



SIMONSON PROPERTIES ♥ **2455 ~ 12th Street SE St Cloud MN 56304** ♥ **320-252-9385**

Surrounding the Customer by Matt Murphy

In our weekly QC meetings, change has been discussed. The word “community” has been used & the word “global” seems to get thrown about as well. You may think or feel that it’s like catching smoke or herding cats, but there is more to it than that! I will try to explain what may be a confusing or puzzling topic.

Community: This word can be used to describe a lot of things within the Simonson Community. It describes how we all feel about the company (family) and our relationship with one another. It also describes how we market the company. Starting a few months back, Rick Hunt and I decided that we would approach customers with our “community” and “surround” them with people in that community. For example; we’ve sat down with a number of customers and introduced them to the various people & products that we offer our professional builders. Rick Holtberg from finance (HBF), Rick Hunt from sales, Dennis Miranowski of land development, the manager, sales person & driver from the appropriate yard, and a representative of The Design Team attended these meetings. I also joined the group to discuss the HOWS and installed sales programs. Ken Fuchs as CEO lent credibility to the meetings and helped send the message that “even the CEO wants your business.” Typically, not all of these people would be present but a good representation of the group is. The result of this powerful message to our customer is that, we are more than just sticks; we are deeper than just one person. It is an invitation for our customer’s community to join our community. Maybe we can learn from one another!

Results: Even if it sounds good, unless it is played out with numerous customers on a continual basis, it is just a thought. The good news is that we’ve had great success with this approach. So far the sales person who uses it has had a very high batting average. I invite everyone to take advantage of this and call me or Rick Hunt to set up a meeting. ***We are setting ourselves apart, because no other lumberyard is doing this!*** Using this strategy works for existing customers (to gain more business) or for a customer that may be in jeopardy. It is essentially a QC meeting but with our customer!

Good Timing: None of us can predict the future, but we can apply the adage of “plan for the worst & work for the best.” How will we create an opportunity to hit our budgets in a soft or spotty market? We get more people involved in our community! We take **market share** from someone else.

Each Month a Different Simonson Employee is Featured

Spotlight on Scott Abraham



Scott Abraham

Scott Abraham works the front counter at the St Cloud Simonson Lumber location. He has worked as a counter salesperson for almost 3 years. Scott says his family includes 3 brothers older than he is and one younger brother. In his leisure time, he enjoys watching and participating in sports. Since he was 6 years old, he has been a numismatist (a coin collector). He likes working at Simonsons because the other employees are friendly and easy to get along with. Scott appreciates the way his co-workers are willing to stop what they are doing to help him when he needs it.

The best advice Scott ever received was to “enjoy life, take it one day at a time and then make the best of it.” He tries to put that into practice. If he could travel through time, he would like to visit the Old West. He thinks it would be intriguing to see how it was explored and developed. Scott is looking forward to a 2 week vacation trip with his family to Australia the end of February this year. Scott is proud to be graduating this spring from the St Cloud Technical College’s Sales and Management program. Previously in 2004, he completed studies at the SCTC’s Architectural Construction Technology program.

News from the Yards

Several Simonson & Design Team employees flew to Orlando to attend the International Builders Show.

Logan Green participated in the Brainerd Ice Fishing Extravaganza. Ask him how he did?

The St Cloud Yard invited their contractors to their Christmas pot-luck. Lisa reports that they had a great turnout and wonderful food!

Winter Travelers: Dave Schreder & wife, Cher, traveled to Arizona over Christmas for a week of sun & golf. Joe Helm & his wife, Cindy attended an Auto Show and visited family in California. John Dressen spent 2 weeks in Mexico soaking up the sun and playing golf. (Ask to see his tan.) Expert angler Milt Johnson went fishing at Lake Winnibegosh. "There was plenty of ice & the fishing was OK" he said.

Wayne Burggraff was the winner of the St Cloud yard's Winter Cribbage Tournament with Dennis Dufner coming in second. Congratulations guys!

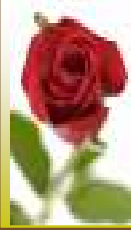
Be a Smart Health Care Consumer

Each individual is ultimately responsible for his/her own well being. Take these steps to become a smarter health care consumer. (Provided by Optum 2005)

1. **Find Dr. Right.** Selecting a doctor is key to your health care decisions.
2. **Practice Prevention.** Be proactive. Eat healthy, exercise, reduce stress, and practice moderation.
3. **Manage Your Medications.** Consult your doctor about all medications, herbal or prescribed. Can a formulary drug be used? Ask about possible drug/food interactions and side effects then follow all directions carefully.
4. **Knowledge is Power -use the net.** Medica.com can provide information.
5. **Keep records.** The more info (immunizations, lab tests/procedures, medications) you can provide your doctor the better he can help you
6. **Know your Health Plan.** Understand your coverage limits, co-pays, & deductibles. If unsure, ask questions.
7. **Follow Up.** Check claim statements and address concerns immediately.

Celebrating a Simonson Anniversary

Rick Hunt ~ 1 yr,
Matt Simonson ~ 1 yr,
Richard Harris ~ 2 yrs,
Matt Murphy ~ 2 yrs,
Nora Castle ~ 3 yrs,
Rob Meininger ~ 4 yrs,
Keith Anderson ~ 14 yrs,
& Ken Fuchs ~ 14 yrs.



We send our condolences to Betsy Rakotz & family. Betsy's father, passed away 12/29/05 after a short illness.

Happy Birthday

Tom Mueller 2/02, Ricky Haus 2/04,
Jim Tower 2/06, Hud Hodgson 2/08,
Pat Pemberton 2/09, Rick Holtberg 2/11,
Paul Lahr 2/12, Heidi Eckerman 2/19,
Matt Skjonsby 2/19,
Jim Niklaus 2/20,
Glenn Imholte 2/21,
Kim Wieneke 2/21,
& Sarah Goodrow 2/23,



Friendly Football

The contest is over. Congratulations to Trevor Ebinger for winning Week #17. December's winner was Bryant Richards & the Winner for the Year was Heidi Eckerman. Monticello won the Pizza Party. A special "Thank You" to Ken Fuchs & Family for doing such a great job scoring and tallying the results.

When you find yourself in a hole, stop digging!

Congratulations to Cory & Michelle Guck on the birth of a 2nd son, 1/10/06.



Ethan Raymond Guck was 7lbs 6oz at birth and 19.5 inches long. He joins brother, Anthony at home. We wish the family well!