

October 2009

**HENRY
POOR**

**More Than A
LUMBER CO.**

(765) 474-1388
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HENRY POOR LUMBER CO.
HOME WORKS

The Yardstick

2009 Executive Council on Construction Supply

The 2009 Executive Council on Construction Supply was held in Portland, OR September 1 - 3 and was attended by Jim Andrew. Jim, along with a select group of industry leaders took part in three days of detailed discussions on the lumber and building materials market.

Led by Greg Brooks of The Building Supply Channel, Inc., this group was presented extensive overviews of the state of the U.S. housing industry. This included discussions on housing sales, unsold units, foreclo-

sure rates, housing prices, and the impact these had on lending institutions willingness to grant construction and small business loans.

Jim also took part in the LBM Industry presentation that provided analysis of sales, commodity prices, and industry trends. Along with these comprehensive industry assessments, those attending visited Parr Lumber, an independent lumber yard with 33 locations in Oregon and Washington. There the visitors got to see

firsthand how Parr was implementing new strategies to grow their business.

Jim commented, "Overall the meetings and discussions were extremely eye opening. In some cases I'm glad we are not doing business on the east or west coasts. Our local market seems to have fared much better than other parts of the country. I'm glad I attended. It gives me a broader perspective on how our industry is doing and what we need to do to remain competitive and serve our customers better."



Jay and Jorja 9-28-09

New Fireplace Designs Displayed at Henry Poor

We are currently offering a fire place promotion with some incredible products and prices. On display at

our Brady Lane store are wood burning, gas and electric fireplaces, along with gas fireplace inserts. Each will add beauty and energy efficiency to your home. Homeowner tax credits are also available on select units.

Congratulations Jay!

Jay and Michelle Andrew are the proud new parents of Jorja Elizabeth born September 28. She was 9lbs. 11 oz. and 22" long.

Listen for our Purdue game day promos on WAZY 96.5 and WXXB B102.9.

Commodity Report— September 2009

Builders and Realtors are lobbying Congress for an extension of the current housing tax credit for first time buyers. The current program expires 11-30-09 and has had a very positive effect on the new housing starts. Builders are pushing to include all buyers which could create 380,000 additional home purchases in 2010 and create 345,000 new jobs according to the NAHB. With the November 30 deadline fast approaching home sales are already starting to drop off and with the current banking climate it is very difficult to close a house in 60 days unless you have lots of cash.

The Spruce-Pine-Fir lumber

markets (2x4 & 2x6) random length saw active trading and increased prices as inventories declined further due to the curtailment mill production. The Southern Yellow Pine markets (2x8 & 2x10&12) remained stagnant as mills had inventories and were able to make prompt shipments. The wet weather and flooding in the south also had a downward effect on the market.

Sales picked up in the Western 2x4 and 2x6 Stud Markets, with solid gains in 2x6-9s. There is not a shortage of any of these items and ship dates remain prompt. The Eastern spruce market did show some weakness as supply outpaced demand.

By Jim Andrew

OSB & Southern Plywood markets showed weakness and some decline and sales dragged as products can ship promptly. This tells us at the current time there are sufficient inventories to handle existing and near future demands for products in this category.

Roofing & any petroleum related products seemed to be able to hold current price increases. Availability and ship times and special orders for shingles are not creating any problems.

Please check with your sales person for all current prices and market conditions. For special needs or products don't hesitate to call us!

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www.homeworksindiana.com

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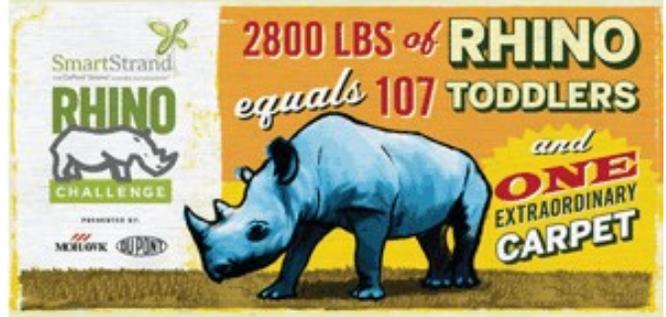
The Yardstick

RHINO NO MATCH FOR MOHAWK SMARTSTRAND

The grudge match is over and the winner has been crowned in the battle between Mohawk Smartstrand carpet and Ricko The Rhino. The beige carpet emerged victorious in the Smartstrand Rhino Challenge hosted by the Birmingham (AL) Zoo. After two weeks of exposure to Ricko, the 2,800 lb. black rhinoceros, the Smartstrand carpet came clean using only hot water extraction cleaning and some carpet stain remover.

HOW DID SMARTSTRAND SURVIVE?

Smartstrand fibers have a very impressive durability factor that Ricko tested to the max. Each carpet fiber is wear-tested with over 20,000 foot-steps to simulate a whole year of normal wear. Which is why it was able to withstand 2,800 lbs. of rhinoceros for two weeks! Stain protection is built



into the Smartstrand *Triexta* fiber so there is no harsh, sticky chemicals needed. This built in stain resistance never wears off or washes off! No matter how much wet or mushed dirt is ground into Smartstrand, it won't stain!

Also, Smartstrand is made with Dupont Sorona, a renewably sourced polymer, which means a large part of the fiber is made from naturally occurring sugars from crops such as corn. Producing Sorona uses 30% less energy and reduces carbon dioxide emissions by 63% when compared to nylon fiber. Not only is Smartstrand rhino tough, it's earth-friendly and home beautiful! Want to learn more? Visit Home Works website at www.homeworksindiana.com and click on the **Smartstrand Rhino Challenge**.

HOW CAN YOU GET SMARTSTRAND CARPET?

Simple. Visit Home Works showroom in Market Square Shopping Center, and let one of our friendly and knowledgeable staff show you all of the color and design options available with Smartstrand technology! Home Works is your Mohawk authorized dealer for Smartstrand carpet!



Henry Poor and Home Works Enjoy 2009 BAGL Annual Golf Outing



L-R: Jay Andrew (HP/HW), Jason Scheumann (HP/HW) Josh Letson (Letson Electric) Jason Schreckengast (Citation Homes)

L-R: Nathan Allen, HP/HW; Butch Harris, Citation Homes; David Lemon, HP/HW; Kristy Wozniak, Keene Homes

Home Works Special: Find great savings at Home Works on new in-stock hand-scraped maple and hickory hardwood flooring!