

ARROW TIPS

Put Your Happiness On Display With Timber Living

Summer
Issue!

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A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

... How to Avoid Design Burnout!

... How Nature's Beauty is Captured on Film!

... How You Can Own a Log Home - for Just \$23,000!

... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

A handwritten signature in black ink that reads "Bert".

Bert Sarkkinen
Owner



*See This Contemporary
Timber Framed Home
Featured on Page 3*

www.ArrowTimber.com

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adventurous

SOLID *daring*

ARTISTIC

lasting
satisfaction

GUARANTEED

ACHIEVEMENT

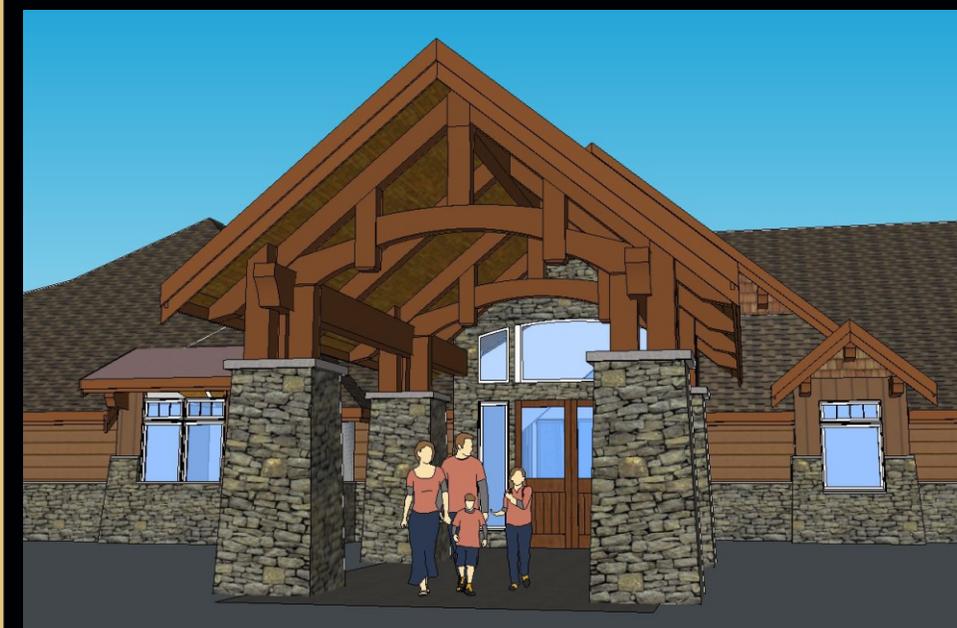
sure-fire

innovative

GENEROUS

Avoid Design Burnout

Ignite Creativity with a Blueprint Makeover!



This Blueprint Makeover is the result of the collaborative process between Arrow Timber Framing and the client's design team.

Many architects, builders, and designers face a common problem: trying to find good post and beam design ideas within a short time frame. Especially when they are tired. All played out. Ready to be done. And their clients are usually in the same state of mind. This can lead to design burnout! Every design professional has experienced this phenomenon - and ATF has discovered the solution!

When you begin a homebuilding project, there are decisions to make on so many details. By the time you and your architect have worked through all the choices for your floor plan and elevations, you are tired! This is understandable. This is also a common mistake. It is much better to take a short break and revisit your plans with clear perspective. If you are providing your own design work, you can probably relate to the feeling of spinning your wheels and wrestling endlessly with the pros and cons of opposing ideas.

Homeowners who plan to use any type of post and beam construction will typically insert beams as a "placeholder". Finessing the beam design is usually saved for later in the process. When timber design expertise is lacking, the intricacies of the final timber design seem trivial early on in project planning.

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Blueprint Makeover ..continued



Continued from Page 1 >>>

This lack of design energy often leads to improvised, last-minute solutions during construction, which can be fraught with unpleasant surprises and frustration. It's too bad - because an optimized timber package can give you so much! It has a positive influence on the atmosphere of your project. If you can get the timber package right, everything else just falls into place.

In the following post and beam makeover examples I'm going to share with you, notice how the design ideas fall into four basic categories:

1. Canvas prepping

We work hard to bring the big picture into crystal-clear focus. This includes balance and proportion, wall heights, roof slopes, ridge heights, and wall alignment, as well as cladding colors and types. We specialize in capturing the look and feel the client wants.

2. Post and beam style

We want to capture the style which flows with the big picture. Both monetary and building constraints are constantly evaluated against the best aesthetic decisions.

3. Where to draw the line

Which areas to include, timber saturation or frequency, room transitions and theme continuity are addressed at this point.

4. Subtle touches

This includes details such as beam and timber sizing, stone heights, embellishment, connecting plates, bolts, or pegs, whimsical additions, elegant touches, eclectic surprises, era-specific details, small angle adjustments, etc.

The Cunningham project

This beautiful home illustrates the design synergy that occurs when ATF adds timber design expertise to the ideas of a talented architect. In this case, working with Wade McGilvra at Bearcreek Design resulted in creative energy!



Canvas prep: Adjusted height of the porte cochere/entry.
Added rusted galvanized metal shed roof options.

Post and beam style: Designed a unique three post option with connection from bottom of arch to post.
Created simplified yet artistic beam work for back patio.

Where to draw the line: the timber framing frequency/saturation was already well-established by the architect.

Subtle touches: Added flared stone and elevated sill height at pop-outs.
Adjusted stone column heights to the golden ratio sweet spot.
Upsized timbers and increased arch severity.

I have only shared the final design decisions. Many ideas were rejected, and tons of small decisions were made



Featured Project

The Ziegler Home



We met these homeowners when we were installing the timbers for their elegant contemporary home. They were a practical, well-grounded couple. That came as no surprise, because the general contractor who hired us to do the job was also straight-shooting.

For this project, we provided extreme expertise for pain in the neck processes. In addition to supplying, fabricating and installing these beautiful beams, we also directed the metal knife plate detailing to ensure smooth construction logistics.

As always, there were some field changes which forced us to think on our feet. Sometimes aesthetic improvements are apparent as the project comes to life. The end result was worth it!



This home has multiple pop-outs. We added a galvanized shed roof and adjusted the rock for a dynamic look.

to complete these post and beam makeovers. When we go to work on your project, you can rest assured that we will explore all the options. Our goal is to maximize your long-term happiness!

You can put our timber expertise to work for you. By doing so, you will give yourself and your architect a boost just when your creative energy is starting to ebb. You will also avoid last-minute post and beam solutions – a headache for builders and homeowners alike.

The ATF guaranteed design package is intended to maximize your options and eliminate risk for you. Ultimately, this gives you a high return on investment if you should sell. But more importantly, it is a decision which will bring you long-term enjoyment and happiness.

To your success!

Bert Sarkkinen



ATF designed a unique three-post truss for the great room.



THE SMILE EXPRESS

Happiness Is...



Sometimes it is the little things in life which make a difference. For example, you may dig down for patience to deal with a big issue in a relationship, and appear to be doing just fine. But then a minor irritation can catch you off-guard and make you upset.

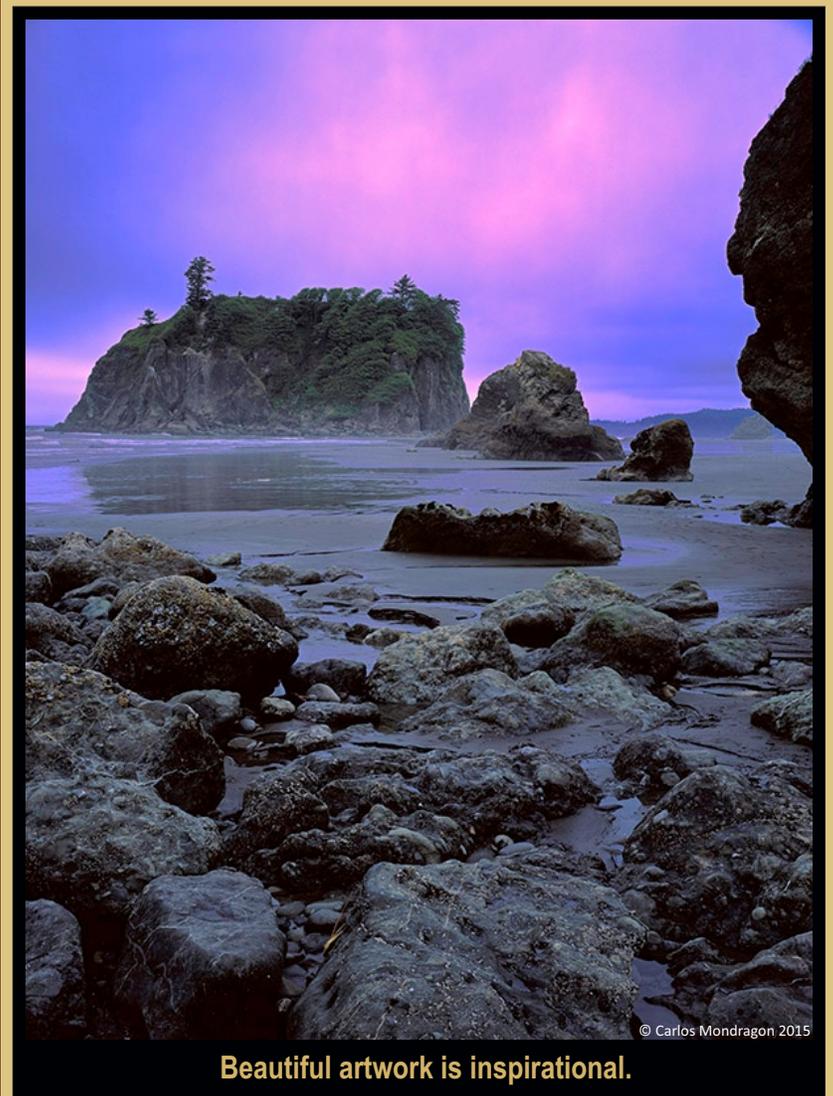
Can you relate? Personally, I struggle most when I believe that my efforts and patience have not been noticed. This means that the opposite is equally powerful – a small reward goes a long way! One client of ours wrote individual personal checks to our entire team. Not a huge amount, but enough to put some "oomph" behind his thank-you. It meant more than a check issued by me! Everyone likes to feel appreciated.

...a Small Thanks!

Large Format Photos

Bringing Nature's Beauty Inside

by Carlos Mondragon



© Carlos Mondragon 2015

Beautiful artwork is inspirational.

Question: What starts with an 85-pound pack and a 10-mile trek up a mountain and ends with a 31" computer monitor?

Answer: The art of capturing a large-format film photograph.

Large-format film photographers are a vanishing breed. We are perfectionists at heart and understand the rare and precious beauty of a film-based photographic print. As a film photographer, my passion is capturing the beauty of the outdoors and bringing it indoors. My prints pass the "nose-to-the-glass" test. Whether you stand directly in front of one of my 10-foot photographic prints or view it from across a room, you will see exceptional detail and color - just as nature intended it.

Your Referrals Speak Volumes!

...and are GREATLY appreciated.

When you refer friends and acquaintances to ATF, **make sure they remember to mention your name!** They get to skip the screening process... and yes, we screen clients. You are the cream of the crop! Plus, we want know where to send thanks... do you prefer coffee or sweets?



A large format photograph provides a focal point.

The effort it takes to bring the beauty of the outside in starts with the camera itself. When I set off to capture an image, I'm usually up at 3 A.M., hiking in the dark with a head lamp. The best light is often the first rays of dawn. I've hiked in extreme temperatures carrying my 85-pound pack filled with the cameras, lenses, tripod, and of course the film – in sizes of anywhere from 4" by 5" to 8" by 20". When I arrive at my final destination it generally takes a good half hour or more to set up the equipment. I then measure the light which will impact the settings, all adjusted manually. With an old-fashioned film camera, you don't get the immediate results of a digital camera. When everything is perfect... then *click!*

Images are exposed onto the film which rests in carriers. I carefully store these in the pack, trek them back down the mountainside and take them to a film developer. Then it's the waiting game – until I get the call that the film is ready to be picked up.



An old-fashioned film camera is used to produce superior prints.

To see a piece of transparency film the size of notebook paper on a light table is a unique joy and incredibly rare. The detail and colors are exquisite as I inspect it with a magnifying loupe looking for even

the smallest imperfection. I am transported back to my hike in the cold, dark morning and that moment when light first fills the sky. If the image passes the test, then voila! It's a keeper!

My process then moves from that piece of film to a digital process. This includes scanning on a Heidelberg drum scanner, a machine which looks like something from a science fiction movie set. The image is captured digitally, and then I utilize that 31" monitor and a custom-designed PC to retouch dust spots and stitch images together. The final digital file is printed using archival papers and inks in sizes up to 5 x 10 feet. This size would cause the typical digital camera image to be totally unusable.



Large format photographs allow for amazingly detailed artwork.

Imagine seeing a print of a mountain or a waterfall with so much detail that it covers an entire wall! The details draw you into the scene as if you could smell the mountain air and touch the very trees. This is the rare beauty of my art – old-fashioned large format film photography at its best.

Thankfully, there are homes and offices worthy of these fine works of art. Arrow Timber Framing and Mondragon Fine Art have teamed up to offer you the very best Large Format Fine Art Photography for your beautiful home or office.

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Special Offer



MEMORY LANE

I remember agonizing over the decision to buy our first mortising machine. I wondered about how effective the machine would be and about future demand. Would I be wasting \$4000? Looking back, the decision seems like a trivial no-brainer - the machine has paid for itself many times over. I still grapple with the same feelings with new decisions. But I believe what I call "productive paranoia" has a place: decisions made with a cavalier attitude have a dismal success rate.

Special Offer

4376 sf Log Home: ONLY \$23,000!!



This custom log home with wood flooring, oak doors, antique light fixtures, cedar windows and much more is for sale - for just \$23,000! This includes everything: fireplace, cabinets... even the kitchen sink!

This amazing deal has just one caveat: the house must be moved. This property is needed for another use. Can you take on this challenging project?



Call 360-687-1868
or email design@arrowtimber.com

Please visit our website at:

mondragonfineart.com

Make your selections, and when requesting a quote, use the code "ATF" in the additional comments field. You will **receive 20% off** the standard pricing.

This discount is limited to five prints per customer, and is only available through Arrow Timber Framing.

These grand, ultra-high resolution works of fine art will grace your home or office for years to come. The archival prints are available in sizes up to 60" x 120" and are a perfect compliment for the spectacular timber



© Carlos Mondragon 2015

The beauty of nature can be shared and appreciated through art.

framed spaces created by Arrow Timber Framing. Large format photography by Mondragon Fine Art offers the connoisseur or collector years of lasting indoor beauty!



Large format photographs are available in different sizes and themes to fit your decor.

- Carlos Mondragon, Photographer

Our Philosophy



People want things which reflect their personality.
People want an enjoyable process with a mutual exchange.
People want teamwork, transparency, and creative solutions.

I experience this over and over in the course of a year, not only when clients view albums or 3-D models in my office, but especially so immediately after the completion of their timber structure. Appreciative head nods and slow smiles have almost become a trademark!

I fell in love with the timber framing craft in 2002 and I still feel just as privileged and enthused. Many, many, personalized structures have been created since then. In fact, my passion, artistry, and repertoire of creative solutions have all grown dramatically... I sometimes wonder if it is simply something to do with rising to challenges and building upon success.

You probably agree that exposed beams provide geometric beauty and resonate deep within our psyche... The style brings to mind durability, longevity, safety, laughter, smiles, and home to many warm feelings.

The question: What is the best way for you to acquire your personalized timber living?

Not too much, not too little. Not too high, not too low. Just the right mix of timber presence and style... How to find that sweet spot which you can enjoy for years and pass on to your heirs. It's really about enriching the lives of those around you and sharing your unique personality and viewpoints with them.

The answer: Arrow Timber's guaranteed pain-free timber living acquisition process

I think the culture of mass-produced, one-size-fits-all merchandise is a happiness drain for far too many people. It is better to have a targeted life with purpose, than acquiring a lot of mediocre things for the sake of having them. Too much waste, clutter and frustration, I say. It is much better to emphasize and display your values with purposeful choices. And if you can acquire those choices and avoid the taint of painful experiences, consider yourself a winner! Which is why I guarantee not only the personalized artistry we create, but also the process by which it is created!

Seek out and choose, therefore, things that will evoke head nods and slow smiles. Things which resonate with your personality. Things that do not grow old or boring with the passage of time. You will not regret it.

To your goals, momentum, and success,

Bert Sarkkinen, Owner

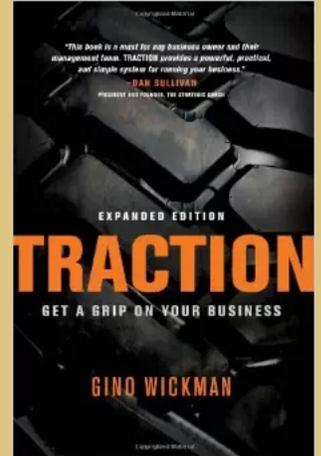


Recommended Reading

from the Arrow Team

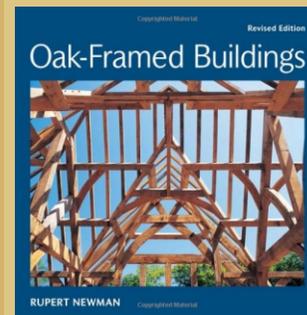
Traction by Gino Wickman

Do you have a grip on your business, or does your business have a grip on you? This book is a hands-on introduction to a discipline which turns proven business principles into a simple step-by-step process. A powerful way to run a profitable, frustration-free business.



Grade: A+

Oak-Framed Buildings By Rupert Newman



Newly updated, this classic title is ideal for carpenters, builders, aspiring DIYers, and anyone who appreciates beautiful,

durable, and environmentally friendly structures. I appreciated the author's pragmatic philosophy, and his method of fitting and connecting valley jack rafters was intriguing.

Grade: B+

