

100<sup>th</sup> EDITION  
 NOVEMBER  
 2010  
 MONTHLY  
 NEWSLETTER



**Galehouse Lumber**

**MONTHLY**

**Communications:** web, phone, fax, mail, e-mail

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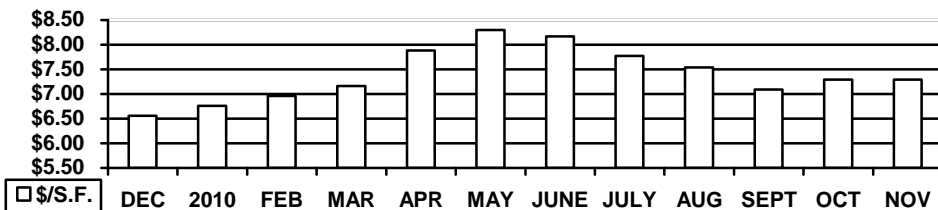
12667 PORTAGE STREET, DOYLESTOWN, OHIO 44230 P. O. BOX 267

*\* CELEBRATING OUR 38<sup>TH</sup> YEAR \* SUPPLYING THE AREA'S FINEST BUILDERS \**

**ROUGH - LUMBER PRICING / per square foot**

This graph should be used as a **GUIDELINE ONLY!**

(Based on a typical 2-story w/3 car garage & front porch) **NOVEMBER 2010 \$7.29**



TYPICAL **RANCH** ROUGH LUMBER / APPROXIMATELY \$9.55 PER SQ. FT.

**4 significant parts  
 for SUCCESS!**

- 1) Customers
- 2) Employees
- 3) Vendors
- 4) Associates



**ASSOCIATE  
 relationships**

**Craig Webb**, Editor of **ProSales** magazine with his arm around our sales-employee, **Fred Langguth**.

**100<sup>th</sup> EDITION!**

It's hard to believe we've published "100" **MONTHLY** newsletters. However, "Time doesn't wait!" So with that... **Thank You – Associates, Vendors, Employees** and especially our **Customers** for being one of the four **significant players** it takes for our company to operate successfully! Our goal was/is to have a "consistent-quick-read" that keeps all of our **Team** in communications with product information, personal profiles and photos, sales tips, lumber pricing, Andersen truck schedules, and a communication directory. Along with these we've also highlighted (photos) many of our builder's outstanding structures, included information and follow-ups on industry events all in a brief few moments of your time while handing out a monthly lunch winner to boot! Thanks for all the complimentary feedback and comments but most of all... for your *continued support* of all us here at Galehouse Lumber Co. If you're reading this – you're part of our **Team**... and we're damn proud of it! Again... as always... thanks for this time, **Fred**



**CUSTOMERS**

**VENDOR REPS**

Here **Scott Stayer** of **Helen Scott Custom Builders** hangs out with salesman-employee, **Mike Reiter** and **Trusco Inc.** rep, **Rick Arner** following a productive afternoon.

*Sales tips...* **Negotiation Secrets** *...Tip sales*

- Start with a clear sense of your objectives and your prospect's.
- Be flexible and avoid being trapped in a position that costs you a sale.
- Prepare – it's the only aspect over which you have complete control.
- Know as much as possible about both the major and minor issues.
- Set clear objectives in advance, to help make disciplined decisions.
- Look for creative solutions that benefit both sides.
- Focus on building common ground, yet recognize differences.



**TRUCK-LOAD SCHEDULE**

<u>ORDER BY</u>	<u>SHIP / WEEK</u>
Nov. 18	Dec. 17
Dec. 16	Jan. 4

*Follow the grain in your own wood.* \_\_\_\_\_ Howard Thurman (1900 - 1981)



# Galehouse Lumber

## MONTHLY NEWSLETTER



November **THERMA TRU DOORS** "Lunch on Us" winner is *Jon Kipfer Construction*

Presenting  
the



**GALEHOUSE LUMBER**

Previously  
**FEATURED  
HOMES**  
Of the Month



**MANAGER:**

JOE PETTIT  
MIKE O'HARA  
JOHN GALEHOUSE

**SALES PERSONNEL:**

FRED LANGGUTH 318  
DOUG YOUNG 319  
MIKE REITER 340  
NEIL ROBINSON 341  
JIM BOHANNON 308

**CABINET SALES:**

MARK GARDNER 326

**PURCHASING:**

BOB CLINE 314  
CONNIE STONE 338  
JEREMY DROLLINGER 349

**RECEIVING:**

JIM GARDNER 339

**SHIPPING:**

MATT GENTNER 303  
MIKE VESNER 303

**EXT #**

316  
329 (Owner)  
303 (Owner)

318  
319  
340  
341  
308

326

314  
338  
349

339

303  
303

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**ACCTS. PAYABLE:**

HEIDI McHENRY

**CREDIT:**

FRED LANGGUTH / JOE PETTIT

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N/A  
N/A  
N/A

**EXT #**

310

327

Newsletter info Fred Langguth

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