

# ON THE LEVEL

A STENERSON LUMBER PUBLICATION

## STENERSON SPOTLIGHT ON SERVICE

This month, we take the time to highlight the career of one of the 3<sup>rd</sup> generations of Stenersons to work for the company. Jim Stenerson, 80 years old this month, started as a lumberyard helper and truck driver in high-school – loading and unloading trucks by hand. After serving for a year in the National Guard, he graduated from Concordia College with a degree in Business Administration and came back to the lumber business. He and his wife, Chris, relocated to Gonvick in North Central MN, near Bagley, in 1954. He managed the lumberyard there for six years. From there, he came back to Moorhead and served as a Field Representative. He traveled to the outlying yards in the small towns of Fertile, Erskine, Halstad, Gonvick, and Borup in his station wagon, overseeing the operations and helping out the managers and salespeople. Some of his fondest memories in the business are rewarding those managers when business did well. In 1967, his title evolved into General Manager, still directing each of the managers in their business. The economy was much more stable then and much of his dealings were adjusting prices...not an easy task without the convenience of copy machines. As the years went on, he was elected to the Board of Directors and served as Secretary and Secretary/Treasurer. In the 70's and 80's, he and the Board decided to switch focus and sell out the smaller rural yards and relocate to the larger college/resort towns. It was an exciting time as they purchased the Morris, Detroit Lakes, and Fergus Falls stores. This decision proved to be profitable for the company. Not all of his duties have been great fun as he recalls a couple of incidences while collecting accounts. He was actually sprayed with muddy hose-water and was bit by a dog while calling on past-due customers. Now retired, he looks fondly on his career in the family business and still manages to stop in to the office now and again to check on us. He donates much of his spare time to SCORE, a program that helps individuals start their own businesses, and other local programs. He also cherishes his time spent with family and friends. And, when the conditions are right, you can find him flying his model airplane in the park. Jim can be reached at the General Office at 218-233-3437.



## 2010 SPRING - SUMMER HOURS

Monday – Friday  
7:30 am to 5:00 pm

Saturdays  
(DL, Crosby, & Mhd)  
8:00 am to 12:00 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

## 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

**STENERSON LUMBER**

## CALLING ALL CUSTOMERS...FOR A FREE LUNCH!

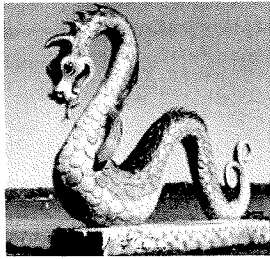


Customer Appreciation Days are just around the corner. A time-honored tradition, Stenerson Lumber is hosting free lunch events in May. As one of our valued customers, you are invited to take part in a free lunch at one or all of our locations! Join us in **Fergus Falls on Wednesday, May 19<sup>th</sup>**; in **Detroit Lakes on Friday, May 21<sup>st</sup>**; and in **Moorhead on Thursday, May 27<sup>th</sup>**. Lunch will be served from 11 am – 1:30 pm. Come and visit with us while you fill a plate. We hope to see you there!

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**DON'T MISS OUR GRAND OPENING  
EVENT IN CROSBY ON FRIDAY, MAY 7<sup>TH</sup>  
DETAILS ON REVERSE**

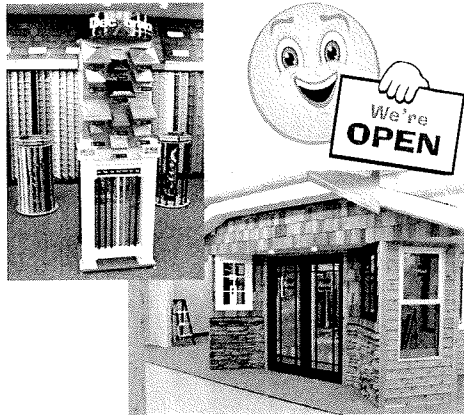
### CELEBRATING BUSINESS ON THE LEVEL - NOW IN CROSBY!



Crosby, MN is a quaint community located about 15 miles east of Brainerd. In the heart of Minnesota lake country, Crosby and its sister cities of Ironton and Deerwood make up the region known as the Cuyuna Lakes region. It is known locally as a place for unique outdoor activities including, but not limited to: golf, fishing, canoeing, snowmobiling, skiing, biking, hiking, hunting, nature-watching, and exploring. Built around Serpent Lake, Crosby's pristine lake-waters draw many divers to explore the depths of this lake created where open mines were dug into the earth. The area has an authentic Americana feel with many quaint shoppes lining the streets. You'll find many specialty stores offering antiques, gifts, and collectibles.

Crosby is a friendly, close-knit community with a small-town-feel and has welcomed Stenerson Lumber with open arms. Our reputation for our commitment to service has the community excited to see us move in and have been eagerly awaiting our opening.

With remodeling nearly complete and core staff in place, we enthusiastically announce our **GRAND OPENING in Crosby on Friday, May 7<sup>th</sup> from 9 am – 3 pm.** We are located on the north side of Hwy 6/Hwy 210 between Crosby and Deerwood. Coffee and refreshments will be offered throughout the event as well as door prizes (including four Twins tickets, a flat screen TV and a notebook computer). Factory reps will be on-hand to answer product questions from 9 am to 12 pm. Additionally, a \$10.00 coupon valid Friday only, redeemable for any purchase, can be found in the local newspapers, the Crosby-Ironton Courier and the Brainerd Dispatch.



All customers, representatives, and neighbors are welcome to join us in the celebration. Satisfy your curiosity by paying us a visit! Much thought and attention has gone into the changes we've made to the existing lumberyard. Many new samples and displays invite you to examine several quality products. We also boast a new meeting room available to contractors and homeowners, allowing both to take their time in choosing the perfect materials for any project. Wireless internet service is also available inside. Our friendly, experienced staff is ready and willing to answer any questions you may have. Of course, in Crosby you will find many of the same services offered at all of our locations: free on-time delivery, free no-obligation estimates, free design and project-planning, free trainings and seminars, and much, much more.

### TOOL GLOSSARY – PART III

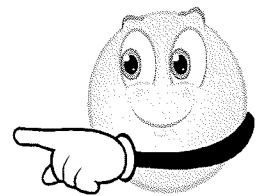
**1/2 x 24-INCH SCREWDRIVER:** A very large pry bar that inexplicably has an accurately machined screwdriver tip on the end opposite the handle.

**PHILLIPS SCREWDRIVER:** Normally used to stab the seals under lids; but can also be used, as the name implies, to strip out Phillips screw heads.

**PRY BAR:** A tool used to crumple the metal surrounding that clip or bracket you needed to remove in order to replace a 50 cent part.

**RAZOR BLADE OR BOXCUTTER:** Used to open and slice through the contents of cardboard cartons; works particularly well on contents such as liquids in plastic bottles, collector goods, and rubber or plastic parts.

**STRAIGHT SCREWDRIVER:** A tool for opening paint cans; sometimes used to convert common slotted screws into non-removable screws.



### 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.