



ARROW TIPS

Put Your Happiness On Display With Timber Living

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The ATF Hybrid Advantage

Personalize Your Style and Save Money for Upgrades



Combining materials in creative ways allows for design flexibility.

The benefit of a Hybrid Timber Frame can be summed up in one word: Flexibility. Flexibility in design. Flexibility in building. And flexibility in investment.

You get more options to design your personalized look and feel. You get more building solutions at your disposal. And you get to easily control where and how you allocate your investment.

Hybrid: Made by combining different elements.

Our clients might define hybrid as:

“Stunning results made by creatively combining different construction methods with dedication to artistic design.”

As the Hybrid Timber Framing specialist, helping clients brainstorm and make choices is a very important part of the system here at Arrow Timber Framing. Some projects require us to try many options, while others are more straightforward. Whether you are the architect, builder, or homeowner, you can rest assured that no stone will go unturned until you get good-looking hybrid construction ideas and solutions that make sense. We specialize in ideas that capture the unique style preferred by you or your clients. Also, our team utilizes a competent production and building system to bring your ideas to life.

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Hybrid Advantage ...continued



Continued from Page 1 >>>

How could a hybrid timber frame design fit your project? Here are just two examples of how the ATF Hybrid Advantage gave more flexibility with design, building, and investment for our clients. From a small backyard project to a brand-new, high-end home, this system works!

Small, Unique Remodel and Shop Project

A hybrid timber frame gives us creative leeway. At ATF, we have a never-quit mentality when it comes to getting just the right fit for both your style and your budget. Sometimes, a particularly challenging project requires more from our design team. This happened with Tom and Natalie, a couple we met at a home show.

Tom and Natalie were interested in building a shop, and they wanted to convert their open, heavy timber pergolas into a covered area. The ATF Hybrid Design System uses a joint strategy in these situations:

Intuitive Design: We understand the *Gestalt*, or all the elements which make up the big picture. This could include the target investment, the intended function or use, personalities, location, and even the owners' personal values or shared history.

Brute Force: We bring dogged perseverance to your project, which forces the birth of more creative ideas than we first think is possible.

The shop design was driven by the rustic style of their home. Using a hybrid timber frame approach, we framed a traditional building using 2x6 walls and a truss roof. The savings allowed Tom and Natalie to concentrate their investment where it would have real impact. The shed roof, which is supported by heavy brackets, gives a solid

feel without appearing out of scale. They even finished with gorgeous, high-quality stone and

skull-edge siding, which would otherwise have been outside the budget.

Tom and Natalie have an amazing story of immigration from South Vietnam. As our team got to know them, we kept coming back to their heritage. This grew to influence the style of their covered pergola. As we explored options, we ruled out any solution that would cut off natural light. We also didn't want the solution to take away from the existing Northwest-style pergolas.

Our final design included exaggerated angular rafter tails, protruding far beyond the footprint of the building and fanning out the towards the end. We covered the structure with clear acrylic. The upward-facing geometry allowed the heavy Northwest style and touches of intricate Eastern style to flourish in harmony. As a bonus, it covered more space and required no downspout. By mixing acrylic with angular artistic framing members in this hybrid timber framing solution, our clients saved both money and time as the scope of work no longer included building a framed roof.

High-End Home Project

Hybrid Timber Framing has the advantage of being extremely flexible. Today's homeowners are informed consumers. They often want an eclectic blend of styles. Ron and Nicole were the perfect examples.

Ron and Nicole were ready to build the home they would stay in. As builders, they've seen it all, and they wanted something unique. And since they have seen it all, they wanted to include elements of many of the styles they've worked with throughout the years. They both really liked a rustic, old ranch style. But they also wanted to include Industrial Modern elements. And they wanted the overall effect to be elegant. A tough bill to fill! There was one saving grace: no budget. Great fun! Unfettered freedom! Creativity without constraint.

Of course, we all know that everyone has a budget when push comes to shove. This case was no exception. Starting without constraints is a way to create multiple options for customers willing to pay for an extended design package. Even if we end up spending more time on the design, our focus is on the final product.



Mixing styles can yield a unique result.





A hybrid timber frame allows for creative solutions with maximum impact.

This is the process we at ATF use for Hybrid Timber package design options. We start with a blank slate:

Step 1 – “Loose the chains.” If money were no objection, what might work well here? This question is asked over and over again as we produce new ideas.

Step 2 - Prioritize the best ideas. Again, still without thinking about resource constraints.

Step 3 – “Invite the parents back in.” Here, we listen to the voices of prudence and reason. We list objections.

Step 4 – Creatively challenge perceived reality. Rolling each challenge around like a rock in your hand, observing it from different angles, often produces creative thinking.

Step 5- Choose a pathway. At this point we move. However, if the style is not correct, if the clients don't like the looks, or if the costs come in over budget... then we start all over! With Ron and Nicole's project, we did multiple design revisions. But that is what we do: relentless idea generation until things come together! Ultimately, it is very satisfying.

Hybrid Timber Framing elements were utilized strategically throughout this project. We included untraditional materials such as colored concrete, rusted steel, and reclaimed timbers. By mixing conventional framing and rough-sawn timbers, the flexibility of hybrid Timber framing gave the owners more options to save resources and get what they wanted.

When the team at Arrow Timber Framing agrees to go to bat for you, you will get a good-looking solution that makes sense. Guaranteed. The flexibility options of Hybrid Timber Framing together with the ATF never-quit mentality is an extremely strong and reliable combination. So if you have a project in mind, schedule a 30-90 minute brainstorm. Your project must pass certain criteria before we can offer you the iron-clad ATF Double Guarantee and add you to our design and production schedule. But once you are in at ATF, you are in - through thick and thin!

To your goals, momentum, & happiness!
On behalf of the ATF team,

Bert Sarkkinen

THE SMILE EXPRESS

Happiness Is...



Outdoor pavilion at PCM

Finding happiness in periods of discomfort and less-than-ideal situations sounds counterintuitive. The happiness can be found in the decision to stick it out and the reward you feel at the end.

Consider a charitable project we did for the Portland's Children's Museum. It was an unintended donation due to a mistake. After the stress of losing money just became the factual reality, buckling down every day to see the project through felt very good. We did what we said we would do. And we could be, as King Solomon says, happy in our labor and our days were not wasted.

...a Long, Steady Grind!

Your Referrals Speak Volumes!

...and are GREATLY appreciated. When you refer friends and acquaintances to ATF, **make sure they 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 to know where to send thanks... do you prefer coffee or sweets?



PARADE OF HOMES 2016

As a builder, changes to an original design can be frustrating. A builder's perspective typically is: "No changes please! I have a schedule and budget to keep. Changes just cause more work and headaches!"

We have a different perspective here at ATF. We recognize that as more information comes in, the original plan must be revised. The trick is to make things as simple as possible - but no simpler!

The ATF guaranteed design service is available at three levels: Most simple, simple, and least simple. This project, built by Everest homes for the 2016 Parade of Homes, is a good example of using this concept for a mid-level application. We also had the luxury of time to address all of the areas the general contractor wanted to beautify.

Getting a style that would match the old-world look and feel on a bigger scale was important. **Correct proportions** for the entry roof height and garage gable were key to the design. **Style details**, such as the addition of light blocks, pulled the look together. The back patio is optimized with a **hybrid system** using conventional trusses over the artistic beams, posts, and knee braces. It is always amazing to witness a large-scale project come together!



KEEP THE BIG
PICTURE BRIGHT
WITH AN
ATF GUARANTEED
DESIGN PACKAGE!



For more pictures of this beautiful home, visit our Gallery at www.ArrowTimber.com 5

Special Offer

MEMORY LANE

I remember how easy I had it when we built our home. No hemming and hawing about choices and tradeoffs. I only had to move a short wall to make the laundry room counter longer. Our oldest son Sven was born during the framing stage of Construction. Which meant my wife who never dithers with a decision and is very easy to please, was understandably quite preoccupied with the delivery and caretaking of her newborn son. Perhaps the zen of easy decisions?

Special Offer

OFFER: Your turn is coming up!

Now you can feel good about helping out. 100% of your donated dollar goes towards a tangible long-lasting gift to all who visit and use the Battle Ground Library.



ATF and Johansson architecture are working with plan concepts to utilize the vacant space just behind the Battle Ground Library. Karl Johansson and the ATF team will be donating our time, and we will ask like-minded contractors to join the team also. When we can get permission to proceed, we will be needing donations from people like you who want to help out.

ACTION: Get in on the planning stage. What are your ideas for this community space? What can you add?

Call 360-687-1868

between 8-5 Monday-Friday

Meet Our Integrator

Getting to Know Josh Gedenburg



Josh, the ATF Integrator.

Our integrator, Josh Gedenburg, keeps everything running on time! Josh uses his skills to make sure both clients and employees are well served. Perseverance and thrift are clearly evident in Josh's childhood story of saving \$2,000 for his first car. He biked 2 miles each way and was paid a whopping \$1 per hour! But that doesn't mean he was a dummy - he was a top graduate in his high school. With high intelligence and a quick mind we have to occasionally give him a

friendly reminder to not have ALL the answers.

You are in a good hands with Josh on your side. He lives the ATF core values and his decision making skills are top-notch.

Q: What are some things about your background that you would like people to know?

A: I grew up in a small town in New Hampshire. I always knew that I wanted to be a framer, but I didn't realize it would lead to this!

Q: What is someplace you would like to visit?

A: I would like to visit Mexico some time. The food and the culture have always been a draw for me.

Q: How do you like to spend your free time?

A: My wife and I have five kids and free time is hard to define! Lately my free time has been spent making a charcoal forge for smelting aluminum cans into ingots that will be used later in cast aluminum projects. Our son Nils is 15 years old and this has been a fun project for the two of us.

Q: What would have to happen in the next three years to make you feel like you are moving forward?

A: I am a simple man with a simple mind, and I live a simple life. I would feel like I am moving forward when my '64 Chevrolet Belair is finally operable! I've had it for 8-10 years and between young children and teens, it has been placed on the back burner.

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 happiness,

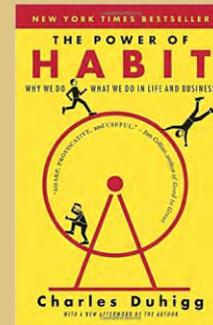
Bert Sarkkinen, Owner



Recommended Reading

from the Arrow Team

Power of Habit by Charles Duhigg



Typically the first book recommendation is directly related to timber framing. But this book dovetails too well with our other Fall book recommendation to ignore. It gives important insight and tools to change our habits! Actually, we

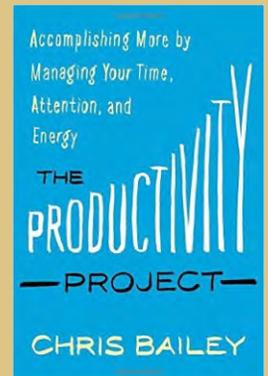
don't change our habits, we can only manually override them with new programming. Once created, the wiring which makes our habits never leaves. You will learn how to work with the cues, routines, and rewards which make up the habit cycle.

Grade: A++

The Productivity Project by Chris Bailey

As a person who places emphasis on getting stuff done, this book is just my style. The key point here is to be more productive, so you have the freedom to be with your friends and family and do things you like. The author documented all of his zany experiments, and compiled the most relevant successes and failures so you can quickly zero in on what might work for you.

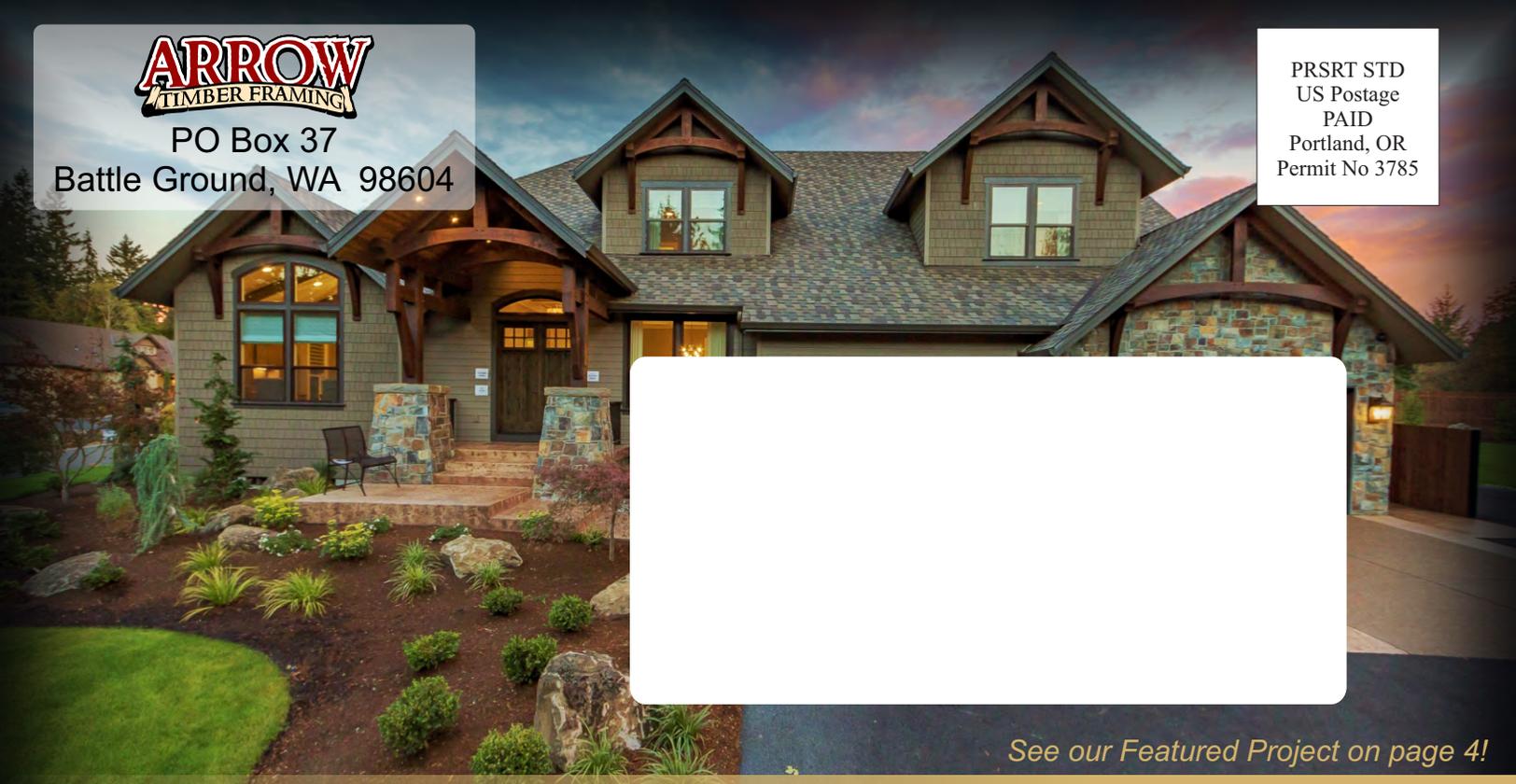
Grade: A+





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See our Featured Project on page 4!

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Winter
Issue!

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A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

- ... How A Hybrid Timber Design Could Benefit You!
- ... What special features are included in our Featured Project!
- ... Which Books ATF Recommends for a Increasing Productivity!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

Bert Sarkkinen
Owner