up to \$500 on bulk insulation (batts, rolls, blow-in, rigid boards, expanding spray) and certain weather-stripping, foam-in-a-can, caulking, and house-wrap.
- **Roofs:** 10% up to \$500 on products that meet Energy Star requirements
- Various **HVAC systems** also qualify, see [www.energystar.gov](http://www.energystar.gov)

Congress has also enacted a different lifetime cap on the credit. The cap on the overall credit for 2009-2010 was \$1500. For 2011, **this cap is set at just \$500**. This means that if you have already claimed \$500 *or more* of energy tax credit from 2006 through 2010, you are not eligible to claim an additional amount. For more information on this credit, please check with [www.energystar.gov](http://www.energystar.gov), [www.irs.gov](http://www.irs.gov), or your tax professional.

### CASH FLOW SLOWED TO A TRICKLE?

Almost all businesses experience a cash crisis at some point. How you manage it, could mean the difference between success and failure. To be successful, one should recognize and address a cash flow shortage as early as possible. Cutting out all unnecessary expenses is the easiest correction to make. Then, contact customers that owe you money and encourage them to pay on-time or even early, possibly billing them more often. Making deposits every day that you receive cash can also help. See if you can adjust terms of any existing loans to more manageable payments. Consider selling items and equipment you are not using right now; sometimes equipment can even be sold back to a company in which you can lease it from them at a later date. Develop a plan to pay your creditors and be upfront and honest with them. Work on a plan to pay something to everyone, possibly under the advice of an accountant or lawyer. Cash shortage is never easy, but taking an honest approach will help maintain your integrity and reputation until times get better.

- taken from 2010 Plains Builder, by Jennifer Elder, CPA of Tiffany Construction and Development Corp. in Melbourne, FL



### YOU KNOW YOU'RE FROM MINNESOTA WHEN...



- \* You measure distance in minutes.
- \* You voted for a pro-wrestler for governor... and he won!
- \* You know the four seasons: winter, still-winter, not-winter, and almost-winter.
- \* You know what "uff-da" means and how to use it properly.
- \* You have ten favorite recipes for venison.
- \* You have gone trick-or-treating in three feet of snow.
- \* You drink "pop" instead of "soda."
- \* You know more than one person who has hit a deer.
- \* When you win the prize for smallest fish, you're proud of it.
- \* Weather is 80% of your conversation.

### FOR MORE INFORMATION

For more information or for further discussion on the articles contained in this newsletter please contact your Stenerson Lumber salesperson. We are open to suggestions on future topics; just let us know what you'd like to see. If you'd like to be added or removed from our mailing list or have an address correction, please call the General Office at 218-233-3437.