



Zeeland Lumber & Supply Co.

concepts MONTHLY

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Upcoming Dates & Events

Supplier's Showcase

Thursday, Feb, 25, 2010
Double Tree, Holland

Super Bowl of Products

Every Thursday 11-1:00
January 7, 14, 21, 28

Happy New Year

2010

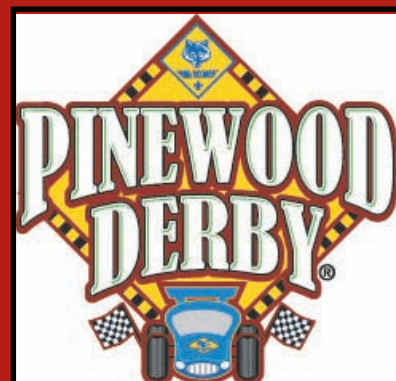
Supplier's Showcase and Pinewood Derby

"Turn Back the Clock"

Relive the times when you built pinewood derby cars or experience the thrill for the first time. Plan to participate in our Pinewood Derby Race Event at our Supplier's Showcase on February 25. In our youth, we have had adults build our cars for us; as adults we have built cars for our kids. This time build one for yourself! Cash prizes for the Fastest and Best Overall Designs. Pick up your free Pinewood Derby car kit at Zeeland Lumber & Supply anytime after January 4.



By Mark Vanden Bosch



Lumber News

The December Forecast for 2010.

It is that time of season when I put reflect on 2009 and forth my best predictions for the upcoming year. Looking back this year was interesting to say the least. From the beginning of January, when we were covered with snow and bad weather and just starting to work our way out of the financial crisis the country was in, to the stimulus programs initiated this past month, the year brought many changes to the building industry. I believe the biggest change we have learned is that builders and customers have lowered or will have to lower their expectations of the kind of housing units the end consumer will live in. Many of you have heard me say that almost everyone would like two acres in the country. Well, they still can have it as long as they are willing to live with four of their closest or soon to be closest friends on the same two acres. The average selling price where the majority of people buy is between \$110,000 and \$145,000. Builders are having to adjust their inventory to that reality. Those that do will continue to sell homes or condominiums. The others that don't will compete for less than 30 percent of the market. That's right, 70 % of the market is between those numbers. The new stimulus program the 8,000 credit along with the 6,500 program certainly make lower priced housing quite attractive.

So here we go with my forecasts.

I believe the stimulus or some portion of it will be built into the market for a long time. This administration is willing to pump money into the economy at unheard of levels. They are slowly coming to the realization that building is one of the largest components, if not the largest component in pushing the economy forward. Whether you like it or not, they are firm believers in government involvement in business either through programs for the disenfranchised or stimulus packages. They will continue no matter what your individual thoughts are of them so get on board and factor that into your building models.



As I forecasted a year ago, lumber will move up again. We can come up with all kinds of reasons but the biggest is we will have to build more homes simply to put our population into shelter. The second reason is a large part of our materials are imported and with the debt this country incurs, trade imbalances it has, the dollar will erode against stronger currencies. Thus prices to you go up. I would assume from now until the end of the year 2010, we will see around 15% appreciation. This will be mostly on 2x6, studs and wides.

OSB will also move up as the mills work through the problems of being overbuilt in the face of declining sales. The inevitable closures and consolidation is now taking place. I would expect prices to move up around 15 percent from today's price levels.

Anyways that is a short synopsis of what I think will happen. Any thought call or e-mail me and we can discuss.

Have a Happy New Year!!!



SAVE THE DATE

*Supplier's Showcase - February 25, 2010
 and Pinewood Derby Race*



**Article by
 Kurtis Terpstra**

Post Holiday Greetings from the Kitchen and Bath Department. My calendar has reminded me, once again, that time waits for no one.

As we enter 2011, I invite you all into our Kitchen and Bath Showrooms. We have added some new displays in our Zeeland showroom and have also remodeled our Hamilton showroom with new cabinetry and counter top displays.

The kitchen cabinet industry has become a fashion industry. Simply look at any kitchen and bath industry or consumer publication and you can gather what exciting products are available and what can be accomplished with these kitchen and bath products. The design limitations have been lifted and the only constraint on your kitchen and bath project is your imagination. Consumers are mixing wood species, finishes, paints, textures, moldings, counter top materials and architectural design more than ever. The living spaces being created in the kitchen are beautiful AND functional.

I hear the question, "Why are people putting so much thought and planning into their kitchen projects?"

The answer is simple. One only has to observe what happens at most family or friend gatherings. Think back for a minute and remember where everyone gathered during your recent holiday activities. If your gatherings were like mine, everyone gathered in the kitchen. The kitchen has become the unrivaled heart of the home and proper planning during the early kitchen design process can help insure that your kitchen is able to handle the demands of your family.

The function of the kitchen has grown far beyond food preparation. Did you also know that kitchen cabinet uses have grown far beyond that of food and plate storage? The evolution of kitchen and bath cabinetry now includes boot benches, islands big and small and furniture applications. How many of you received a shiny new LCD flat screen for Christmas? The designers in our kitchen department can help you design entertainment credenza's or entertainment centers specifically for you and your family's needs. The choices are endless.

Multi-generational homes are becoming more common as the Gen-X population is starting to care for their aging Baby Boomer generation parents. Our designers can help create a new kitchen or retro-fit an existing kitchen to accommodate the needs of a 3 generation household. Mixing universal and full access, ADA compliant cabinetry into the kitchen and bath insures that all members of the family can, regardless of physical limitations, live in functional harmony.

We can also provide products that adhere to Forestry Stewardship Council (FSC) criteria and qualify for the LEED certification process. In short, we can go "green" when you need to go "green".

Please, come in and visit us in the kitchen department. Let us help you plan the kitchen of your dreams. The sooner you get started the sooner you can enjoy the kitchen, or any other room for that matter, that is the envy of all of your friends.

"Show me the Money" Uncle Sam

We have finally come to the end of the 1st year of the Energy Tax Credits. Windows, doors, storm doors, insulation & roofing products that met the Governments standards are all going to get you money back this 2009 tax season.

Below are rules that will apply to your project and your tax credit

30% off the purchase price of products up to \$1500*

Installation prices are not included

You have until Dec 31st 2010 to qualify for the credits

You may claim credit in 2009 & 2010 on qualifying products until you have reached \$1500 limit.

Save these items as proof for your records

1. Receipts - Mandatory
2. Manufactures Certification Statement - Mandatory
3. Product stickers - If available

For those doing your own taxes the IRS form #5695 will be needed. For those using a tax service or an accountant, provide the purchase price of the products (INSTALLATION COSTS DO NOT APPLY) and confirm you have at least 2 of the 3 items of proof. Refer to www.energystar.gov for more information.

**Article
 by
 Ed Moorhead**



Our 2010 Calendars are available at our showrooms.

Please ask for one. We have vendor tips on each month, featuring Michigan scenery.



Happy New Year!

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Zeeland, MI 49464
(616) 772-2119

5265 West River Drive, Suite 100
Comstock Park, MI 49321
(616) 301-1521

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Kalamazoo, MI 49009
(269) 978-1115

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