

the Yard Stick

Mead Lumber Contractor Publication



HBSDealer names Mead Lumber 2019 'ProDealer of the Year'

NEWARK, N.J. – HBSDealer, the building products and home improvement retailing magazine, selected Mead Lumber as the 2019 ProDealer of the Year.

The annual award, chosen by editors of HBSDealer in concert with the National Lumber and Building Material Dealers Association, is designed to recognize a high-performance company with a commitment to best practices and values of the building material industry.

"All of us at Mead Lumber are excited to be selected by the National Lumber Dealers Association as their 2019 Pro Dealer of the Year. On behalf of our 900 Employee Owners, I want to say Thank You for your support and allowing us to work with you on your projects.

While awards are nice, we understand that helping make your projects successful with the right products at the right price in the right place at the right time is what really counts! "

- Craig Bradshaw, President

Strike up the band, we're excited to be named the HBS 2019 Dealer of the Year! We humbly say thanks to you-our valued customers whom we come



Craig Bradshaw,
President

alongside helping to build communities we call home. In this issue we're going to focus on your projects, social media to help market your business, healthy life styles, some exciting new home plans, an Andersen value-added offering, panelization capabilities for those that may have such need and much more.

In this Issue:

Page 2 Featured Projects

Page 3 Market Update

Page 4 Product Feature

Page 5 Manufacturing

Page 6 Marketing

Page 7 New Mead Legacy Homes

meadcompanies.com

Find us on



Featured Projects

Dobish Construction, Inc. - New Home Construction, Kearney NE



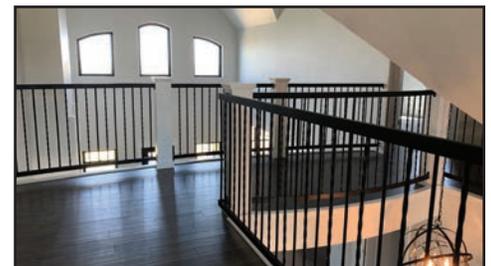
Grimshaw Investments - River Walk Residential, Sheridan WY

We are proud to be a partner with Grimshaw Investments of Sheridan, providing them sustainable building materials and products for another Grimshaw property.

Projected to open in 2020, the River Walk Residential is a 55-plus senior complex offering one and two bedroom apartments to applicants who qualify at less than 60% area median income. Located adjacent to Sheridan's river path system, these units will have fully equipped kitchens, compact washers and dryers as well as large-capacity laundry rooms.

Noakes Construction - Custom Home, Gillette WY

This home in Gillette was built by Adam Noakes of Noakes Construction. He started in construction 22 years ago, at the age of 14, working for a custom home builder in the area. Adam eventually went off on his own and has enhanced his skills by attending Fox Maple School of Building in Maine. Adam does all kinds of construction, but specializes in building custom homes, specifically timber framing.



Market Update

Bryan Rice, VP - Sales and Marketing

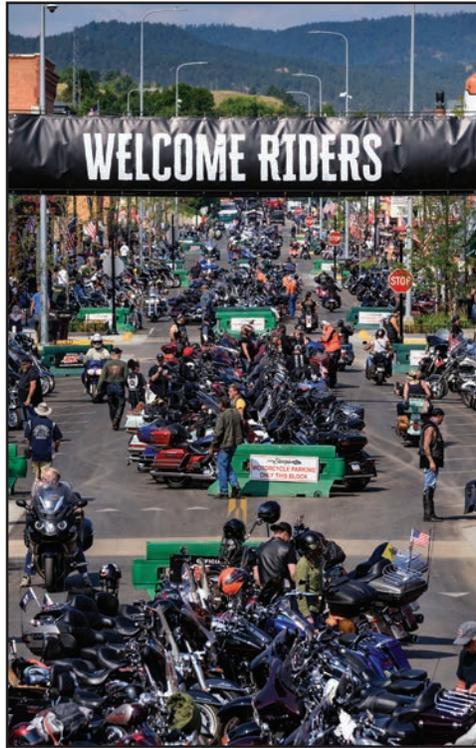


My wife and I reside in Rapid City, and as I am writing this article for the **Yard Stick**, all around me is the sound of motorcycles. Projections for the **Sturgis Motorcycle Rally** are that upwards of 500,000 motorcycle enthusiasts will attend this year making it one of the highest attendee years on record but short of the 700,000 mark that attended in 2015- the Rally's 75th year anniversary. It's always fun to "experience the ride", and hopefully you are on a ride of your own as we are in the midst of a late summer building season. Here are some updates for you-

State of Housing

- U.S. homebuilding fell for a second straight month in June and permits dropped to a two-year low, suggesting the housing market continues to struggle a little bit despite lower mortgage rates. Housing starts decreased 0.9% to a seasonally adjusted annual rate of 1.253 million units last month as a rebound in the construction of single-family housing units was offset by a plunge in multi-family homebuilding, according to the latest from the Commerce Department. This data is of course on a national scale and results vary per market. You may be very busy as many in our markets seem to be.

- Lower priced new homes continue to be the market leaders to no one's surprise-see below chart. With the tight housing availability of existing homes this bodes well for new construction as buyers are actively looking for housing-especially in this time of deflated lumber costs, mortgage rates and overall favorable economic indicators although again this can deviate by markets and individuals. This is one of the factors why we have put increased emphasis on expanding our offerings with the smaller footprints and simpler lines within our Mead Legacy Homes although still



have a wide range of homes for you to use as a baseline.

- Mortgage interest rates are now 3.5-4.0 %, at terrific rates historically. In the early 80's, I recall getting a rate at 9.875% and thinking that I hit Black Hills Gold as had a rate on my first home at 12.75%. I know...that was a few years ago. As we discussed in the prior edition, a ¾% increase in rate moves the monthly p&l payment on a \$200,000 loan from \$955 to \$ 1043: an increase of \$ 90 per month. And of course conversely. Unemployment is very low, under 3%, and as we know in the construction trades a major concern as skilled laborers in very short supply.

- Head winds remain the affordability gap, labor shortage, soft ag market, some unrest with the global economy including the stock market, political conflict, tariffs, transporta-

tion- all at times having effect on consumer confidence. Tail winds reflect low existing housing inventory, low mortgage rates, moderate commodity trading levels, and the reality that millennials and baby boomers have housing needs. And we're not even talking about our next group whatever their name will be defined, although seems like we have a start here.

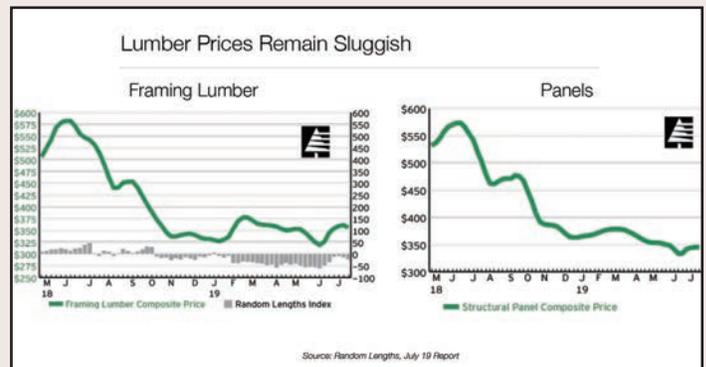


Building Material Market

- Framing lumber has not been much of a ride in 2019, unlike the rally of last year- in this case probably a good thing. As of this writing, composite index at \$350 as compared to \$425 a year ago, and a high water mark of \$525 per thousand in early June of 2018. 2018 was a ride- but more like a roller coaster.

- Panels follow suit of lumber, trading around \$350 per thousand as compared to prior year levels of \$460, again dropping off from high water mark of \$525 in early July which lagged a little bit from the lumber market. See below Market Indicators sourced from our friends at Random Lengths.

- Roofing is up some, with storm activity creating pent up demand. Most other products up 3-4% from prior year, with the exception of those product areas that have tariffs attached to them which can increase costs 10-15% although we and our manufacturers try to minimize this effect.



400 SERIES

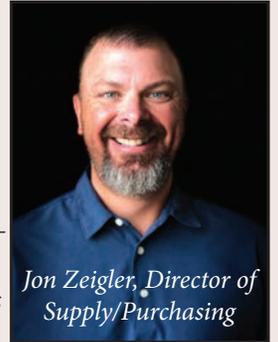
Andersen® 400 Series windows and doors provide a classic blend of engineering and craftsmanship, featuring extensive sizes, shapes and styles.



15% off Andersen 400 Series unit pricing*

New Director of Supply / Purchasing

I am excited to introduce to everyone our new Director of Supply/ Purchasing at Mead Lumber – Jon Zeigler. Jon approaches purchasing



Jon Zeigler, Director of Supply/Purchasing

from a very strategic perspective. He understands that we need a collaborative effort between Purchasing and our Sales teams to purchase the right quantity at the right price to best serve our customers. I feel this perspective will help our company continue to grow and increase our ability to provide the products our customers need at competitive prices.

- Craig Bradshaw, President

100 SERIES

Andersen 100 Series windows and patio doors are made with a unique, revolutionary Fibrex® composite material, which is two times stronger and more rigid than vinyl.

200 SERIES

Andersen® 200 Series windows and doors give you craftsmanship, performance and energy efficiency at an uncommon value.

Architectural Collection

Every Architectural Collection window and door is made to your exact specifications, giving you unmatched freedom to create the home of your dreams. Custom colors. Dramatic sizes. Dynamic shapes. Exotic woods.



10% off Andersen Architectural Collection and Andersen 200 Series unit pricing*

5% off Andersen 100 Series*



Recieve a FREE Fall Jacket with purchase of 6 or more units of Andersen Windows*

Limit 2 per customer

*** Sale prices good through September 30th, 2019. Free jackets exclusive to our contractor customers in conjunction with this special Yard Stick offering.**

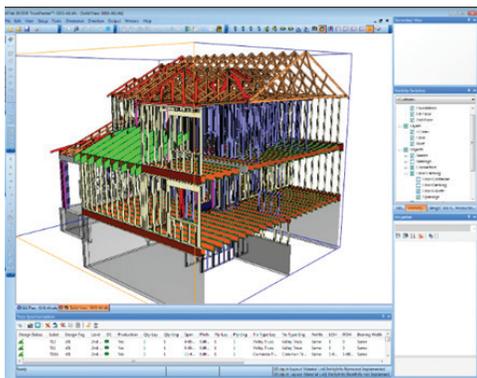


Why Should I Consider Wall Panels?

Jeff Taake, VP - Manufacturing and Commercial Sales

Most builders today use manufactured roof trusses and possibly floor trusses. But when it comes to wall panels, there is a lack of understanding in their benefits and their cost.

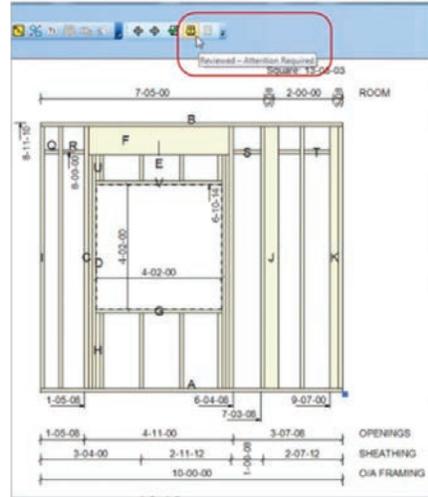
First, 3D design software is used to create all of the building components. We use a software from MiTek called Sapphire Structure. This software allows us to model the structure and work through issues ahead of time; like sizing beams, establishing header heights, transferring floor and roof loads and dimensioning to name a few. The time spent up front working through building design issues saves time in the field and prevents the rough carpentry subcontractor from making their own educated guesses on what was expected. We can also set parameters for each builder's standards. One example is leaving at least 3 or more inches between a rough opening and a corner to leave appropriate room for cas-



ing and base.

Second, wall panels are built using a layout for each wall with a predetermined material's list and layout. This results in more efficient yield on materials, as we use computerized component saws to cut the components. Using the component saws also results in better framing accuracy. For example, "jack" studs and cripples fit tight against the headers and plates. In addition, rough openings are the proper dimensions. It also reduces the waste that is a byproduct of onsite framing, saving you the builder money

on dumpster fees and materials overages. Our component saw uses an inkjet printer to label each plate with the framing layouts.



Third, finding qualified delivery personnel is challenging in today's environment. Using wall panels has a positive impact on our retail branches delivery services. Wall panels limit the number of times our delivery truck is onsite for loose materials and or rush deliveries for those items that were missed or cut wrong. In addition to deliveries, it also has a positive impact on the size and time commitment to pick up credit returns.

Fourth, the weather doesn't impact the fabrication of wall panels as they are assembled in a controlled environment, keeping your projects on schedule. In addition to weather related issues, wall panels and components can accelerate each builder's construction schedules, enabling each builder to build more homes each year. These time savings result in construction finance cost savings and happy customers.

It is important to understand that the wall panel bid you receive from Mead Lumber is more expensive than a loose material quote, due to the fact that we have labor to fabricate the wall panels in the bid. Thus, the builder will need to ask for a reduction in labor cost from the subcontractor. Overall, wall panels can result in significant savings when the



builder calculates the savings in dumpsters, lost materials, wasted materials, lost time and lower labor costs.

In addition to the above benefits, builders can also leverage a free collaboration tool from MiTek called "Sapphire Viewer". This tool is available on iOS, Android and for PC's. Sapphire Viewer allows the builder and or subcontractor to virtually review wall panels and trusses in a 3D model. To learn more about this tool and or download it, please visit www.mitek-us.com/software/SAPPHIRE-Viewer/.

The Structural Building Components Association [SBCA] represents the manufacturers of structural building components. In 1995 and in 2015, the SBCA conducted two controlled experiments to allow for an apples-to-apples framing comparison between traditional stick framing and component panelization. This study was called, "Framing the American Dream". I would encourage each of you to go to the following website, www.sbcindustry.com/fad, to learn more about the results of this study. Another online resource from the SBCA is "Best Way to Frame" at www.bestwaytoframe.com/wall-panels.

Wall panels usage is increasing throughout the country due to the lack of skilled labor, along with each builder's need to carefully manage/control their construction schedules and budgets in today's competitive environment.

Mead Lumber continues to invest in wall panelization talent, manufacturing space and automated machinery. Our component plant General Managers are willing to provide additional information, training and or plant tours to anyone interested in learning more about wall panel and or floor/roof trusses.

Social Media 101 - Memes

Maureen Gustafson, Marketing Assistant



“Knecht” With Your Buyers

In our ever-changing social media landscape, one thing’s for sure — every homebuyer demographic interacts with social media, it’s the way they interact that makes all of the difference. Whether it’s a baby boomer using Facebook to check out a low-maintenance community or a Gen X’er reading reviews about a builder, we’re all on these unique platforms to connect.

Millennials in particular define social media, being the first generation to grow up with the platforms. They not only speak its language effortlessly, but they also use social media to identify themselves and show off their personality. Since millennials now account for 66% of all first-time homebuyers and 99% of this

group rely on the internet to find a new home, it’s safe to say that social media is where a huge chunk of your market is going to look for homes, and you better believe you need to have a personality that speaks their language to personally connect with them!

Does this mean that you should also know what all of those memes, GIFs, and other trending topics mean? No, you don’t! You just need a little insight and effort to learn to speak the “language of social media,” and ultimately connect with one of your biggest markets at the right moment.

Pronounced like “meem,” this cultural phenomenon has truly taken the internet by storm. According to google a meme is a “virally-transmitted photograph that is embellished with text that pokes fun at a cultural symbol or social idea.” A meme

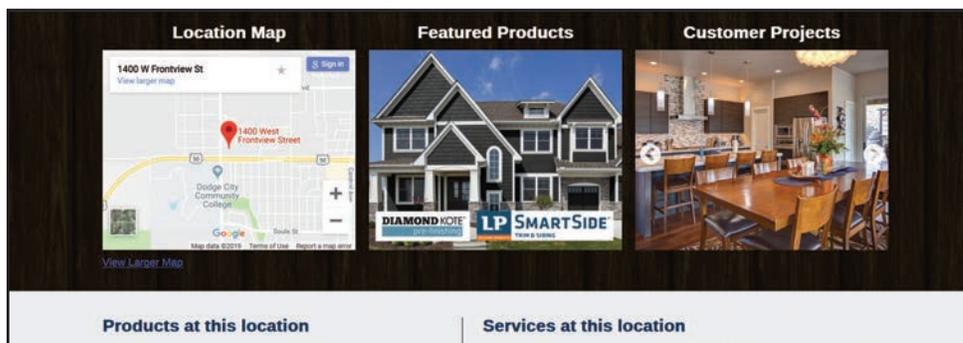


is a concept or behavior that spreads from person to person. Examples of memes include beliefs, fashions, stories, and phrases.

If there’s one word to describe the relationship between millennials and social media, it’s personal. Having grown up on social media, this generation understands its language better than anyone else. As a trustworthy builder, it makes sense for you to recognize that social media gives millennials a voice — and allows them to connect with each other and their world.

Mead Website and Social Media Updates

Bryan Rice, VP - Sales and Marketing



Hey we’ve gone local (not “loco”) with our Social Media platform. For each branch, we’re building on our Company’s Internet and Facebook site, but each local branch’s home page site is now unique.

Hopefully you will like the hometown features, including your community’s soul and heartbeat, your projects, local products and services, special events, promotional aspects, and more.

We really want to feature your projects in our Customer Projects segment

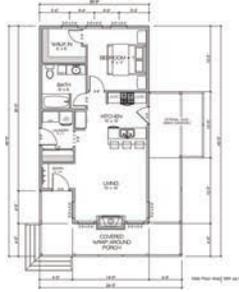
both on our Social Media Facebook and Internet sites, hoping to showcase your business. Ask your Salesperson for details so that we can get you on this. We would be honored to have the best of you on this platform! 😊

Of course you will have full access to our Company’s site with its full Product Offerings, Projects, Contractor Services, Find a Contractor, Customer Portal, Mead Legacy offerings, Company Promotional material, Product and Project Features and much more. Talk about “having your cake and eating it too”.

Many of our locations now also have their own Facebook and can provide you with even more local information on store events and specials.

So we’re into Internet, Intranet, Facebook, Twitter, and coming soon Houzz. Not bad for a traditional lumber yard Company dating back to 1910! Our growing Social Media platform will hopefully provide an even better venue to bring you personal service.





The Mead Legacy Home Plan book is your very own collection of 32 home plans that will give your customers a jump start with decisions on your projects. Every year we see an increase in awareness and use of this tool designed to help you, the builder. When you choose a Mead Legacy plan, you receive interactive designs customizable to the builder and the end-user drawn to your specifications, attractive renderings that help envision how your project will look, complete material lists that are also interactive, options such as finished lower level, choices around millwork, roofing and siding, finished garage, etc. and most importantly- professional assistance and know-how by trained Mead personnel from design to delivery.

We are excited to share that we're expanding our offerings to include eight additional homes! These homes will range from 650 sq. ft. to 2300' with the major focus at 1200-1500' size. Early this fall, you will be receiving our special 3rd edition of the Mead Legacy Plan Collection. While slightly biased, we really think you will like the new collection. We sure hope so. 😊

Hot off the press, featured above is our 684 square foot home (so new, no name as of yet). This home was designed for the consumer who wants to include the necessary amenities for modern living but packed into a much smaller foot print. Add a little cedar shake and rusty tin panel and wow, what a great cabin in the hills or even a weekend lake house!



What it Means to be Mead

Jake Lentfer, Regional Manager



At our Annual Manager's meeting this year, this question was asked and an overwhelming amount of us chose two key items-Service and Family. None of this was scripted before the meeting, these were our spontaneous answers to the question. I know resoundingly these two items are our Culture and what it means to be Mead!

Service. We think of service in terms of our customers, but we also provide a service to our fellow employees. Whether it is resolving a customer issue, helping one of our customers make their business run more efficiently, sourcing that rare product that a customer's client saw on HGTV, or coordinating a tough delivery, these are the daily service items our customers come to expect. When it comes to our fellow employees it might be helping move furniture to a new house or apartment, offering tips on which schools in the area are the best, talking about your favorite items on the menu at a local restaurant, or working through options on a tough personal decision. Service is a key driver of our company both externally and internally.

Family. When I think about work, it's really about people. Often, we as associates spend more time together than we do with our actual family. I've seen every emotion from my fellow employees; tears of sadness, tears of joy, anger, fear. We are the Company we are because we allow these emotions to be present daily. We have our quarrels and disagreements but we also get to share in our daily happenings and overall success as a company. The other favorable aspect of this is our customers become family as well. They revel in the idea that when they come in to get product that they are also a big part of our family. We know about their lives away from work and they know about ours. It's a bond that is hard to break!

What a vision we have to sell to prospective customers and prospective employees! I am excited about the opportunity to continue our Culture of Service, Family, and future growth. Enjoy every day and be positive in all manners. We work for a company with strong values that make coming to work every day exciting and honorable. Let's continue to do what we do best, be Mead!!!

Access Your Account Online!

- 24 hour online account access
- e-statements available the 1st business day of the month
- daily e-mail invoices

Visit meadcompanies.com and sign up today!



Mead Lumber

1740 Bill Babka Drive
Columbus, NE 68601

STANDARD
US POSTAGE
PAID
PERMIT #618
RAPID CITY SD

10 Ways to Make Your Morning Routine More Productive

By Wellmark, Inc. (Contributed by Karen Barkl, CPA Senior Accountant)

Whether you wake up full of energy or drag yourself from the pillow in a fog, these tips can help your mornings unfold more smoothly.

1. Skip the snooze button. Those 10 extra minutes of light sleep are unlikely to generate real rest.

2. Don't be derailed by technology. It's easy to start checking social media and emails first thing in the morning, but even checking messages quickly puts you at risk of wasting valuable time before even leaving your bed.

3. Wake up with water. You'll replenish what's been lost overnight and that water can also jump-start your metabolism and help curb calorie intake.

4. Make movement a priority. Exercising early in the day raises your energy level and releases endorphins, the chemicals that improve mood, minimize pain and decrease stress. Even a 10-minute workout can soothe the brain and boost self-control.

5. Eat for energy. Without adequate fuel, it's hard to get very far. In the morning, reach for lean proteins and nutrient-rich foods such as fruit, whole-grain cereal, low-sugar yo-



gurt, oatmeal or eggs. In addition to powering your body and brain, breakfast improves your concentration, keeps blood sugar levels in check and can limit the urge to snack later in the day.

6. Schedule personal time. Read a magazine while eating your cereal, spend 15 minutes meditating, praying or journaling as the coffee brews, or simply stare out the window while drinking some tea.

7. Organize and strategize. Outline reasonable goals for the day. Start with 3 or 4 and keep things realistic, specific and tied to time frames. Breaking down large tasks into mini goals can make them seem more manageable.

8. The last thing you want to do? Address it first. Finish two or three things that require real concentration when you have more energy. You'll feel lighter and more motivated once challenging duties are done.

9. Avoid morning meetings and multitasking. Instead start crossing off items from your to-do list while your mind is still fresh. Discourage the temptation to multi-task which ultimately makes us less productive, more forgetful and more likely to make mistakes.

10. Position yourself for success. Plan for morning the night before. Assemble outfits for yourself and children, pack lunches, find keys, etc.

100% Employee Owned!

Find us on 



 houzz

meadcompanies.com