

09/15

# ON THE LEVEL

## A STENERSON LUMBER PUBLICATION

### STENERSON SPOTLIGHT ON SERVICE

Jim Rude, our newest face in the Detroit Lakes store, is excited about helping our customers with their home improvement needs. He enjoys helping home-owners, contractors, and remodelers find the perfect products for their projects and with his extensive experience, providing valuable advice through the project's completion. He will travel to you to size windows and doors and measure for roofing and decking jobs. Jim has participated in the building industry since 1986. He has held sales and managerial positions in various lumberyards and had run an exterior remodeling company for 14 years updating and replacing various siding, windows, and doors. Now, back at a building center, he has had fun learning about all of the new decking and railing products that we offer to pair with the familiar products that he has worked with through the years. In his spare time he enjoys outdoor sports like fishing and hunting and often he can be found riding his Harley FXR custom around the lakes area. Jim will be stationed in our Detroit Lakes store at 218-847-2188, stop in and say "Hi"!



### 2015 FALL HOURS

Monday – Friday  
7:30 am to 5:00 pm

Saturdays in Detroit Lakes  
8:00 am to 12:00 pm

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



### PRODUCT SALES

Casey Beckerleg, Mhd  
Dennis Beckerleg, Comm  
Kirk Begin, Mhd  
Steve Breyer, Mhd  
Zach Felt, DL  
Steve Gease, FF  
Bill Jackson, DL  
Craig Johansen, FF  
Scott Mollberg, Mhd  
Amy Nelson, DL  
Jim Rude, DL

### STENERSON LUMBER LOCATIONS

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

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

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

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

**Corporate Offices**  
218-233-3437

**STENERSON LUMBER**

**ATTENTION DETROIT LAKES CUSTOMERS: AS OUR WEATHER TURNS COLDER & OUR DAYS GROW SHORTER, WE WILL BEGIN WINTER HOURS AND WILL BE CLOSED ON SATURDAYS AFTER SEPT 26<sup>TH</sup>**

### EARN A BUCK-A-BOARD WITH FIBERON'S NEWEST OFFER



Join the Buck-A-Board Rebate Program

Earn \$1 per piece of Fiberon® decking purchased from StenerSON Lumber between August 17<sup>th</sup> and September 30<sup>th</sup>.

You can earn \$1 per piece of Fiberon® decking purchased from StenerSON Lumber between August 17<sup>th</sup> and September 30<sup>th</sup>. This includes decking boards, fascia, and riser planks. Your StenerSON Lumber salesperson will pre-register you for this valuable rebate through Guardian Building Products for your fall decking project. All you need to do is complete the form started by us and send a copy of your invoice to the address indicated on the form. Forms are due by October 9<sup>th</sup> with rebate checks issued shortly thereafter.



### EXCITING NEW E-SERVICES BY STENERSON LUMBER

Are you operating more and more from your smartphone or e-mail account? If you're like most, you are, and you're benefitting from the speed and time savings that this technology allows. Currently, we offer a couple of new exciting electronic services for you:

**Instant Invoicing:** Our Point of Sale software now allows for automatic e-mailed or faxed copies of your invoices. Currently, the paper statements and additional invoice copies will still be sent to you by mail at month-end, with plans to automate this feature at a later date. To sign up, please forward your e-mail address or fax number to your salesperson.

**E-City Desk:** In Detroit Lakes and Moorhead, we man an electronic desk that receives text messages, picture mails, and e-mails. You can add items to an order, schedule returns for pickup, send picture messages of items needed, check on a delivery or account balance, or any other question in which you don't need the direct assistance of your salesperson. It is answered continuously throughout working hours. Those that use it really like the direct communication. Get signed up today by asking your salesperson for the contact information.



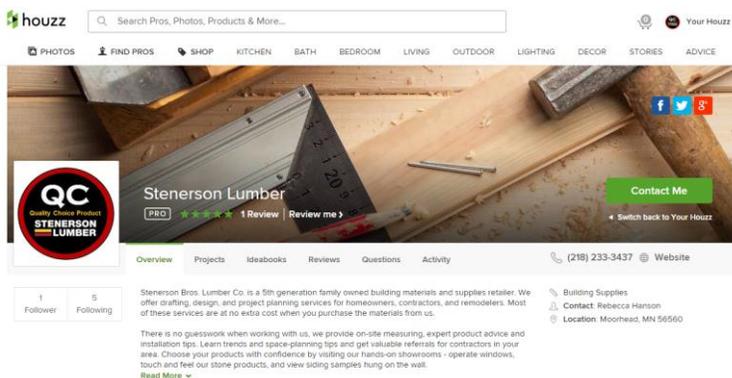
## WELCOME BACK TO “ON THE LEVEL”

The ever-popular newsletter, “On the Level” is back by popular demand! You’ll notice a slightly new format with more space for news and photos highlighting our stories. Changing to a seasonal timeline for our issue schedule allows for timely articles and a more robust printing, including our inserted clearance sale flier. We hope you enjoy our new sections such as **John’s Journal**, an editorial column written by John Stenerson, and the **Project Profile**, stories highlighting your various projects. We are also offering a version of this publication in an email format, please let us know if you would like to discontinue your printed version and are opting to receive On the Level digitally. As always, let us know if we can address a certain subject or answer a question for you. Thanks for following along with us!



## ADD A TOOL TO YOUR BELT WITH HOUZZ.COM

Have you heard of Houzz? With its name formed when mashing together “House” and “Buzz”, Houzz is a new social media platform offering design and construction professionals a unique tool for marketing and sharing ideas with their customers. If you haven’t already seen Houzz, it is a **free visual website hosting millions of photos dedicated to architecture, interior and exterior design, and construction**. It operates well as a desktop application as well as an app on Apple and Android devices. Most users are homeowners who plan to redecorate or remodel within the next two years and are busy gathering ideas. As they browse beautiful photos, they collect those that they like for their future projects in on-line gallery idea books.



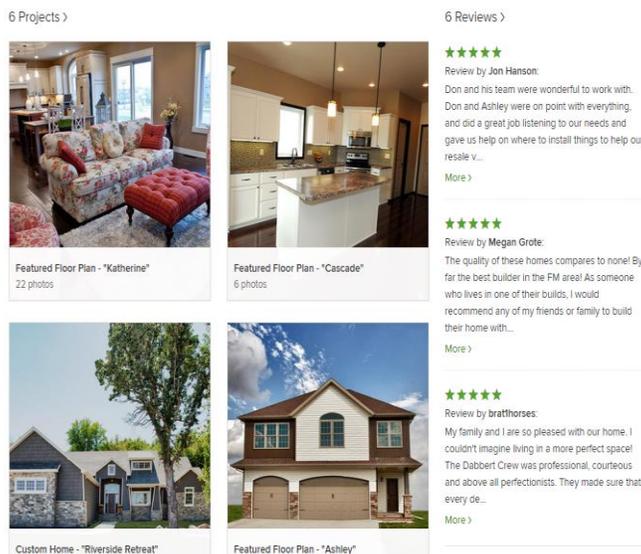
*Stenerson Lumber’s Houzz Profile Page*

business to consumers by **providing advice in the discussion forum** area as well as **ask questions** of your own to your peers about specific projects or business in general. Users can share their photo idea books with you as a professional and those can be shared with suppliers to **help explain exactly their style** and what they are looking for in their new home or remodel.

As with any platform, there are a few tips to make your profile speak better to your audience. **Post only high-resolution, magazine-quality photos** to your profile; you want to put your best foot forward and your photos should reflect that. **Use keywords to your advantage**; each keyword you can add to your photo provides more possibilities that your photo will be displayed and saved in various idea books with your name prominently displayed. **Emphasize reviews**; reviews add credibility to your profile. **Respond to all reviews**; thank clients for their opinion whether it’s good or bad. Negative reviews that are addressed positively create an opportunity to showcase your business’s reputation in problem-solving. **Utilize Houzz’s tools**. As you build your profile, you can network with other professionals, take advantage of a free stand-alone website, and pay for sponsored listings to gain ratings and visibility.

Feel free to check out our profile which we recently updated this month. We are still in the process of adding photos and reviews to increase our visibility. There is a lot of information within the Houzz platform to be taken in, let us know if we can help out in any way.

Houzz is almost as simple to navigate as a professional as it is for a user, but how can joining help your business? Each photo you post creates an opportunity to connect with customers. Your profile creates leads from motivated customers in your area. Unlike Facebook and Pinterest, Houzz uses **location-based information to connect users with local professionals** like you. As a general contractor, you can also use it to **locate subcontractors, designers, and other installers** in your area, with the ability to view some of their past work and read reviews about them, all on one page. You are able to promote your



*Dabbert Custom Homes Project Details & Reviews on Houzz.com*

## PROJECT PROFILE: HISTORIC HOME EXTERIOR REMODEL

Armed with a referral from a friend, Dr. Mary Aaland approached Steve Gease (our Fergus Falls salesman) with a historical photo of her home and a partially finished architectural drawing. You may recognize the house from a 2011 episode of HGTV's *House Hunters* when Dr. Aaland purchased the house originally built by Martin Hector in 1894. The task at hand was to **restore the grandeur of the covered wrap-around porch and replace the dilapidated roof and siding** with low-maintenance materials. Using the plans and photo supplied, Steve diligently set to it to put together a set of working restoration plans. He thought about everything, even measuring the amount of space needed to open both of her car doors in the width of the carport and updated the plan accordingly.



Aaland Home June 2014



Hector House early 1900's

**Dave Martineau Construction** of Fergus Falls picked up the year and a half build challenge. As the work progressed, it became clear that this was not going to be a quick restoration. Because the home did not have any insulation to speak of in the walls or roof, the house was covered with foam-board insulation, increasing the R-value exponentially. The roof was framed out to place the foam and provide continuous venting through the soffit. This also allowed for a solid surface to nail the new shingles. **Malarkey Legacy** architectural asphalt shingles were chosen for their lifetime warranty and superior resiliency for this project. The roof's original

integrated gutter system was rebuilt to keep historical accuracy. As the siding was removed, it became clear that many of the windows in the home also needed to be replaced. Throughout the course of the project, 66 windows were removed and replaced with **Vector** windows – made to order right in Fergus Falls. The home was wrapped with **LP SmartSide**, an 8" wood-grain lap siding primed for paint and ripped down to the 4" historical look. It carries a 50-year warranty and is virtually impervious to hail and other impact damage. The trim was crafted with **SmartSide Trim**, another engineered wood product. The trim comes in 16' lengths making for less seams on the face of the home, but there was a lot of ripping done to meet the various trim thicknesses and transitions in the design.

The brickwork on the home was completed in spring of 2015 and Dave and his crew tackled the porch. The **Duracast** columns were set and concrete was poured inside them to support the weight of the porch roof and prevent collapse from the wind's up-draft. Stained **cedar decking** was applied to the porch floor and a beautiful blue painted bead-board installed in the porch ceiling. The second floor deck was framed and sloped to allow for run-off. Then, a rubber underlayment was applied completing the water diversion with a hidden lined gutter on the edge of the deck. An amazing 2300 square feet of gray **Azek** rubber pavers were laid on the second level and a deep red **Azek** paver was laid on the 64' square widow's walk on the peak of the house. The decks' railings posed another challenge. To meet code, the rail had to be at least 36" high and withstand a 200-lb pushout test; all with the desire to keep the desired historical look of the 4" baluster placement and spanning 14'6" without adding an extra post. Conventional rail systems only span 8 feet. To remedy this, Steve designed an aluminum rail system machined by a local contractor, Kevin Loll at John's Heating. It could easily be pieced together by Dave's crew, bolted in, and trimmed out with Steve's custom-cut **Palram** PVC Trim to meet the historical look. An engineer signed off on the rail system and it was painted and installed on the upper levels. There is almost a football field's length of railing installed on the second floor with 443 balusters on the project!

After the electrical work was complete, the home was painted a beautiful bright white. The home has reclaimed the stately presence that it had a century ago – with a colossal warranty to go with it. Dr. Aaland should be able to rest easy without making repairs to her home as long as she lives there. Dave Martineau is looking forward to getting settled back in Fergus Falls and working closer to home. Steve is moving on to more projects and welcomes the challenge of fulfilling any homeowner's vision for their home. To view more pictures of this project, please find our slideshow video on YouTube by the title of ["Dr. Aaland's Historical Home Renovation."](#)



Azek Pavers



Project Completion September 2015



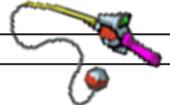
## JOHN'S JOURNAL: THANKS NEIGHBOR!

Dear friends... First of all I would like to thank you for your business. We at Stenerson Lumber really appreciate the fact that you choose to do business with a local company. Stenerson Lumber has been in business since 1889. We started in Pelican Rapids, MN; delivering materials in Pelican Rapids and much around Pelican Lake. We are very proud of our heritage. Our founders' names were Gunder, Sven, and Knute Stenerson and Melvin Grina. *Uff da*, it doesn't get more Norwegian than that!

Over the past 126 years, we Norwegians have branched out to numerous communities in the area, with three heartland locations still in operation today. Without getting into too much of an Economics lesson, I'd like to reiterate just some of the advantages of doing business with local businesses like ours. Locally-owned businesses build strong communities with vibrant town centers, create an extensive network of relationships, and bring a sense of character to an increasingly standardized world. Doing business locally helps ensure that dollars stay within a community and flow from you, the customer, to your neighbor (our employee), to local charities, and to other area businesses. Supporting locally-owned business helps ensure that important decisions are made by people who feel the impact of those decisions. The footprint of local business is usually much more environmentally friendly in that they require much less infrastructure to operate and indirectly reduce pollution and fuel usage by lesser traveling to receive the goods you need. These small businesses have the freedom to align themselves in such a way as to enrich the communities they do business in by fueling competition, increasing diversity in product offerings, and even spurring unique inventions.



You, as contractors, homeowners, neighbors, and businesses are all a part of our local community. Stenerson Lumber, as a corporate citizen, strives to do business with local companies like yours whenever we can – with great experiences in service. Again, I cannot stress enough how much we appreciate your confidence in choosing Stenerson Lumber as your Norwegian-owned *local* building materials supplier. Thank you!



## SHOPPING WITH LENA

Lena goes into a sporting goods store to buy a rod and reel for her grandson's birthday. She doesn't know which one to get so she just grabs one and goes over to the counter. The salesperson is standing there wearing dark shades. She asks, "Excuse me sir. Can you tell me anything about this rod and reel?"

He says, "Ma'am, I'm completely blind; but if you'll drop it on the counter, I can tell you everything from the sound it makes." She doesn't believe him, but drops it on the counter anyway. "That's a six-foot Shakespeare graphite rod with a Zebco 404 reel and 10-lb test line. It's a good all-around combination and it's on sale this week for only \$20."

Lena says "It's amazing that you can tell all that just by the sound of it dropping on the counter. I'll take it!" As she opens her purse, her credit card drops on the floor.

"Oh, that sounds like a Mastercard," he says.

She bends down to pick it up and accidentally lets one rip. At first, she is really embarrassed, but then realizes that there is no way the blind clerk could tell it was her who tooted. Being blind, he wouldn't know that she was the only person around.

The man rings up the sale and says, "That'll be \$34.50 please."

Lena is totally confused by this and asks, "Didn't you tell me the rod and reel was on sale for \$20? How did you get \$34.50?"

He replies, "Yes, ma'am. The rod and reel is \$20, but the duck call is \$11 and the catfish bait is \$3.50."



## 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.

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