Niehaus News

October 2004 Volume 43, Issue 10





Vincennes IN



- · Robinson, IL
- · Terre Haute, IN



· Vincennes, IN



- · Vincennes, IN
- · St. Louis, MO
- Nashville, TN



· Vincennes, IN

Happy Halloween!!!

Halloween is an annual celebration, but just what is it actually a celebration of? Or is it just a harmless vestige of some ancient pagan ritual?

The word itself, "Halloween" actually has its origin in early Christianity. It comes from a contracted corruption of All Hallows Eve. November 1, "All Hollows Day" (or "All Saints Day"), is a Christian day of observance in honor of saints. But in the 5th century BC, in Celtic Ireland, summer officially ended on October 31. The holiday was called Samhain (sow-en), the Celtic New year.

One story says that, on that day, the disembodied spirits of all those who had died throughout the preceding year would come back in search of living bodies to possess for the next year. Naturally, the



still-living did not want to be possessed. So, on the night of October 31, villagers would extinguish the fires in their homes, to make them cold and undesirable. They would then dress up in all manner of ghoulish costumes and noisily paraded around the neighborhood, being as destructive as possible in order to frighten away spirits looking for bodies to possess.

The thrust of the practices also changed over time to become more ritualized. As belief in spirit possession waned, the practice of dressing up like hobgoblins, ghosts, and witches took on a more ceremonial role.

So although some cults may have adopted Halloween as their favorite "holiday," the day itself did not grow out of evil practices. It grew out of the rituals of Celts celebrating a new year, and out of Medieval prayer rituals of Europeans. And today, even many churches have Halloween parties or pumpkin carving events for the kids. After all, the day itself is only as evil as one cares to make it.

Niehaus Companies, Inc.

EMPLOYEE/ FAMILY PICNIC

Saturday, October 23

Harmony Park Vincennes, IN



Page 2 Niehaus News





Customer Service

There are three things that I think are essential for good customer service. The first is to truly care about your customer. Listen to their needs and wants. Let the customer do the talking and listen - listen - listen - and you will find out what they truly need and want. A smile and calling

your customer by name is also part of really caring.

The second essential for good customer service is to over achieve and this can take many forms.

One is to get your quote or price back to your customer faster than they would expect - another is a better delivery date than you promised.

Checking details and going

Good Customer Service

- 1. Care about your customer
- 2. Over-achieve for your customer
- 3. Thank and follow-up

above and beyond normal is another sure winner.

The third essential for customer service is a very sincere "thank you" in a way the customer really knows you mean it. The third essential also includes a follow-up call or letter. These things really lets the customer know you care.

T. Scott Gross, author of the book <u>Positively Outrageous Service</u>, explains that this is service that makes your customer say "WOW." In his book, he gives many examples of companies and employees who performed this kind of service and he recommends that P.O.S. Awards be set up for employees that perform this kind of Positively Outrageous Service

Early this year, I attended a customer service seminar by Tom Connellan. Tom was the author of the Wall Street Journal bestseller Inside the Magic Kingdom. If anybody is good at customer service, it has to be Disney. Tom gave us several good examples of Disney's success. One of the items he mentioned was the cleanliness of the parks. Someone asked him how many were on this custodial staff. Well, after many guesses of 500, 1000, 3000, the answer was 45,000. Everybody that works for Disney is to help keep the park clean.

Customer service is the life blood of any company. A customer today can buy from a discount store, a warehouse store, and now the internet. Only good customer service will make the difference where a customer buys.

Quarterly Planning Meeting and Autograph Party Held At Nashville

The quarterly planning meeting was recently held at Wholesale Building Materials in Nashville, Tennessee. Manager, Don Kirby and his staff - Kim Terry and Steve Rooker, met with Aristokraft's Regional Manager, Ken Wigand and Area Manager, Earl Ferenbacher, and Butch and Bernie Niehaus to review the company's progress of the past quarter and plan the upcoming one.

The Nashville team is heading for a record year in sales and the future is looking even better. This is all due to the concentrated effort of the team - managers, salespeople, designers, office staff and delivery people. We are certainly proud of this group of great employees.

Bernie Autographs Book For Nashville Employees

While visiting our Nashville location, Bernie autographed his book "Splinters," as a personal gift to each of the employees.

The book is on the market at several book stores in the Vincennes and Evansville book stores, as well as online, and at Niehaus Home Center.



Bernie poses with manager, Don Kirby, at autograph reception at the Nashville WBM location.



Nashville WBM staff line up for their personally autographed copy of "Splinters" written by Bernie Niehaus.

Page 3 Niehaus News

Birthdays

In October the following employees will be celebrating their birthday!

Lisa Litherland	Oct. 1
Tracy Lockhart	Oct 1
Bill Stevens	Oct. 2
Eric Niehaus	Oct. 2
Bernie Niehaus	Oct. 5
Craig Sims	Oct. 9
Keith Fox	Oct. 16
Christina Shafer	Oct. 19
Britni Goldman	Oct. 19
Phil Wehrman	Oct. 19
Kim Downen	Oct. 23
Troy Cooper	Oct. 29

Anniversaries

October will mark the anniversary date of employment with our company for the following employees.

Don Mendenhall	36 Years
Phil Wehrman	26 Years
Jean Fox	16 Years
Mike Cavender	12 Years
Doug Mikiska	12 Years
Steve Lanning	5 Years
Chris Bennett	2 Years
Molly Crabb	2 Years
Jack McCullough	2 Years

Congratulations!

NOT ON OUR MAILING LIST?

If you (or anyone you know) who is not currently on our mailing list to receive the Niehaus News - but would like to be -just call 812-882-2710 or e-mail

scummins@wbm-online.com



New Employees

We want to welcome the following new employees to our company.

Aaron Pearison - Niehaus Home Center Brandon Phillips - Niehaus Home Center Donald Abel - WBM, Vincennes Adam Clark - WBM, Vincennes Brian Ruppel - WBM, Vincennes Allison Mounts - Niehaus Home Center Brandon Phillips - Niehaus Home Center Jake Hyde - Niehaus Home Center

Welcome!

"SENIOR MOMENTS"

Two elderly women were eating breakfast in a restaurant one morning. Ethel noticed something funny about Mabel's ear and she said, "Mabel, did you know you've got a suppository in your left ear?"

Mabel answered, "I have a suppository?" She pulled it out and stared at it. Then she said, "Ethel, I'm glad you saw this thing. Now I think I know where my

Random Thoughts

Employment application blanks always ask 'who is to be notified in case of an emergency.' I think you should write, "A Good Doctor!"

I know when people see a cat's litter box they always say, "Oh, have you got a cat?" Just once I want to say, "No, it's for company!"

Niehaus News

This newsletter is the official publication of events and activities of Niehaus Home Center, Wholesale Building Materials (Vincennes, St. Louis, and Nashville), Big Buck Building Centers (Terre Haute & Robinson) and is published 12 times per year

Editor/Photographer/Writer: Sherry Cummins, Advertising Manager, Niehaus Home Center

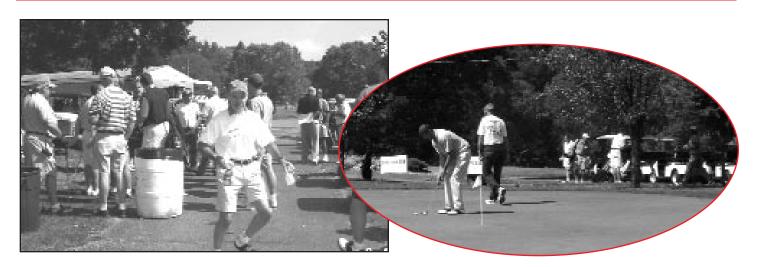
HOME REMEDIES

Did you know that?

- 1. Drinking two glasses of Gatorade can relieve a headache almost immediately without the unpleasant side effects caused by traditional "pain relievers."
- 2. Did you know that Colgate toothpaste makes an excellent salve for burns?
- 3. Sore throat? Mix 1/4 cup of honey with 1/4 cup of vinegar and take 1 tablespoon six times a day. The vinegar kills the bacteria.
- 4. Smart splinter remover - just pour a drop of Elmer's glue all over the splinter, let it dry, and peel the dried glue off the skin. The splinter sticks to the dried glue.
- 5. Balm for broken blisters . . To disinfect a broken blister, dab on a few drops of Listerine....a powerful antiseptic.
- 6. Hunt's tomato paste boil cure . . cover the boil with Hunt's tomato paste as a compress. The acids from the tomatoes sooth the pain and bring the boil to a head.
- 7. Honey remedy for skin blemishes. Cover the blemish with a dab of honey and place a Band-Aid over it. Honey kills the bacteria, keeps the skin sterile, and speeds healing. Works overnight.
- 8. Coca-Cola cure for rust....Forget those expensive rust removers. Just saturate an abrasive sponge with Coca Cola and scrub the rust stain. The phosphoric acid in the coke is what gets the job done.
- 9. Rainy day cure for dog odor....Next time your dog comes in from the rain, simply wipe down the animal with Bounce or any dryer sheet, instantly making your dog smell springtime fresh.
- 10. Quaker Oats for fast pain relief....It's not just for breakfast anymore. Mix 2 cups of Quaker Oats and 1 cup of water in a bowl and warm in the microwave for 1 minute, cool slightly, and apply the mixture to your hands for soothing relief from arthritis pain.
- 11. Eliminate ear mite's...All it takes is a few drops of Wesson corn oil in your cat's ear. Massage it in, then clean with a cotton ball. Repeat daily for 3 days. The oil soothes the cat's skin, smothers the mite's and accelerates healing.
- 12. Get rid of toenail fungus by soaking your feet in Listerine

Page 4 Niehaus News

2004 Annual Contractor





Page 5 Niehaus News

Appreciation Golf Outing







- 7th Annual Niehaus Home Center
- 1st Annual Big Buck

Niehaus Companies, Inc. hosted two golf outings this year. This annual event had grown so much, that it was decided this year the two Big Buck Building Center's would have their own at Terre Haute. It was held on September 2, at the Idle Creek Golf Course. The day's event ended with a dinner and awards program at the Idle Creek Banquet Room.

The Niehaus Home Center outing was held on September 9th at the Elk's Country Club in Vincennes. There were 23 teams of 6 for a total of 138 players. The group teed off at 12 noon, and finished approximately 5:30. They were served dinner, followed by an awards program.

It didn't matter - good golfer - not so good golfer - everyone had fun and enjoyed the comraderie, good food and drink and prizes.

We want to thank everyone who attended, and also our vendors, for helping sponsor both events.



Page 6 Niehaus News

Taxes

Cigarette Tax
City Sales Taxes
Corporate Income Tax
Court Fines (indirect taxes)

Dog License Tax Federal Income Tax

Federal Unemployment Tax (FUTA)

Fishing License Tax Food License Tax Fuel permit tax

Gasoline Tax (42 cents per gallon)

Hunting License Tax

Inheritance Tax Interest expense (tax

on the money)

Inventory tax IRS Interest Charges

(tax on top of tax)

IRS Penalties (tax on top of tax)

Liquor Tax

Local Income Tax Luxury Taxes

Marriage License Tax

Medicare Tax Property Tax

Real Estate Tax

Recreational Vehicle Tax

Road Toll Booth Taxes

Road Usage Taxes (Truckers)

Sales Taxes School Tax

Septic Permit Tax

Service Charge Taxes

Social Security Tax

State Income Tax

State Unemployment Tax (SUTA)

Telephone federal excise tax

Telephone federal universal service fee tax

Telephone federal, state and local surcharge taxes

Telephone minimum usage surcharge tax

Telephone recurring and non-recurring charges tax

Telephone state and local tax

Telephone usage charge tax

Toll Bridge Taxes

Traffic Fines (indirect taxation)

Trailer registration tax

Utility Taxes

Vehicle License Registration Tax

Vehicle Sales Tax

Watercraft registration Tax

Well Permit Tax

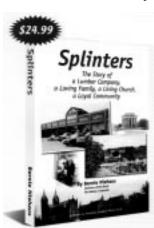
Workers Compensation Tax

DEATH TAX

COMMENTS: Not one of these taxes existed 100 years ago and our nation was the most prosperous in the world, had absolutely no national debt, had the largest middle class in the world and Mom stayed home to raise the kids.

What the heck happened?

Splinters by Bernie Niehaus



The story of

a Lumber Company,

a Loving Family

a Living Church

a Loyal Community

Available at:

V.U. Old Post Book Store The Jasmine Basket Turn the Page Book Store The Bible Book Store Borders Book Store (Evansville) Abbey Press Gift Shop (St. Meinrad)

Also:

Call Sherry at 800-466-1923

or visit our website: www.niehausinc.com

We will ship postage free.

Vinyl Windows



Atrium offers advantages you won't get from "just any vinyl." They install easier, work better, last longer, and provide even more airtight efficiency. No wonder they're backed by a limited lifetime warranty.

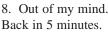
- Remodeler series or new construction
- Unique PPG Intercept glass system to boost thermal performance.
- · All-welded construction.
- · Pre-punched nailing fins.
- Windows come in a wide range of designs and glass options.



Page 7 Niehaus News

RANDOM THOUGHTS

- 1. My husband and I divorced over religous differences. He thought he was God and I didn't.
- 2. I don't suffer from insanity: I enjoy every minute.
- 3. I work hard because millions on Welfare depend on me.
- 4. Some people are alive only because it's illegal to kill them.
- 5. I used to have a handle on life, but it broke.
- 6. Beauty is in the eye of the beer holder.
- 7. Earth is the insane asylum for the universe.





- 9. God must love stupid people; He made so many of them.
- 10. Consciousness. That annoying time between naps.
- 11. The gene pool could use a little chlorine.
- 12. Ever stop to think, and forget to start again?
- 13. Wrinkled was not one of the things I wanted to be when I grew up.
- 14. Procrastinate now!
- 15. I have a degree in Liberal Arts; Do you want fries with that?
- 16. A hangover is the wrath of grapes.
- 17. A journey of a thousand miles begins with a cash advance.
- 18. STUPIDITY IS NOT A HANDICAP! Park somewhere else.
- 19. They call it PMS because Mad Cow Disease was already taken.
- 20. A picture is worth a thousand words, but it uses up three thousand times the memory.
- 21. Ham and eggs A day's work for a chicken, a lifetime committment for a pig.
- 22. The trouble with life is there's no background music.
- 23. The original point and click interface was a Smith and Wesson.
- 24. He who dies with the most toys is nonetheless dead.
- 24. Being "over the hill" is better than being under it.



Investing basics: Know when to sell a stock

Selling a stock is an important decision - almost as important as the decision to buy. Unfortunately, while the world is full of buy recommendations, there is very little advice on when to sell.

Many investors make the mistake of holding onto losing stocks too long. Sometimes they compound this error by selling their winners too soon. The results? A remaining portfolio of mostly poor performers.

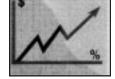
Successful investors limit their losses and let their winners run. There are a variety of ways to do this; the more popular strategies include:

Setting a predetermined sales price. At the time you invest, choose two prices, one below your purchase and another above it.

For example, at the time you buy a stock for \$50 per share; prepare to sell it at \$60. Set a low-side "sell" price, too, to limit your loss if the price falls. Where to set these prices depends upon your expected profit and the loss you can withstand if the stock price drops. Sell the stock if it hits either of these "target" prices. You may reevaluate and change these prices, but only if there's a compelling, legitimate reason to do so.

Another technique uses "moving averages." You can calculate various moving averages using different stocks and different time periods. These averages are plotted on a graph to reveal trends that help you determine when to sell.

Monitoring business fundamentals. Yet another technique is to sell when the company's fundamental business indicators begin to wane. A few of the important factors are earnings, market share, profit margin, and sales volume. You can obtain this information



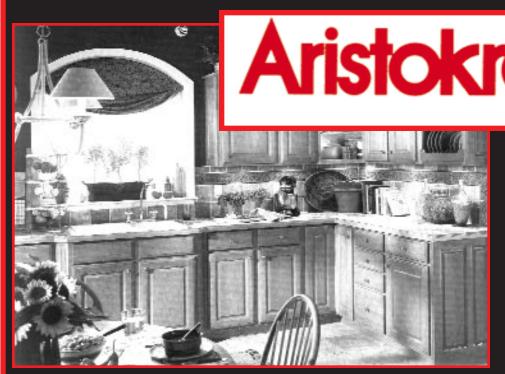
from the company's financial statements and from newspaper and magazine reports. The idea is to sell when the stock becomes overpriced in light of these factors.

Selling overvalued stock. The price/earnings ratio (share price divided by earnings per share) is one measure of a stock's relative value. If the ratio is too high, the stock may be overvalued, and it's time to sell. For example, if a stock has traditionally sold for 20 times earnings and it's now selling for 40, it's probably overvalued. Some investors compare their stock's ratio to the ratio of the Standard & Poor's 500, again as a measure of relative value.

Earnings trends. You might use the company's earnings to gauge whether the stock will perform well in the future. Some investors compare earnings to other companies in the industry or to the Standard & Poor's 500. If earnings trail the others by a certain percent, then sell. Other investors compare current trends to historical earnings. Sell the stock if a company's earnings for the most recent 12-month period are less than the previous 12-month period.

There are, of course, other techniques (and combinations of techniques). If you invest in stocks, be sure to give careful thought to what your selling strategy should be. There is no consensus on which strategy works the best, but professional investors do agree on one thing: selling stock requires discipline. Any rational strategy is probably better than none at all. Pick one that makes sense to you and stick with it.

Page 8 Niehaus News



- Free estimates
- Computer design
- 13 styles in stock- many more by special order
- Delivery available
- Affordable prices
- Financing available at some locations

In the kitchen, bath or throughout your home, Aristokraft Cabinetry helps make your home special!!!



Aristokraft has a wide range of cabinetry styles - from contemporary European to traditional classic styles.

To carry a coordinated, designer look throughout your home, choose Aristokraft's matching bath vanities, hutches and wall systems.

Maximize your kitchen space with Aristokraft's many accessories such as a spice rack, pantry or lazy susan, just to mention a few.

Remember, Aristokraft is the name for quality craftsmanship and selection in kitchen and bath cabinetry.!



1110 Ft. Harrison Rd Terre Haute, IN



1023 Main St. Vincennes, IN



501 S. Howard St. Robinson, IL

Page 9 Niehaus News

Room Solutions

by ARISTOKRAFT

Aristokraft recently came out with a book called "Room Solutions" which features prearranged designs for entertainment centers, hutches,desks and bar areas. These designs are an effortless method of expanding cabinetry into rooms other than the kitchen and bath. These designs offer swift selection and installation for dens, great rooms, dining rooms, home offices, living rooms and wet bars. The book offers 7 designs of prearranged entertainment centers, 7 designs of desks, 6 designs in wet or dry bars, and 6 designs in hutches.

It is easy! Come in and pick up your free copy of "room solutions" - pick the design that is right for you. See one of our designers at any of our 6 locations for quick pricing - for a quick solution to expanding cabinetry into almost any room in your home.



"room solutions"

book - on easy to order design solutions for your other rooms. Pick up your copy today.



ENTERTAINMENT CENTERS

In today's home, electronics tend to be a central feature. To avoid clutter and protect equipment, an Entertainment Center is ideal. This creates an organized space while providing an attractive focal point for the room.



DESKS

An office must provide for broad variety of functions and needs. Cover every base by bringing together the intelligent storage of the workplace and the comfort of home. It's possible with these comprehensive designs.



BAR AREAS

Wet or dry bars are a popular addition to any area of the home. Coordinate with the kitchen to create a new workspace or area of interest. Entertain with ease by enhancing a basement great room. These smart designs are up to any task.



HUTCHES

With a trend toward a more unified dining and kitchen area, hutches are the perfect addition. The smart design provides a secure place to store items. The structure itself is also a beautiful display.

World's Thinnest Books

FRENCH WAR HEROES

by Jacques Chirac

HOW I SERVED MY COUNTRY

by Jane Fonda

MY BEAUTY SECRETS

by Janet Reno

HOW TO BUILD YOUR OWN AIR-

PLANE by John Denver

MY SUPERBOWL HIGHLIGHTS

by Dan Marino

THINGS I LOVE ABOUT BILL

by Hillary Clinton

MY LITTLE BOOK OF PERSONAL

HYGIENE by Osama Bin Laden

THINGS I CAN NOT AFFORD

by Bill Gates

THINGS I WOULD NOT DO FOR MONEY

by Dennis Rodman

MY WILD YEARS

by Al Gore

AMERICA'S MOST POPULAR LAWYERS

A COLLECTION ON MOTIVATIONAL

SPEECHES by Dr. Kevorkian

EVERYTHING MEN KNOW ABOUT WOMEN

EVERYTHING WOMEN KNOW ABOUT MEN

GUIDE TO DATING ETIQUETTE

by Mike Tyson

SPOTTED OWL RECIPES

by EPA

THE AMISH PHONE DIRECTORY

MY PLAN TO FIND THE REAL KILLERS

by O.J. Simpson

And the world's Number One Thinnest Book

MY BOOK OF MORALS

by Bill Clinton

With introduction by The Rev. Jessie Jackson

Page 10 Niehaus News

Some Christian Humor

There was a very gracious lady who was mailing an old family Bible to her brother in another part of the country. "Is there anything breakable in here?" asked the postal clerk. "Only the Ten Commandments." answered the lady.

There is the story of a pastor who got up one Sunday and announced to his congregation: "I have good news and bad news. The good news is, we have enough money to pay for our new building program. The bad news is, that it's still out there in your pockets."

A minister waited in line to have his car filled with gas just before a long holiday weekend. Finally the attendant motioned him toward a vacant pump. "Reverend," said the young man, "I', sorry about the delay. It seems as if everyone waits until the last minute to get ready for a long trip." The minister chuckled, "I know what you mean. It's the same in my business."

MY PHILOSOPHY ON HOUSECLEANING!

I don't do windows because... I love birds and don't want one to run into a clean window and get hurt.

I don't wax floors because... I am terrified a guest will slip, hurt themselves, I'll feel terrible and they may sue me.

I don't mind the dust bunnies because... They are very good company, I have named most of them, and they agree with everything I say.

I don't disturb cobwebs because... I want every creature to have a home of their own.

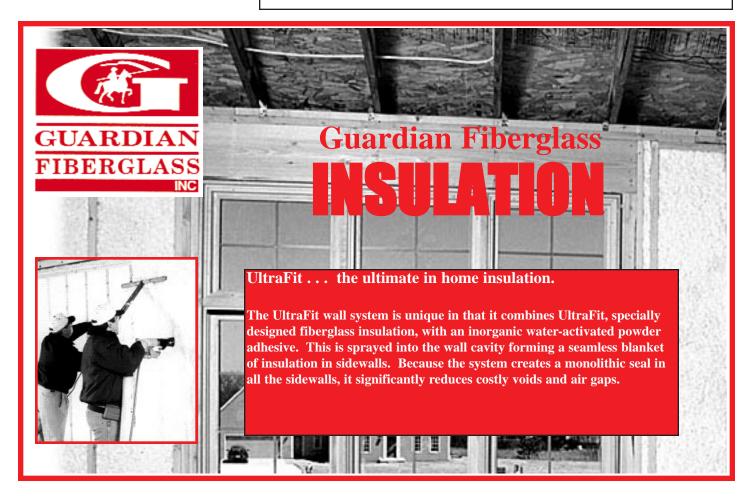
I don't Spring Clean because... I love all the seasons and don't want the others to get jealous.

I don't pull weeds in the garden because... I don't want to get in God's way, he is an excellent designer.

I don't do gourmet meals when I entertain because... I don't want my guests to stress out over what to make when they invite me over for dinner.

I don't iron because... I choose to believe them when they say "Permanent Press".

I don't stress much on anything because... "A Type" personalities die young and I want to stick around and become a wrinkled up crusty ol' woman!!!!



Page 11 Niehaus News

Employees In Profile



Wayne Tracy - is an outside salesman for the Big Buck Building Center in Robinson, Illinois.

He had worked for Big Buck for ten years and left for two years and is now back calling on contractors and homeowners. Before coming to Big Buck, Wayne had been employed by Morton Buildings and as a math teacher in Mt. Carmel.

Wayne was born and grew up in Robinson. He is a graduate of Robinson High School, Eastern Illinois University and did graduate work at the University of Southern Illinois. He majored in mathematics.

Wayne and his wife, Donna, have two grown children - Greg and Pam. He says in his leisure time he likes woodworking and refinishing furniture. We are glad to have him back.



Bonne' Bogage - was recently hired at the WBM Nashville office as an assistant to Operations Manager, Kim Terry. She helps follow through after the sale is made, to order, set up delivery to the job site and right through installation - making sure every detail is complete to the customers satisfaction.

Bonne' has lived in Nashville for the past 5 years and had been employed with Ryan Homes,

which is a builder in the Nashville area.

Bonne' was born in Sacramento has lived in many places in the U.S. and oversees. She is a graduate of LaPorte High School in Texas and attended college in Houston and Punta Gorda, Florida.

She has 4 grown children and 7 grandchildren. She says she has a house full of dogs and cats and is into animal rescue. She likes reading and playing golf in her spare time.



Kevin Heuby -is employed at Wholesale Building Materials in Vincennes. He works in the cabinet warehouse and is part of a team that unloads incoming cabinet orders and fills orders by re-loading the semi's with outgoing cabinetry bound for Nashville, St. Louis and WBM dealer customer's.

Kevin has been with our company for 5 months. Before coming to WBM, he worked for Futuba of America, a plant that makes Toyota parts.. He was born in Vincennes and grew up in Bicknell. He is a graduate of North Knox High School.

He and his wife Teresa, have three children: Jordon, age 9, Latasha, age 5 and Malcolm, age 3. He says he likes spending time with his family, going to local festivals, camping, gardening and attending the kid's sporting events.



Mark Ashcraft - has been with our company for 22 years. He is an outside salesman for the contractor division at Niehaus Home Center. He calls on contractors within approximately a 50 mile radius of Vincennes. He estimates jobs, takes orders, delivers smaller items and provides customer service for the contractors. Mark has won the High Sales Award many years in a row at the Awards Program at the annual company picnic.

Mark was born and grew up in the Vincennes area. He is a graduate of South Knox High School and attended Vincennes University where he studied Tool & Die.

Mark and his wife Joyce, have a 13 month old daughter named Alana. They reside in the Vincennes area. Mark says he likes spending his time away from his job doing yard work and spending time with his daughter.

Page 12 Niehaus News

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A Door For Every Home - The Door System You Can Believe In.

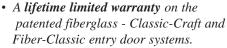
• Classic-Craft

DOORS

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- · Patio doors
- · Steel Doors
- Fire doors
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- Many options available

Pre-hung, weatherstripped, insulated. Every component in each door system is designed, engineered and manufactured to work together



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