



10/12

ON THE LEVEL

A STENERSON LUMBER PUBLICATION

STENERSON SPOTLIGHT ON SERVICE

Another face you may have seen while visiting our lumberyards, is that of Bill Huber. Bill is not an employee of StenerSON Lumber, but rather a Dealer Sales Representative at JELD-WEN, Inc. and part of our team none-the-less. Since 1999, he has been our “go-to guy” for JELD-WEN window products and their application in our customers’ jobs. He’s always eager to help with general information or with resolutions to contractors’ needs. We offer the full [JELD-WEN line](#) of windows, including the Builders’ Series, Premium Collection (Siteline EX and Tradition Plus), and Custom Wood Collection and appreciate Bill’s advice when it comes to explaining the multitude of options and the best fit for each job. He’s willing to meet with our salespeople and our customers on the jobsite, in our showrooms, or almost anywhere to explain JELD-WEN’s product and its benefits – a product he definitely believes in for long-term satisfaction. With a background that starts with memories of his father’s lumberyard and working in the building industry most of his life, he states that his favorite part of his job is hearing from a pleased customer. Bill lives happily in Reile’s Acres with his wife and three children. He enjoys hunting and fishing as well as sports and trips to the lake. He even finds the time to coach his son’s baseball and football team! If you see Bill in our stores, take the time to say “hello”. More importantly, if you have any questions on what JELD-WEN offers to complete your job – ask us to set up a meeting with him. If duty calls, he’s *even* willing to drop in on a fish-house or a hunting trip to spread the word about windows – how about that for a sales call!



2012 FALL HOURS

Monday – Friday
7:30 am to 5:00 pm
Saturdays (Detroit Lakes)
8:00 am to 12:00 pm

As always
- FREE DELIVERY -
call for yours today!

PRODUCT SALES

Casey Beckerleg, Mhd
Steve Breyer, Mhd
Mike Dubay, Crosby
Zach Felt, DL
Steve Gease, FF
Bill Jackson, DL
Craig Johansen, FF
Bruce Larson, Breck
Scott Mollberg, Mhd
Nancy Skalbeck, 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

115 5th St N, Suite C
Breckenridge, MN
218-651-0300

1702 1st Ave N
Moorhead, MN
218-233-2754

Exteriors Unlimited
218-846-1778

Pro Builder Lending
218-233-3437

STENERSON LUMBER

AS OUR WEATHER TURNS COLDER & OUR DAYS GROW SHORTER, WE ARE NOW CLOSED ON SATURDAYS IN CROSBY AND OUR LAST OPEN SATURDAY IN DETROIT LAKES FOR THE YEAR WILL BE OCTOBER 27TH

OCTOBER STENERSON SPECIAL

HUGE SAVINGS ON LARSON® STORM DOORS!
Save all October long with a **\$15 LARSON Rebate** on any standard size door!
Now, for two weeks only, **DOUBLE** your savings with an additional **StenerSON Lumber \$15 Discount!**

[LARSON](#) doors are durable, energy efficient, stylish, innovative, and a great value to you and your family. Whether you want to showcase your entry, seal a draft, let light in, or ventilate, LARSON storm doors can help you add value to your home.



I saved \$30!
Wow!



Discount available Oct 15th – 31st. Discount not valid on prior purchases. Manufacturer’s rebate forms available in-store.

RACE TO THE PRE-FINISH LINE

A quality finish is the perfect final touch for your millwork package. Finishes help to enhance the style and character of your doors, moulding, stair parts, and more. There are numerous benefits to having your products pre-finished before delivery – and the beautiful, furniture grade quality is just one of them!



- Prefinished product is generally more thoroughly prepped, meaning a more even and consistent finish.
- Having your product finished before delivery eliminates the risk of contamination with drywall dust, sawdust, dirt, and other contaminants commonly present on a job-site.
- State-of-the-art equipment and technology along with a dust and climate controlled facility provides a durable finish with a uniform color, texture, and sheen. You'll get a beautiful, furniture grade finish that matches across your project.

- Use of only the highest quality primers, paints, stains, and glazes that are specifically formulated for the environment they will be applied in and for the material they will be applied to. If well taken care of, your finish is sure to last for years.

- Water-based stains and top coats with very low VOCs and almost zero harmful emissions, plus technology that allows for the collection and reuse of over-spray, means environmentally friendly finishes with extremely low waste.
- The product is ready for installation upon arrival, saving you time, hassle, and space.

Watch a video of the pre-finishing process from our friends at [Bayer Built](#), a reputable wood-work manufacturer by visiting here: <http://www.youtube.com/watch?v=8Kt5anIuY18>.



LOOKING TO BRANCH OUT OR SPREAD YOUR WINGS?

The Northwest Minnesota Foundation provides technical assistance and financing to individuals who want to start a business or to those wanting to expand an existing business. Services include pre-loan counseling, marketing, management assessments and strategies, financial planning, and accounting. Their microloans are available up to \$35,000, with a low interest rate and fixed terms. Loans are secured, but refinancing of prior debt and real estate projects are NOT eligible. For more information or questions about microloans, please call the foundation at 218-759-2057 or visit <http://www.nwmf.org/entrepreneur-program>.



The West Central Initiative also offers microloans to small manufacturing and service businesses in the area. Loans are offered from \$1,000 to \$35,000 and can also be used for fixed assets or working capital. The current interest rate is 5.5% with fixed terms for up to 6 years. Loans are secured and real estate projects ARE eligible. For more information visit [http://www.wcif.org/?page=SELF Loans](http://www.wcif.org/?page=SELF+Loans) or call Dale Umlauf at 218-739-2239.



SPOOKY STORY

There was a haunted house on the outskirts of the town, avoided by all the town-folk. The ghost which 'lived' there was feared by all. However, an enterprising journalist decided to get the scoop of the day by photographing the fearsome phantom. When he entered the house armed with only his camera, the ghost descended upon him, clanking chains and the like. He told the ghost, "I mean no harm - I just want your photograph." The ghost was quite happy at this chance to make the headlines so he posed for a number of ghostly shots.

Once home, the happy journalist rushed back to his dark room, and began developing the photos. Unfortunately, they turned out to be black and underexposed. So what's the moral of the story? The spirit was willing but the flash was weak.



FOR MORE INFORMATION

For more information 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.

VISIT US ON [FACEBOOK](#) FOR PHOTOS, NEWS, CONTESTS AND MORE!