

Program offers a peek behind the buzzing saw

BY JEFF SHAFFER
Staff writer

LEWISBURG — Kuhns Bros. Enterprise is a cut above its competition and officials would be happy to show you how.

To provide a little more insight into its business, and products, Kuhns Bros. opens its doors to customers, potential customers and builders. They call it “Discover Kuhns Bros. Your Way,” and this newly updated program started Thursday and runs through Saturday.

During the first day of the event, participants get behind-the-scenes tours of the industry. Aptly named, the “Your Way” program allows log home enthusiasts to explore the aspects of the building process that most interest each participant.

At the Old Shoe Factory in Milton, Kuhns had expanded its operations. There, guests decided what they wanted to see more of, such as visiting American Heritage Crafters to discuss outfitting the interior; talking with engineers; visiting the ProHardware store; talking about the sales process with a representative; speaking with a project manager about construction; discussing financial matters; and visiting a model home near Lewisburg.

The inside look at the construction process — from start to finish — is a new aspect to the program, said Matt McGovern, public relations specialist for Kuhns Bros.

For the last two decades, Kuhns has held construction workshops. It's only in recent years that people have been given the chance to really explore the process from the inside out, McGovern said.

Over the years, the clientele taking part in the workshops has changed from “do-it-yourselfers” to a “do-it-for-me” customer, according to McGovern. With the consumer doing less hands-on work with the product, Kuhns Bros. decided to add a tour of its facilities and wood preparation processes to the workshops.

The first day of the workshop consists mainly of tours and meetings. The proverbial nuts and bolts of the program are explored on the second and third days. That's when visitors get to learn what it takes to build a log home, such as reading blueprints, electrical system designs, roof configurations, window installation and finishing work. On Saturday, participants even construct a mini-home on site.

“We want to give them as much information as they could possibly need,” McGovern said. “It'll help them figure out if they are a ‘do-it-yourselfer’



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CUTTING TO THE CHASE — Matt McGovern, public relations specialist for Kuhns Bros., speaks to the tour Thursday through a speaker in the noisy cutshop. The business opens its doors to customers, potential customers and builders to ‘Discover Kuhns Bros. Your Way.’

and if they need a contractor or not (to build their homes).”

William and Suzanne Wotring of Delran, N.J., seemed excited to see what it will take to build their log home. They have already purchased a kit. They were also just there to soak in the atmosphere.

“You have a better appreciation for how it's built,” William said. “And that's important.”

Glenn and Julie Beasley of southern Maryland plan to build a log home someday and attended the event because they were just looking for more

information.

“It's nice to see the wood and smell it,” Julie said. “It's nice to know more about the company.”

Glenn added he appreciates that Kuhns isn't wasteful. If the material isn't good enough for the log homes, they'll find something it is useful for.

“Discover Kuhns Bros. Your Way” attracts folks from all over. This latest group included a couple from Kansas, however, McGovern said the company's most distant guests traveled from Australia. Kuhns Bros. has sold homes to people in several different countries on several different continents.

Locals are just as welcome to discover Kuhns. Participants can sign up for one, two or three days. Those who have already placed a deposit on a home may attend for free. Those who are still deciding pay \$95 for one person and \$50 for each accompanying person.

Upcoming discovery weekends are April 24-26; June 5-7; Sept. 11-13; Oct. 23-25; and Nov. 6-8. Space is limited. To sign up, or for more information, call 1-800-326-9614 or visit www.kuhnsbros.com/discover.



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THAT WARM COZY, FEELING — Rick Rogers, kiln manager, explains the wood drying process Thursday during the tour.

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