

# the Yard Stick

## Mead Lumber / Knecht Contractor Publication



*New branch location in Lincoln, NE*

We have purchased a new facility for a lumberyard in Lincoln, Nebraska. The facility was the former Hyland Brothers Lumber at 1060 N. 33rd St., Lincoln. It has 3.7 acres with 33,000 sq. ft of buildings.

We have been looking to move into Lincoln for several years and now have a facility that is ready for us to move into. We are working on hiring people and purchasing inventory now and expect to be open for business in September. Alan McGill, who currently manages Nebraska City, will be the Sales Manager and Tom Bardsley will be the Market Manager.

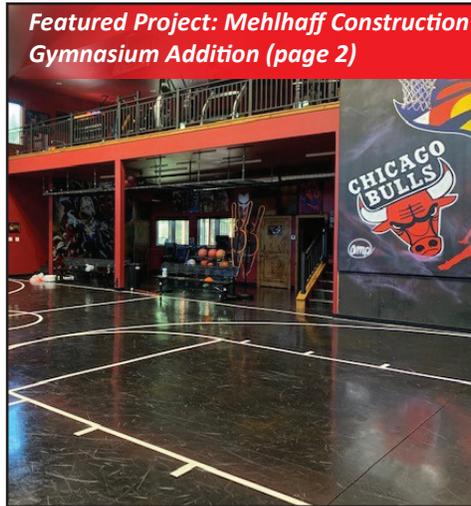
It is great to be opening a yard up in Lincoln- the capital city of Nebraska. The city covers 96.194 square miles with a population of 289,102 in 2019. It is the second-most populous city in Nebraska, after Omaha, and the 70th-largest in the United States. And yes, the home of the beloved Cornhuskers, at least for many of you. **N**

This is an exciting year for our company: COVID-19 pandemic, a surprisingly strong building year and my retirement in November. We were fortunate to find the perfect person to be our new President - Dave Anderson. Dave is not new to our company, he has been on our Board of Directors for the last 3 years and has been in our industry for much of his career. Dave is on board and will soon be out visiting our locations and I know he looks forward to meeting you.



*Craig Bradshaw, CEO*

It has been my pleasure to lead Mead Lumber for the last 14 years, working with our teams at each location to help them provide you all the services you need to succeed in your business. I want to say "Thank You" for the support you have given our Company during my tenure as President.



**Featured Project: Mehlhaff Construction Gymnasium Addition (page 2)**

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### Get Ready for Tailgate Season!

**Exclusive to our Contractors - get \$50 off\* any gas grill purchase of \$250 or more! Good for Weber, Traeger or Big Green Egg grills.**

**\*\$25 off any in-stock charcoal grill purchase! Good Through September 30th, 2020**



**FREE Camo Hat with mention of this Yard Stick Special!**



## Featured Projects

### Residential Gymnasium Addition by Mehlhaff Construction, Rapid City SD

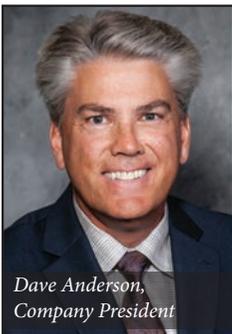
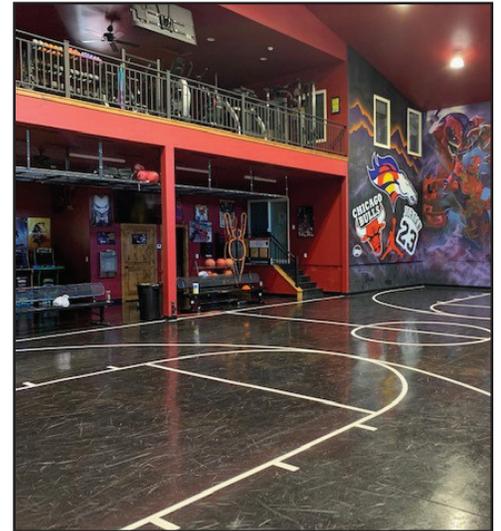
Have you ever wanted to play basketball with your favorite Marvel characters? Well, now you can! This 3,000 square foot gymnasium addition offers the capabilities of many, many years of family enjoyment. The project consisted of a lot of planning and preparation and is a perfect place to spread out and work out. From playing basketball to working out, your home exercise routines will definitely not be lacking!



Left to right front: DeAnna, Holly  
back: Danny, Jeff, Bryan

Mehlhaff Construction, Inc. is proud to celebrate their 37th year in business in the Rapid City and surrounding area. Jeff, along with his wife, two sons, and daughter-in-law want to make building a home easy and enjoyable. They want to be sure the homeowner feels it is truly their home from the design to finish stage. Attention to quality and details are their number one priority. Mehlhaff Construction prides themselves on quality craftsmanship and listening to the homeowner about what they want in their custom, dream home.

Mead/Knecht is proud to be Mehlhaff Construction's supplier of choice, and we're thankful for all of our tremendous contractor "partners!"



Dave Anderson,  
Company President

When you receive this current version of The Yard Stick, I will have been on the job for two months. I am loving every minute of it and am thrilled to have joined such a great company, with a rich history of success and dedicated

employee owners. I certainly feel blessed to be part of Mead Lumber and I am excited about our Company's future. I have been a member of the Mead Lumber board of directors for the past three years so I know that Mead Lumber is a great company.

We have plans for continued growth to ensure we are able to provide superior value to you and to support your company's needs and expectations. We will stay true to Our Mission and Core Values

which are included on page 7 of this publication.

Thank you for being our customer and for allowing us to partner with you. We look forward to many years of being your trusted resource in providing quality building materials, services and value that you have come to expect and rely upon. Today more than ever, we are positioned to help our customers, employee owners and communities succeed and grow.

# Market Update

Bryan Rice, VP - Sales and Marketing



## 2020 - Wow, What a Year!

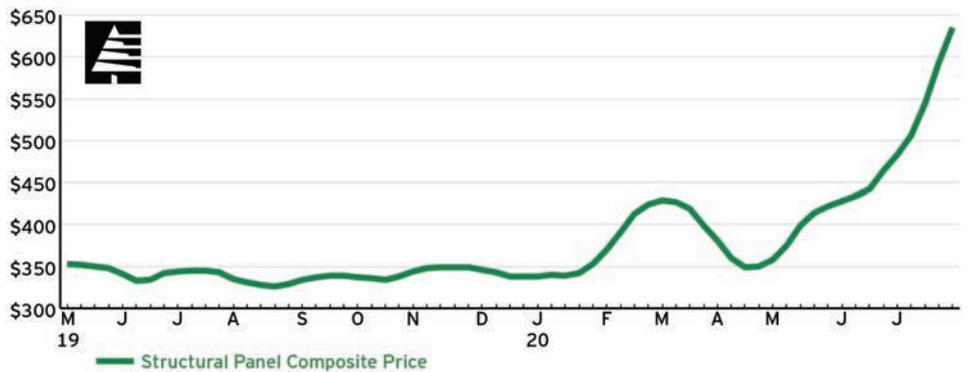
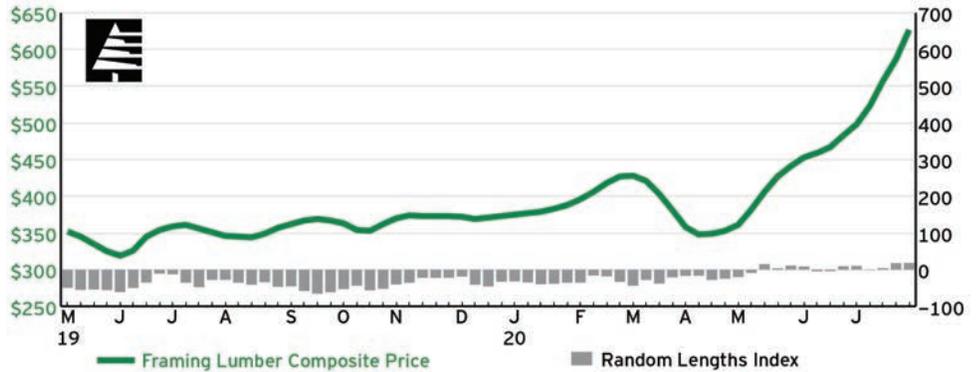
### COVID-

In early 2020, after a December 2019 outbreak in China, the World Health Organization identified SARS-CoV-2 as a new type of coronavirus. The outbreak quickly spread around the world. COVID-19 is a disease caused by SARS-CoV-2 that can trigger what doctors call a respiratory tract infection. It can affect your upper respiratory tract (sinuses, nose, and throat) or lower respiratory tract (windpipe and lungs). It spreads the same way other coronaviruses do, mainly through person-to-person contact. Infections range from mild to deadly. At this time, we don't know how long the pandemic will last as medical researchers and specialists continue to search for a treatment and a vaccine. The main symptoms include fever, coughing, shortness of breath, fatigue, sore throat, nausea, diarrhea, body aches and related.



As a Company, we have addressed very pro-actively taking several steps to ensure our associates' and customers' well-being. This includes making sure our associates stay home if not 100% healthy, communications on taking care of one self with emphasis on periodic hand washing, disinfecting our stores and work spaces on a regular basis, social distancing, protective barriers at customer contact areas, and much more. We have also addressed customer areas such as store signage, delivery pick-ups, increased focus on technology, temporary suspension of at home deliveries and more.

As an Industry and Company, we were very fortunate to be deemed an Essen-



tial entity by the Congress, so that we can continue to help you, our builders and end-users help build better lives and communities, which we call home. Speaking of Essential, **a big salute to all of the essential workers** including health care providers, law enforcement, public safety officers and first responders, food and agriculture essential workers, energy and technical communications workers, construction workers and many more. Candidly, I subscribe that everyone is essential- I know that **you** are.



### Social Justice-

I am not interested in making *the Yard Stick* a political platform but would be remiss not to mention that in 2020 the areas of Social Justice, Political Differences, and related appears to be at a divisive level unprecedented in my lifetime and one that we all hopefully can agree needs to get much better and trust each of us are doing our part to make this world a better place.

### Supply Channel-

In March, mills cut production 20%-40% due to the uncertainty of Covid and the effects on our industry nationwide. Some mills temporarily closed including Canadian mills that we could possibly use as an option. Lumber supply is not keeping up with demand. In addition to the log restraints in British Columbia; better than expected housing starts, curtailed production, transportation issues, worker availability, and heavy DIY business have all put much pressure on the Supply Channel. This has not only had major implications on procurement of goods, but the cost of forest products has risen sharply in the last 4-6 weeks, with the Random Lengths lumber composite at an all-time high.

No question that builders and homeowners alike do not like this, as sharp spikes in pricing make it hard to plan and control costs. Straight up we do not like it either, both for integrity in our pricing models and our sustained commitment in helping builders meet their objectives, holding prices as long as we can, sometimes much longer than makes any fiscal sense. We will get through these challenging times together, as we have since 1910.

# Product Feature - Roofing

Jon Zeigler, Director of Supply/Purchasing



As leading roofing supply distributors, Mead Lumber and Knecht Home Center carry all the items you'll need to tackle any roofing project, whether it's roof repair, replacement or an entire new roof. Our experienced sales staff will have you back on the job in no time, with the right materials for your residential, commercial and agricultural roofing needs.

TAMKO products offer a powerful combination of cut, color and coverage to give customers the beauty and performance they need. This full line of products includes high-quality lines of shingles, above and below grade waterproofing products, and cements and coatings designed to work together to provide optimum roof performance.

CertainTeed's tried-and-true architectural laminate roofing shingle, Landmark Shingles are designed to replicate the appearance of cedar shake roofing. Their NorthGate Class 4 Impact Resistant SBS modified asphalt shingle is unmatched by standard asphalt shingles. The rubberizing aspect of SBS allows greater flexibility so the shingles resist cracking even in extreme cold weather.

GAF Timberline HDZ Shingles are architecturally stylish but practically priced — with a Lifetime Limited Warranty. The Dimensional Look features GAF proprietary color blends and enhanced shadow effect for a genuine wood-shake look. Timberline® ArmorShield™ II SBS Modified IR Shingles combine all the beauty of Timberline® Shingles with UL 2218 Class 4 impact resistance.

Malarkey Highlander® NEX® is an architectural shingle line fortified with sustainable NEX® polymer modified asphalt technology for enhanced granule adhesion and UV resistance. This product line offers optional security against algae staining. Malarkey Vista® is an architectural shingle line fortified with sustainable NEX® polymer modified asphalt technology for enhanced granule adhe-

## CertainTeed Landmark® 30

The widest array of colors to suit any trim, stucco or siding color. Manufactured with self-sealing adhesive strips and a wide nailing zone.

**CertainTeed**  
SAINT-GOBAIN



## CertainTeed NorthGate®

CertainTeed's NorthGate SBS modified asphalt shingle is unmatched by other standard asphalt shingles. Resists cracking even in extreme cold-weather, allowing for year round application.



## GAF Timberline HD®

Architecturally stylish but practically priced. Designed with Advanced Protection® Shingle Technology, which reduces the use of natural resources while providing excellent protection for your home.



## GAF Timberline® ArmorShield II™

Made with a proprietary SBS modified asphalt formulation, Timberline® ArmorShield II™ SBS Modified IR Shingles provide an excellent combination of enhanced impact resistance and beauty for your most valuable asset!



sion and extreme weather protection, including Class 3 impact resistance. Malarkey Legacy® is an architectural shingle line fortified with durable NEX® polymer modified asphalt technology to promote superior granule adhesion and extreme weather protection, including Class 4 impact resistance.

Stop in and speak with our professional sales team today for your roofing needs. They will guide you in making the right choice for your roofing project, determine the right amount of product needed as well as arrange delivery of your materials.



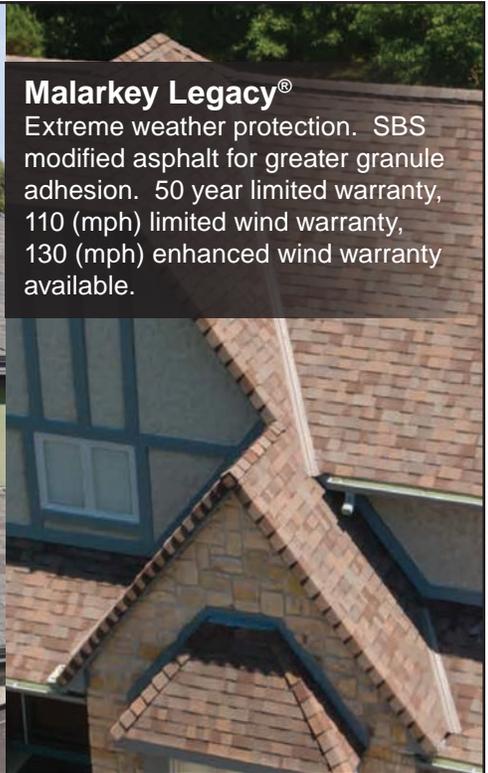
### Malarkey Highlander

Rugged durability, 3M Granules, Zone® technology, 30 year limited warranty, 70 mph limited wind warranty, 110 mph enhanced wind warranty available. Three bundles per square. All stock colors.



### Malarkey Vista™

Vista™ is an architectural shingle line fortified with sustainable Nexgen™ polymer modified asphalt technology for enhanced granule adhesion and extreme weather protection, including Class 3 impact resistance.



### Malarkey Legacy®

Extreme weather protection. SBS modified asphalt for greater granule adhesion. 50 year limited warranty, 110 (mph) limited wind warranty, 130 (mph) enhanced wind warranty available.

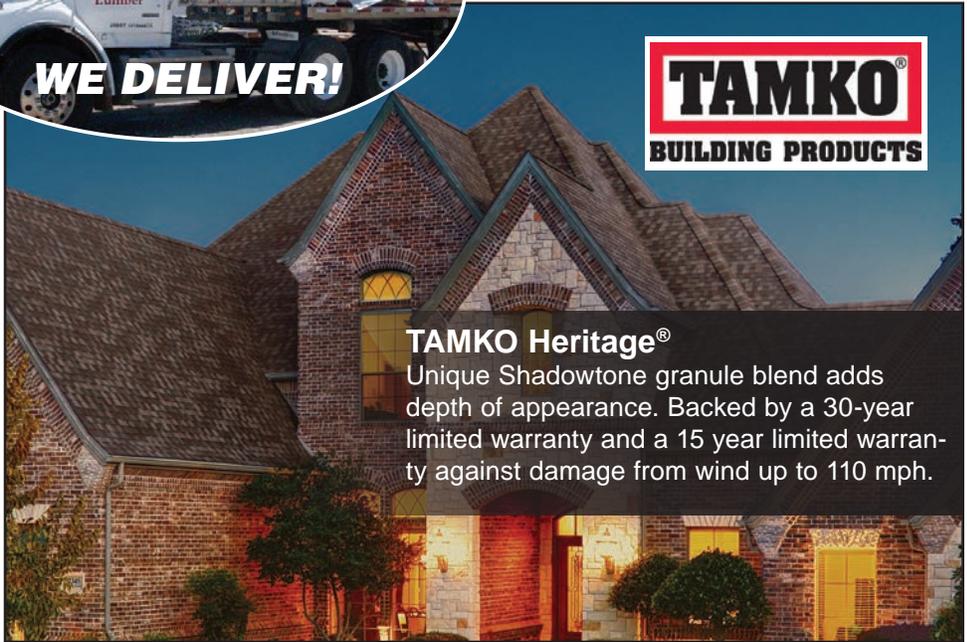


**WE DELIVER!**



### Owens Corning Duration®

Duration® Shingles are specially formulated on a TruDefinition® color platform that gives them dramatic color contrast. They also come with SureNail® Technology for superior holding power.



### TAMKO Heritage®

Unique Shadowtone granule blend adds depth of appearance. Backed by a 30-year limited warranty and a 15 year limited warranty against damage from wind up to 110 mph.

## How to Drink More Water



*So you're trying to drink more fresh water. Excellent! But how do you make water your go-to choice when sugary drink options are all around you?*

### Make Water More Convenient

- Keep a pitcher of water on your kitchen counter.
- Have a water bottle ready to go in your car or at your desk or breakroom.
- Set an alert on your phone reminding you to stop by the watercooler.

### Make Sugary Drinks Harder to Get

- Store soda or juice in the back of your fridge.
- Change your commute just a bit to dodge your usual coffee shop.
- When shopping, try to pass up the high-sugar drinks in favor of pure bottled water.

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## Featured Builder

### Greeve Construction, Manhattan KS

Ricky Greeve Jr, owner of Greeve Construction, is a licensed General Contractor and has worked in residential construction since 1996. Ricky is passionate about building quality homes that are both functional and beautiful, taking the time to build with integrity and attention to detail from the ground up.

Greeve Construction specializes in working with custom home clients. We will be there with you every step of the way: from helping you personalize your house plan, to walking you through picking the colors and finishes for your dream home.

Ricky and his team of reliable subcontractors, will make sure your home is exactly what you were hoping it would be.



# Reboot Your Life

## Lessons Learned During Covid-19

*Ruma Batheja, HR Professional & Blogger*



### Re-orient your life – Remember there is no better ‘right time’ than today.

1. Live your passion; have a hobby. Never make your life too people dependent that you forget how to make peace with yourself when you have all the time in the world. Try finding out something that excites you and brings out the best in you.

2. Re-connect with your old friends. The race of earning our living, the lack of finding time or the truth that we may not have added them to our priority list has kept us away from the emotional gratification that we achieve by talking to our long lost friends.

3. Be kind to yourself. You may have been made a scapegoat or have been victimized by a few people in your life – maybe once or on multiple occasions. Be kind to yourself by forgiving them. I know it’s easier said than done, but life is too short to carry those grudges.

4. Untie a few knots of life. If you have caused problems in someone else’s life, it’s time you reflect and accept it. Now, gather the courage to call that person and have a conversation that you may have left half finished. You will often be amazed to learn that the other person has already moved on. And if they haven’t, your efforts to mend the follies will probably be gladly accepted.

5. Don’t postpone your goals; especially the ones that are smaller and achievable. I always wanted to sing a song with my daughter on a public platform when she grew up. However, since I started believing that today is the ‘right time’ to do what you have envisioned, both of us created a mash up video and presented it to the whole world through a social media channel. I ticked one of my personal goals and it brought me a great sense of satisfaction.

Time to ask yourself - can you re-orient your thoughts and actions with a few little positive tweaks to make the best out of your life?

# Difference Makers - Tom Bardsley

Jeff Taake, VP - Manufacturing and Commercial Sales

Tom Bardsley has been a part of the Mead Lumber family for 29 years, starting as a Manager Trainee out of college. Tom's first introduction to Mead Lumber was by his dad, who was a friend of Bob Mead. Tom talks about the fond memories he has as a kid going to the Mead Lumberyard in Columbus. All four of Tom's boys have worked for Mead Lumber at one time or another over the past 15 years in various capacities.

Tom was born and raised on a farm about 20 miles northwest of Columbus, Nebraska and graduated from Monroe High School in 1987 with a class size of 11 students. He graduated from Wayne State College in 1991 with a degree in Business Administration.

Tom has been married 31 years to his wife Tracey, who is also a WSC graduate. Tracey is employed by the Beatrice Public Schools. Tom and Tracey have four boys, who are all in their 20s. Basketball and academics have been an important part of his boys' lives. All four earned basketball All-State honors and all four



Tom and Tracey Bardsley

also earned Academic All-State honors while attending Beatrice High School. After high school, all four boys attended Nebraska Wesleyan University in Lincoln, Nebraska.

Tom's career in the lumber industry started in the spring of 1991 when Bob Mead visited Wayne State College to conduct interviews for a Manager Trainee position at the Columbus branch. Tom worked as a manager trainee in Columbus for over 3 years and learned a lot about the lumber industry, including the importance of cultivating strong relationships with contractors and fellow employees alike. In January of 1995 Bob promoted Tom to Branch Manager in Beatrice, NE. A week after being promoted to Branch Manager, they started construction on a brand new facility, that was built over the top

of the existing store. Tom mentioned that his first year was the most stressful year of his life!

Tom and his team have earned several "Store of the Year Awards" and "Operational Excellence Awards". Tom is quick to point out that he has truly been blessed to work with a lot of great people, including employees, customers, and vendors. Tom appreciates the supporting role that the corporate office plays in his and his team's success. Tom commented, "all of these people and more have allowed our location to be successful and have helped build Mead Lumber into the best place to work in our industry".

After 25 years of being the Branch Manager in Beatrice, Tom accepted the newly created position of Market Manager in May of 2020. This new position will oversee the new Lincoln location, along with the Beatrice and Nebraska City locations.

Tom is proud of Mead Lumber's connection to the past and is excited about the direction that we're moving. Tom's parting words were, "I am positive that Mead Lumber and all of our sister companies will continue to be the industry leaders that will carry the Mead Legacy into the next 100+ years". We are fortunate to have members like Tom Bardsley on our team.

## Core Values

### Customer Focused

Committed to providing outstanding Customer Service. Our # 1 focus simply needs to be making sure we meet our Customer's wants and needs to better ensure their satisfaction and success.

### Integrity

Paramount in everything we do.

### Operational Excellence

We set high standards for our customers' experience. We have to be really good at what we do. Every time.

### Quality Products

Sustainable building materials, products we and our customers trust. And most importantly, we provide our customers great value.

### Employee Ownership

As a 100% employee owned company, we are committed to providing our employees a great culture and work environment, ownership, and growth opportunities.

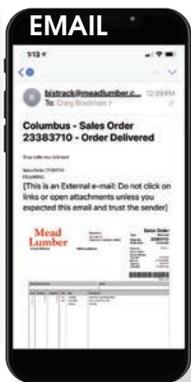
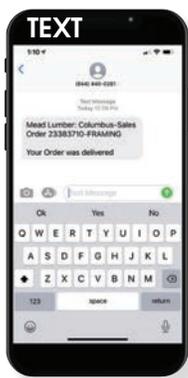
### Community

Helping to build a better place we call home.

**Our Mission at Mead Lumber is to provide quality building materials, services and value with a sustained commitment to serve our customers, helping to build communities across the Great Plains.**

320 West Blvd  
Rapid City, SD 57701

## Customer Delivery Notifications Now Available



**You can receive a text, email or both with your order's delivery status.**

Choose to be notified when the delivery leaves the yard, or when the order is delivered on the jobsite.

A text notification tells you the order number, product on the delivery, and the status of the delivery.

An email notification shows everything on the order being delivered.



**100% Employee Owned!**

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[meadcompanies.com](http://meadcompanies.com)

## What's Cooking?

Maureen Gustafson

**S'mores Bars** - the deliciousness of a s'more that can be enjoyed all year round!

### Ingredients

- 2 Cups graham cracker crumbs
- 8-12 Tablespoons butter (melted)
- 1/2 Cup powdered sugar
- 4 Hershey Chocolate Bar (use 4.4 ounce bars)
- 1 package mini marshmallows

### Instructions

1. Preheat oven to 350 degrees
2. Grease 9x13 pan with non-stick butter spray
3. In a medium size bowl mix graham cracker crumbs, powdered sugar and butter (see note regarding the melted butter and the crust).



4. Place mixture in the bottom of the baking pan. Distribute the mixture evenly and "pack it" along the bottom and sides of the pan.
5. Bake for approx. 5-8 minutes
6. Remove from oven and let cool.
7. Lay the Hershey bars on top of the graham cracker mixture - covering up all of the graham cracker as completely as possible.
8. Place in oven for approx. 3 minutes (until choc-

olate just begins to melt and gets shiny).

9. Let cool for 1-2 min.
10. Place marshmallows on top of the chocolate - pack them in there closely next to each other.
11. Turn oven to "broil" - put pan into oven and STARE at them! They only need to be in there for about 2 minutes. As soon as they begin to brown, take them out of the oven.
12. Let them cool completely (place them in the refrigerator to set even more - this will make them easier to cut).
13. Cut and serve - (tip: warm a sharp knife under hot water, dry it off and slice them).

**Note on crust:** When adding the melted butter to the crust, some people find that there is too much butter and it pools in the mixture. My recommendation is to slowly add the butter and mix it in a little at a time.