



## Local, National Activities Keep Everyone On The Go

There has been a lot going on over the past couple of months. Numerous events and opportunities to get involved have kept everyone at Henry Poor Lumber and Flooring Express busy.

In September Henry Poor and ARKOR Inc. sponsored the Builder Association of Greater Lafayette's General Membership meeting. It was a great chance see many of our customers and to hear from a panel of experts on what's new in the building trades. Jay Andrew commented, "These gatherings are a great way for many of our employees to connect with our customers and learn about the industry."

When federal funding for local commuter rail service through Lafayette was cut, Tom Andrew was asked to

be part of a local task force with other local business leaders. This group hosted a "summit" with local and state representatives, business leaders, and Amtrak and Indiana Department of Transportation officials. The meeting educated the community and state and local officials on the importance of commuter rail service through Lafayette and the need for continued funding.

Jay Andrew and Jeff Renie recently attended the Executive Supplier Council held in Halifax, Canada. This organization of non competing independent lumber dealers meets annually to review industry trends and to share best practices. Jay led a panel discussion on online marketing and he and Jeff benefited from the many ideas they heard from other participants.



Jay Andrew and Steve Schrader of Schrader Homes meet at the recent BAGL General Membership event.



**CONGRATULATIONS** to Grant Giese of Green Goose Homes for being selected Small Business of the month for October by Greater Lafayette Commerce.



**And Still Champions ....** the Henry Poor Team won their race again at the annual Riverfest Canoe Race. L-R: M. Palmer, J. Andrews, K. McTague, J. Woodruff, E. Miller, A. Snipes, R. Sharp, C. Marshall and C. Mercer.



### Wabash National Recognizes Henry Poor

Henry Poor Lumber was one of 16 suppliers recognized in September at Wabash National's annual supplier conference with their Platinum Award for exceptional performance. Way to go team!

**OVERSTOCK SALE**  
SAVE 60% - 75%

**Eco Choice  
Wood Burning Stoves**



**Sale Price  
\$450**

## Flooring Express Goes To The Airwaves

Flooring Express has recently increased its visibility around town by creating advertising for commercial TV, cable, and radio. The star of these ads is our very own Tom Andrew, who says, "Since they don't pay me anymore, I'm a cheap

spokesperson." Actually Tom will tell you he enjoys doing these commercials, both radio and TV, and he is very appreciative of how easy those he works with make the process of doing the videos.



Tom Andrew on the Flooring Express set.

Along with radio and TV, you'll also see FE's message on billboards around town and on their website to get the word out.



Tom has honed his "TV presence" by doing in-house videos for Henry Poor Lumber and Home Works over the past 2 to 3 years for use on their website.



Flooring Express' newest ad campaigns promote their overall product offering as well as a special sale on Mohawk's Smartstrand carpeting.

As Flooring Express continues to promote its many floor covering lines, we're sure we'll be seeing and hearing more of Tom on the airwaves. So the next time you see him, feel free to ask him for his autograph.

### Thank You for Having Lunch on Us!

We had a great turnout at our final cookout on Oct. 25 as we have had at all our monthly cookouts this summer. We appreciated everyone taking the time to visit with our vendors and join us for a nice meal.



Jay Andrew (L) with Joe Cutter (gray shirt) and his One Cut crew at September's Henry Poor cookout.

Special thanks to all our sponsors for their support and to Susan Kirts who organized each event. With the help of the HP crew Susan made sure everyone had plenty to eat and drink. Thanks to all!



**State Contenders** ... the women's softball team sponsored by Henry Poor Lumber had a great season finishing 15-1 and placing 3rd in the State Tournament.

Team members (L-R, bottom row) Chris Fidler, Katie Perry, Steph Martin, Kelsey McIntyre (L-R, back row) Emily Jarvis, Rayann Harrison, Cassie Gillan, Becca Scott, Lauren Thompson, Annie Zackery, Katie McIntyre Not pictured Danielle Perry and Jessica Kinkaid. Coaches Brad Jarvis (back row) and Dave Perry.

### MOHAWK SmartStrand Sale

Think Smart...Choose Smartstrand for your next carpet....on sale now thru November 30th. All Smartstrand carpet on sale plus get FREE carpet pad with purchase! See store for complete details.



### Henry Poor Lumber Winter Hours

Starting 11/30/13  
7:00 AM-5:30 PM M-F  
Closed Saturday, Sunday

### Henry Poor Lumber

3315 Brady Lane,  
Lafayette, IN 47909  
(765) 474-1388  
[www.henrypoor.com](http://www.henrypoor.com)

**Store Hours**  
7:00 AM-5:30 PM M-F  
Sat: 8:00 AM-1:00 PM  
Closed Sunday

### Flooring Express

2665 Maple Point Ln  
Lafayette, IN 47905  
(765) 447-4663  
[www.flooringexp.com](http://www.flooringexp.com)

**Store Hours**  
8:30 AM—6:30 PM M-F  
10:00 AM—4:00 PM SAT