

ARROW TIPS

Put Your Happiness On Display With Timber Living

Spring
Issue!

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A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

... How Timbers Could Enhance Your Special Event!

... How A Client's Design Problem Was Eliminated!

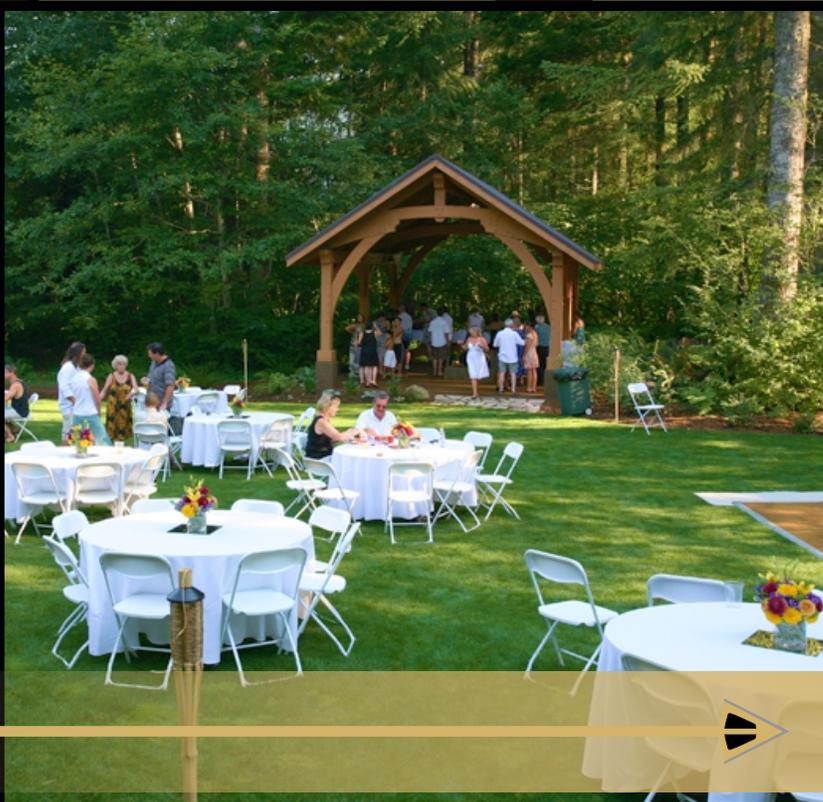
... Which 5 Core Values Make Up ATF's DNA!

... 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



www.ArrowTimber.com

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adventurous

SOLID *daring*

ARTISTIC

lasting

satisfaction

GUARANTEED

ACHIEVEMENT

sure-fire

innovative

GENEROUS

3 Event Pavilion Concepts Which is Right for You?



This floating pavilion can be used for intimate family get-togethers as well as weddings or special events.

Summer is coming, and many of us are planning special events with our loved ones. Weddings, family reunions, barbeques... what will the setting be for your next event? How could an outdoor structure enhance your experience? Building an event pavilion can be a great way to socialize and connect with the people that mean the most to you.

You could become the favorite uncle or aunt because of your mixed-use entertainment area, which gives your nephews and nieces a fun place to hang out, play sports, and socialize in a safe, private environment. Or you and your friends might enjoy a smaller gazebo-type structure, which could also be used for meditation and relaxing.

Perhaps you're thinking large-scale... Why not create a side business to build and manage an extraordinary event center? You would be able to easily host events for your family and friends. You would also be able to connect with and help others as you create value and opportunity with your side business.

Let's talk about which of the three basic types of event pavilions will work best for you!

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Event Pavilions ...continued



Continued from Page 1 >>>

Backyard mixed use option

Here I can give you a personal example. The outdoor structure I built for my family is 25' x 45'. We have put this space to use for large formal and informal social gatherings, accommodating several hundred people. Our main use, though, is as an activities space: a gym in the winter and a pool cover in the summer. As we have five children and a large extended family, it gets put to good use. Our pool pavilion has been a huge plus for our friends and family!

Think about your own situation. What could be nicer than having a timber pavilion, built to reflect your values, at your family's immediate disposal? You might look out the window one day and notice that a grandchild had driven over with some friends to play or hang out. Or a daughter may call to use the space with her friends. Possible conveniences are limitless.



Temporary walls turn this mid-sized outdoor area into a four-season space.

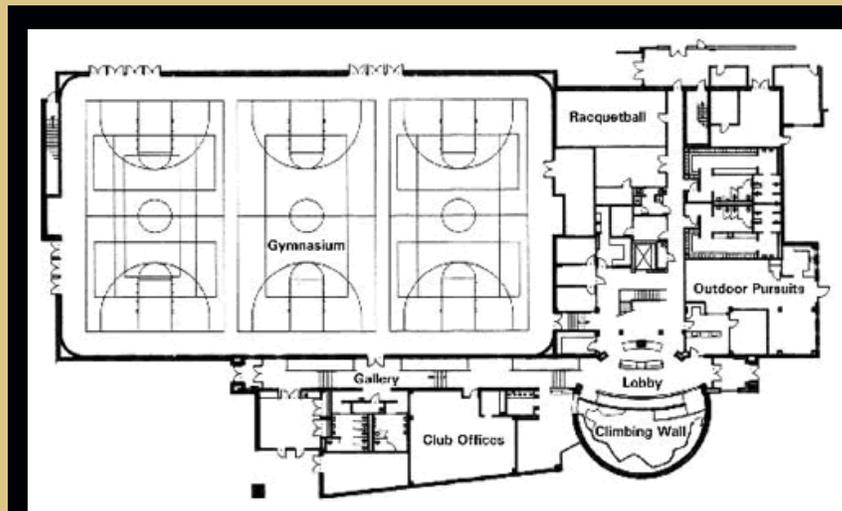
Your unique timber style will emerge as we start moving ahead with your pavilion planning. We specialize in helping you discover exactly the right style and space for your lifestyle.



Things you will want to think about ahead of time are:

- Parking: how many cars will need to be accommodated?
- Do you want private access so others can use the space without disturbing your family?
- What kind of activities? Weddings, grilling, reunion, sports, etc.
- Total size and number of people to accommodate?
- Proximity to neighbors and noise?
- And of course sun, wind, prevailing weather patterns etc.

The mixed-use pavilion is great for weddings and any events such as Mother's Day and family reunions.



A large-scale recreation center could be a community asset.

Side Business Opportunity

Suppose you owned or found a piece of property on the outskirts of your town. A recreation center like the example shown here could be pretty cool! The kitchen is highly functional with counter space, mixing bowls, serving utensils, and microwave. The main cooking area features two high-quality barbecue stations. Multiple locking fridges provide regular users with an area to stock supplies. The exercise room and shower would make a family event fun for those who crave activity. Quiet rooms can be used for naps, reading, and meditation.

The south end of this flexible plan is designed to open up and let the outdoors in – ideal for nice days and wedding processions. The sports equipment can just tuck neatly into the corner when not in use. As you can see, this example is just a starting point. The ball is in your court. Take it and run!

Are you intrigued by this idea? The possibilities are huge! Think of how many lives a project like this could touch. You will make new friends and help the community, both during construction and when you open for business. As the owner, you will be able to reserve dates for private events for yourself and your extended family. Just think. All of these memories and social events



A gazebo provides the perfect backdrop for your special event.

Compact Gazebo

Not all weddings involve huge throngs of people. If this is music to your ears, you will be thinking and planning on an intimate scale. Here I've included a very compact example as well as slightly bigger example. These examples are detached from the house, but an attached outdoor living pavilion often makes sense as well.

The compact version would give you a very picturesque wedding. The arches, the angles, and overall energy is very harmonious and perfect for a wedding. The second example is a bit bigger but still has the arches which are symbolic of the rings, churches, and union. This example has more seating space for general entertainment.

Big, small, or mixed use for all - by now you probably have a good idea of which wedding/event pavilion will best fit your lifestyle. The easiest way to start is by simply calling (360) 687-1868 and scheduling a consultation, so you and I can chat about what you have in mind. That way you can get a head start, which will make your research a whole lot easier! You may want to send me pictures, sketches, and other information before you and I talk. Either way works great! I look forward to talking to you about how you can add personal connections into your life.

To your success!

Bert Sarkkinen, Owner



Even a small-scale timber living area can be a big asset.

taking place in a rich warm timber atmosphere you help create! If you are the sort of person who would enjoy what we have just described, you would also enjoy the creative process we at ATF use to find the best possible ideas for you and bring them to life.

Featured Project

The Porte Cochere



This is the perfect example of form following function. In this case, the home design utilized the natural slope of the ground. This made the Porte Cochere a bit cramped, especially when backing a car out of the garage.

We worked closely with the owner, who is an engineer. His idea was to use a big central post, rather than two corner posts. In this way, the tight space between the garage and Porte Cochere was eliminated. We made sure the posts were sized correctly for aesthetics and worked through the technical requirements. The results of dogmatic creativity are beautiful.

If you are an analytical engineering type, you will love this solution! You may also wonder how this structure stays erect. That sounds like a great reason to meet for a cup of coffee!



ATF Core Values



THE SMILE EXPRESS

Happiness Is...



Earlier this year I was working on a job site and getting frustrated with the rate of production. Without being aware of it myself, my attention had become more and more focused on a few negative things and had ignored the sunshine as well as all the other things which were going good. I was in need of an attitude adjustment - and it came in the form of an accident! A pulley wheel in the hoist we were using broke, sending an 800-pound beam crashing down on my finger! Luckily, the injury required only a splint combined with physical therapy. When I thought of how much worse it could have been, I realized the sun was shining and things were in pretty good shape!

...a Paradigm Shift!

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?

The 5 ATF Core Values

The DNA of Arrow Timber Framing



ATF employees share core values that make working with us a great experience!

Dear Fellow Timber Enthusiast,

The core values I'm about to share with you are not warm and fuzzy.
They are tools.
These values were not chosen.
They were discovered.

Before we go further, let me explain why I am sharing this with you.

First, I want to let you know what to expect from us.

Second, I'd like to ask that you tell an ATF supervisor when you notice a crew member doing something noteworthy, which aligns with our core values. And, of course, if you should experience behavior which violates any of these core values.

Good, solid core values become invaluable tools. In our list, we don't include things like trustworthiness, attitude, punctuality, etc. These are assumed attributes necessary for gainful employment in any occupation. The DNA of Arrow Timber Framing - the core values which are used to reward, hire, and fire are as follows:



**Team members working together:
Nothing gets done without solid teamwork!**

Core Value #1: Help first

This describes someone who wants to help other people. Of course, we are all driven by our own needs, but when this consistently takes precedence over helping others, we have a core value violation.

Core Value #2: Humble confidence

We do not play the role of the reluctant hero, or sound off like a strutting peacock. We know our abilities. We know our resources. We know what we can do. And we always give credit where credit is due. This makes for easy team management!

Core Value #3: Driven to learn and do

This one is a bit tricky, because everyone claims that this is a strong core value for them. We've noticed that people who truly live this core value share the following attributes:

- They tend to get itchy feet if the pre-start conversation begins to drag on.
- They make sacrifices on their own time to maximize learning.
- They are ready to start each morning.
- They get a bit irritated if something slows production.

Core Value #4: Work for the long-term good

This shares attributes with the first core value, but applies more strongly to decisions which balance the needs of both the client and the company. It is also about facing down short-term pain. Let me explain.

Quality: If a team member spends a huge amount of time to produce quality that nobody cares about, it jeopardizes the needs of the company. However, if the employee cuts corners or allows shoddy craftsmanship, it jeopardizes the needs of both the client and the company.

Safety: Life is managed risk. So in the context of team behavior, if an team member tries for zero risk in the workplace, both the needs of the

client and the company are in jeopardy. However, if an employee were to take chances and cut corners both the client and company needs are at risk. An accident will delay schedules and cost time in many ways, and result in increased insurance premiums.

Facing down the short-term pain: Many people have trouble with this, but it is the most important. This is about being open and honest with yourself, and then with others. It means learning to clue in when things you notice about other team members or company procedures become a small irritation. It is learning to talk about prickly issues as soon as they come up.

Core Value #5: Happy and delighted

A team member living this core value is happy with life's trajectory. He does not agonize over mistakes in the past. He is a joy to be around. He is not cynical. He always talks about other people respectfully, as if they were standing behind him or virtually present in the room.



**Attention to detail is important - we will
always see the job through to the end.**

This kind of behavior builds huge trust.

As the business owner, I myself have struggled with the fourth core value: working for the long-term good. As far as bidding, designing, and other business/time management principles go, I tend to have myopic vision. Many times, I have been like the artisan toiling away in the corner, always raising the quality bar, and never quite satisfied with my effort or product. In this way I

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Special Offer

MEMORY LANE

Continued from last issue

... So my friends and I were coming home on a Friday night. It began raining buckets and had been quite hot the two weeks prior - which led to oily, wet roads! At my friends' request, I "lit them up" and we spun wildly out of control and into the ditch.

Nobody was hurt, but what a miserable feeling to see my life savings on the back of the wrecking truck. It was a tough lesson. Good, but still tough.

Special Offer

Book your Wedding Date at

BETHANY

VINEYARD & WINERY

One look at this beautiful venue will make you understand why it is quickly becoming one of the most popular wedding spots in the area! Just 30 minutes north of Portland, Oregon, the setting is lakeside, amid 23 acres of estate vineyards.



Perfect for both large wedding parties and intimate family gatherings, this limited-time offer will be extended to the first 3 ATF members who respond, so don't wait!

Reserve your date: ~~\$5000~~

Offered to ATF Members for \$3000
40% savings!

Restrictions may apply. Call for details.

Call 360-687-1868

or email support@arrowtimber.com

Offer expires September 1st, 2015

can shortchange the company needs. Ultimately, I end by shortchanging my family, my main source of meaning and motivation! This will probably always be my struggle, but the rest of the ATF team recognizes this and helps keep me from working too much and creating imbalance in my life.

But we at ATF are not giving up the Spartan warrior mentality! On the contrary - we are sworn to fight lazy behavior and entitlement. The traditional Spartan values of discipline, self-denial, and simplicity are our goal - because intense, measured focus and discipline will keep us and our clients happy and delighted... for the long term!



ATF employees embody many of the Spartan warrior ideals.

Do you know of someone who fits this description? Do they have a love for building? I'd appreciate if you'd mention our company to them, as solid team members are a commodity we value very highly!

Thanks to past clients. We are thrilled to be a part of your team.

And a special thank you to future clients - we appreciate the opportunity to become a part of your team!

Bert Sarkkinen, Owner



ATF employees are hard-working, but we know how to have fun when the work is done!

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

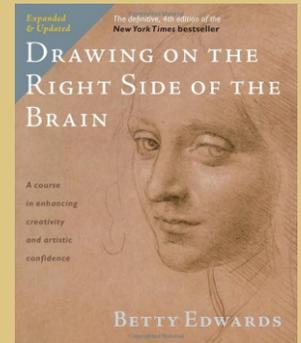
Drawing on the Right Side of the Brain

by Betty Edwards

In an effort to better capture and convey the essence of what you as a client want, I have been honing my artistic skills.

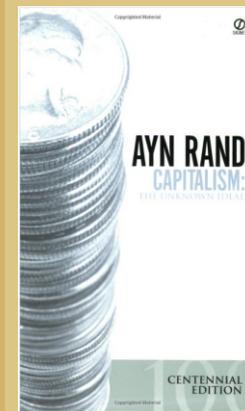
This author does a great job of helping people avoid artistic blocks by teaching them how to access the creative right side of the brain.

Grade: A+



Capitalism: The Unknown Ideal

By Ayn Rand



I ran across this book in a Mexican coffee shop while on a family vacation. Former Federal Reserve Chairman Alan Greenspan contributed a chapter on gold's function in capitalism. Greenspan? The Keynesian-spewing

Greenspan I know would never express views which aligned with this. I had to read on to find out his early views before he became a government employee.

Grade: A

