

the Yard Stick

Mead Lumber / Knecht Contractor Publication

Introducing the Mead Legacy Home Plan Collection 3rd Edition

The Annabelle - 2659 sq. ft.

Our new 3rd Edition Mead Legacy Home Plan Collection features our 41 signature home plans and cabins. This includes ten new homes for 2020 with a focus on smaller, even more affordable footprints.



We want you to know that any of these home plans can be customized to fit your needs. You can increase room size, add a wall, add or relocate a garage – even change the very footprint of a plan to suit your client’s personality, needs & lifestyle.

Feel free to bring the sketch that you may have drafted, or even the idea in your head. You bring a vision. Together, we bring expertise. We will navigate the entire design process with you to ensure that your customer’s home reflects their personal style, and meets your building criteria.

Spring is right around the corner and this brings eternal optimism. Who does not think their team is primed to win the World Series this year? It’s time to play ball, and of course prime time for building. With low interest rates, relatively low unemployment and some uptick in the economy, this may be a great time to build. As always, we thank you for your business as we continue to help build communities across our Company’s footprint since 1910.

Iron Flats - 1246 sq. ft.



the **Mead Legacy**
Home Plan Collection

North Shores - 1550 sq. ft.



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The prices on our Mead Legacy offerings are for building materials only. Note - building materials represent only part of your total project’s cost. Other costs will include lot, site work, labor, mechanical, plumbing, heating, electrical, concrete, foundation, flooring and more. See your Salesperson for more details.

Stop by your nearest Knecht location and receive a **FREE 12" Architectural Ruler** Good Through September 30, 2020. See your Salesperson for details.

Featured Projects

Granville Custom Homes - New Home Construction, Columbus NE

Granville Custom Homes of Columbus Nebraska builds homes and townhomes in Columbus, Norfolk and surrounding communities. They build modern, open floor plans and beautiful original custom homes.

Granville develops property from entry level homes and townhome streets to luxury custom neighborhoods. Their goal is to make the building process as easy and attainable as possible. They have floor plans, lots, and an experienced design and construction team to simplify the process.

- Curtis Loosvelt, Columbus Branch Manager



Lighting Tips

"A room is like a stage. If you see it without lighting, it can be the coldest place in the world."

- Paul Lynde

Lighting plays an important aspect in any interior space. When decorating, people tend to focus on furniture, carpentry and walls, and lights

almost come as an afterthought, but the power of lighting in one's home plays a crucial part.

- Natural lighting is so important - choose a home with large windows and lots of natural light. If this option is not available, look for ways to compensate for small windows.

- Place mirrors on walls opposite to windows, they will reflect daylight and create a brighter home.

- Provide good lighting for study rooms and the kids' rooms where they will do their homework.

- Use candles to create ambience and a relaxed atmosphere.



Market Update

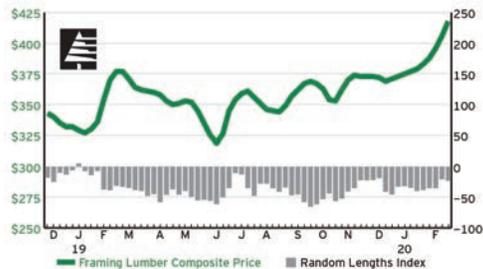
Bryan Rice, VP - Sales and Marketing



I hope you enjoy this edition of the the Yard Stick, with a focus this time on our design services, our 3rd edition of the Mead Legacy home collection, the LP SmartSide line-up including some great new offerings and special incentives, design trends, your projects and much more.

In our on-going efforts to help your new housing starts and major projects, we are planning to have our "Early Bird" Spring Savings Sales campaign for our contractors again this spring, providing you even further value within key product categories that hopefully help drive business decisions, sales, and overall profitability. This has been a huge success the past few years, and we want to build on this for 2020.

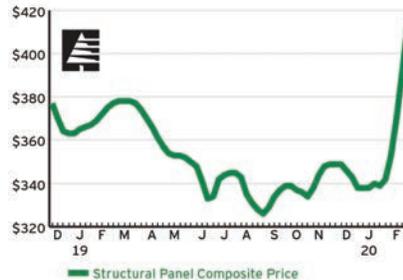
We are looking forward to providing you the 2020 Early Bird booklet, which is



EARLY BIRD contractor specials

loaded with special savings on key product lines, and benefit offerings that we feel you will really like. We feel spring business is the catalyst for a productive building season for all parties involved, so expect us to be in touch with you on this shortly.

Enclosed is the latest Random Lengths™ Index as it relates to Framing Lumber and Panel Goods. As you can see, the market has moved up in the past couple of months so you will want to make sure you are communicating with your salesperson as we will continue to make every effort to put you in a favorable spot as our buying team continues to help position us here with the dynamics of a changing market.



Project Profile - Wall Panels

Jeff Taake, VP - Manufacturing and Commercial Sales



Truss Craft of Nebraska provided wall panels to Cameron General Contractors on Resort Lifestyle's Communities' 130-unit Creek Valley senior housing project in Ellisville, MO, which is just outside of St Louis. The building is 3 stories tall with 178,221 square feet. We provided 30,410 linear feet of wall panels, which took 42 trucks to deliver.

Resort Lifestyle Communities and its sister company, Cameron General Contractors (CGC), build, own, and manage luxury independent living communities across the country. CGC locates, buys, zones, and develops properties. Once



the communities are ready to open, RLC takes over the day-to-day operations, management, and marketing of the communities. Both companies were founded in the mid-1990's in Lincoln, NE.

Resort Lifestyle Communities specializes in providing all-inclusive, resort-style 55 and over senior living retirement communities that make life for residents worry-free, comfortable, secure, and fun.

Employee Profile

Jim Sturm, Regional Manager and Director of Training



I entered the lumber industry in 1988 for a way to pay our bills until I could find a job that would become my career. Thirty-two years later, I am still in the business and have no intentions of ever leaving the industry.

People ask me why I have stayed in the business as long as I have. The answer is the team of employees I get to work with but more importantly the customers we get to work with. I get great satisfaction in helping our customers see their projects through from start to finish and I truly feel we are lucky to be able to work with them each day.

My wife Paula and I have three children and two young grandchildren who have quickly embedded themselves into our hearts. We enjoy skiing and snowboarding in the winter. In the summer we enjoy boating activities and camping with our family. I also enjoy working on my hot rods even more today with my grandson who has developed a real interest in helping grandpa.

Product Feature - LP SmartSide Expert Finish

Jon Zeigler, Director of Supply/Purchasing



Major League Baseball Spring Training has started with teams looking to field their best line-up, as they get ready for opening day. Not sure we can

compete with that, but at Mead, we are excited about the new LP® SmartSide® line-up which we are scratching out and which should provide you with some great choices.



Batting leadoff is LP's new SmartSide® Expert Finish® Collection, with its Expert Finish Lap avoiding the need for seam caulking, joint molds, or pan flashing. This selection is available in 16 versatile colors, and you will like its attractive price point along with the up to \$1000 rebate for first time users.

Batting second is LP® SmartSide® Diamond Kote prefinished product including products available in both a cedar textured look as well as smooth textured- as featured below. It has an industry leading 5/30/50 year limited warranty, and comes in almost any color.

In the three spot is LP's Duo Blend. Built on LP® SmartSide®, DuoBlend Premium colors are available in cedar texture only. Embrace the outdoors with colors that awaken the feelings of a fresh wood burning fire and a rustic, weathered look. This look will provide simplicity and pure relaxation to your home.

Batting cleanup is Diamond Kote's Back to Nature Collection. The newest collection of Rigid Stack™ siding, Back to Nature features seven natural wood tones that beautifully mimic real wood without constant maintenance. Each wood grain is artisan designed and backed by Diamond Kote's No Fade Warranty.

Let's Play Ball!



New LP® SmartSide® ExpertFinish® Trim & Siding

The advanced durability you expect from LP® SmartSide® Trim & Siding now comes in color. Your homeowners will love choosing colors to match their style—and you'll love the same fast and easier installation that comes with LP SmartSide products.

Available in 16 versatile colors

- ExpertFinish® Lap to avoid the need for seam caulking, joint molds, or pan flashing
- Advanced Durability for Longer Lasting Beauty®
- Industry-leading 5/15/50 year limited warranty:
5-year labor and materials, 15-year finish, and 50-year substrate
- Comes in a variety of SKUs and finishes



First Time Trial Offer Up to \$1,000*

*Rebate offer is available to licensed professional builders, re-side contractors, remodelers and installers only.

RIGIDSTACK™ SIDING & TRIM

NEW SMOOTH TEXTURE

DIAMOND KOTE™
Building Products



From modern to historic, Diamond Kote® smooth siding will complement a wide range of home styles without compromising durability.

DUOBLEND PREMIUM

DIAMOND KOTE[®]
Building Products

Embrace the outdoors with colors that awaken the feelings of a fresh woodburning fire and a rustic, weathered look. This look will provide simplicity and pure relaxation to your home.



Built on
LP[®] SmartSide[®]
LP SMARTSIDE[®]
TRIM & SIDING

*DuoBlend Premium colors are available in cedar texture only

BEDROCK

ELKHORN

CANYON

MAHOGANY

GRIZZLY

CHESTNUT

DIAMOND KOTE[®]

Building Products

BACK TO NATURE COLLECTION

DRIFTWOOD ASH

BURNT SILVERWOOD

MERRICK WOOD

HIGHLAND MAPLE

WALNUT CREEK

KNOTTED OAK

GOLDEN TEAK

The Back to Nature siding collection reveals the beauty of traditional woodgrain without extensive maintenance. Backed by Diamond Kote's No Fade and 5/50-Year Siding Warranty.

diamondkotesiding.com | COMING SOON

Our Mead Legacy Design Services include:

- Designs - customizable to the builder, and the end user.
- Blueprints - drawn to *your* specifications and to industry standards.
- Attractive Renderings that accurately project how your home will look.
- Interactive, itemized material lists integrated with our estimating systems.
- Options (finished lower level, choices around millwork, roofing and siding, finished garage, deck and patio, fireplace, etc.)
- Professional assistance and know-how by trained personnel, from design to delivery.



Mead Home Plan Designers and Success Stories

Gavin Williams, Package and Project Manager



Fresh for Spring 2020, Mead Lumber is offering our third addition of Mead Legacy home plan books with 10 additional designs. Mead Lumber has had many success stories with the program. To set the stage, we thought it would be fun to introduce you to our team of designers charged with facilitating these projects. We asked them to tell us a little about themselves and

how the Mead Legacy home plan books have been beneficial in their markets.



Wayne Martin (Grand Island Mead Lumber)

Bio: "While visiting my grandfather's office at the Corp. of Engineers in Omaha as a kid, I really got a taste for designing. After completing my college degree, I designed homes for a modular company for a couple of years. I have since moved to Mead Lumber where I design everything from starter homes to several thousand square feet custom homes."

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Testament: In our market, the builders mainly focus on the custom presold homes. The Mead Legacy Home Plans give us the benefit of starting with a complete design package and the ability to modify them for our builders to create a customized and unique design.



Chris Meister (Grand Island Mead Lumber)

Bio: "I always enjoyed drawing or designing things as a kid. In college I decided to take up residential design. Long story short, I have worked with Mead Lumber for over 30 years!"

Testament: I have found The Legacy Plans help complement our custom home design process by introducing new ideas into the mix.



Darren Kuntz (Salina Mead Lumber)

Bio: Darren has worked at the Salina branch since April of 2017. He started in the building industry in 1991 with Payless Cashways and he has also worked for a commercial contractor. Darren has lived in Salina his entire adult life with his wife Jennifer and their two boys Braden and Gage. In his free time he likes to ride motorcycles and ATV's, as well as go hunting and fishing.

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Grace Kenny (Norfolk Mead Lumber)

Bio: "I started drawing part-time at the beginning of my second year of college. I graduated from Wayne State in December 2016 and started my exciting

next journey here at Mead Lumber in Norfolk. Outside of work, I tend to spend a lot of quality time with family and friends. From summer outdoor volleyball, to boating, to small construction projects, to baking and more, as long as I am keeping busy with the ones I hold dear, I am content."

Testament: "The Mead Legacy series is an asset in various ways. It has become a mainstay and a helpful resource for homeowners, who need direction or inspiration when looking to build, as well as a tool that our contractors can use and supplement in selling a job. Currently in Norfolk, there has been a large influx of housing development activity occurring. We have used the Mead Legacy plans to narrow down their wants and desires to help get the perfect home fit for the owner and the builder. The final results end with essentially a custom plan that takes shape by combining differing characteristics of the Mead Legacy Homes and the specific desires of the prospective customer."



Joni Anderson (Rapid City Knecht Home Center)

Bio: "Ever since I can remember, I have enjoyed anything having to do with homes. My interests led me to real estate, then to graphic design and finally

to Knecht Home Center in Rapid. I have been designing homes for almost 3 years and have

truly found the perfect blend of all of my interests in this career. I spend my free time playing with my daughters, deer archery hunting with my husband, playing volleyball, and reading."

Testament: "I have found that many times, people have a hard time thinking outside of the box. The Mead Legacy plans give them a tangible start to their dreaming process, as well as allow them to be a more informed homeowner with the cost of materials break down. The wide variety of sizes, styles and layouts ensures that almost every customer can find a good fit for them, and then customize the plan to suit their needs and wants. It is an invaluable tool for us at a great value for them. And everyone always likes the extra bonus of the 1% rebate."

Paul Christensen (Kearney Mead Lumber)



Bio: Growing up on a farm in Iowa, Paul has always been interested in design work ranging from mechanical engineering to architectural. While working in the home building industry for nearly eighteen years, Paul

gained the experience needed for the architectural design work he now does every day. He loves to spend time with his kids and enjoys working and the outdoors on the farm near Kearney where he now lives.

Testament: "The key regarding the Mead Legacy Plan book is that it is a starting place for many people who have a few ideas in mind but not a complete concept and no idea what a project could end up costing. The Mead Legacy plans serve as a dialog regarding design and the material cost aspects that fits within the specific customers' needs and qualifications."

2020 Housing Trends

- Additions/Remodels
- Sustainability
- Whites & Greys
- Kitchen as a "Gathering Room"
- Prep Pantries
- Command Centers
- Open Concept, but Defined Spaces
- Zen Dens
- Beautiful Garage Doors
- Natural Wood Elements
- Home Office
- Warm Metallics – Gold and Brass
- Smaller Homes – less "wasted space".
- Farmhouse/Modern Farmhouse
- Multi-family



320 West Blvd
Rapid City, SD 57701

MILK, it does a Body Good ... And so does Reducing Stress!

Maureen Gustafson

More than ever before we are bombarded by negative messages on social media, the news and even in day to day communications. This negativity tends to create a sense of helplessness and stress.

Regardless of the stressor, it is critical to manage rising stress to protect your health. The following are a few highly effective methods to help you unwind and promote a more positive state of mind.

Breathe, Count, Breathe

Sit in a quiet area and practice the following: Take a slow, deep breath through your nose, allowing both your stomach and chest to rise. Once your stomach is fully expanded, breathe out through your mouth, just as slowly as when you were breathing in.

Music

Music has been shown to be beneficial for a broad range of health issues, including Alzheimer's disease and depression. Because music influences brainwaves, it can uplift your spirit or relax your mind.

Take a workout "Supplement"

Becoming more physically active is, of course, beneficial for everyone's overall health. Exercising releases endorphins,



which are natural painkillers and can reduce mental fatigue, improving concentration and focus.

Meditation

Meditation has an impressive history, benefiting millions around the globe. Research has shown meditation can, in fact, improve mental and emotional health, reducing an individual's risk of prolonged stress and symptoms of depression.

Practice Gratitude

More often than not, we are incredibly hard on ourselves, but it is important to give ourselves some credit. If you are overly stressed out about something, try to focus on the big picture. If overwhelmed, remember a time when you completed a challenging task. Remind yourself, "you can do this."

Mead Happenings

- March 19th - 1st Day of Spring
- March 26th - Opening Day of Baseball
- April 12th - Easter
- April 1st - 30th - Mead Early Bird

EARLY BIRD



ProSales

Excellence Award Winner

Facility Design - Knecht Home Center, Spearfish

100% Employee Owned!

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