



ARROW TIPS

Put Your Happiness On Display With Timber Living

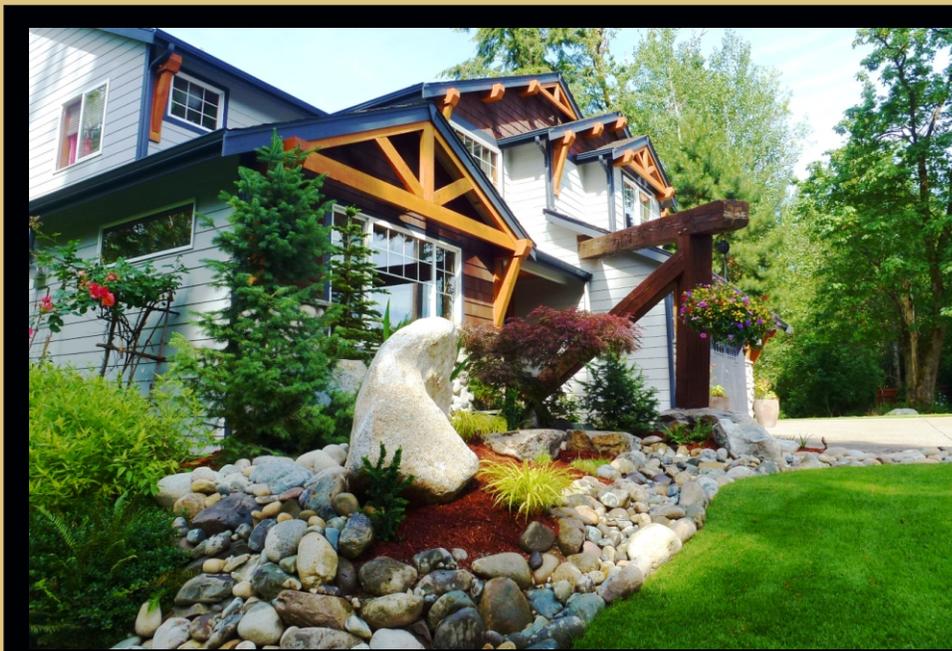
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Decorative Timber Accents

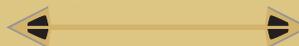
The Cure for Boring First Impressions



Decorative Timber Accents combined with bona fide timber art

“It’s so boring!”

Here at ATF, we often hear this from homeowners who are looking for a change. They know that something is missing – but what?



Located in the suburbs east of Auburn, Washington, Greg and Lisa had recently done a remodel to the interior of their home. The style is very unique: an eclectic mix of old and new, with clean lines, reclaimed wood, and old metal. They wanted to upgrade their curb appeal to complement the remodel work. They were looking for a heavier, rustic look on the exterior of their home as well. They wanted their home to give a unique first impression – something that would reflect their values and make boring into amazing.

We scheduled a brainstorm session. During the exchange, using descriptions, sketches, pictures, and 3D renderings, we were able to address the three critical things to move forward with the ATF guaranteed design: mutual trust, scope of work, and expectations. Once Greg and Lisa were comfortable with a range for their investment, and they were assured of our dedication to design something that is uniquely theirs, I traveled to their home. We took care of the paperwork and collected all the information required to build a 3D model of their home. Then our design team was ready to start producing ideas and options to reflect the feel they wanted.

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The Cure for Boring ...continued



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Decorative Timber Accents: The Perfect Solution

Are you familiar with ATF's new Decorative Timber Accent product line? Think artistic, handcrafted stock items organized for easy purchase with multiple styles for you to choose from. For Greg and Lisa's project, it was the perfect solution. They chose a style that appealed to them, and we simply added pre-designed accents to the 3D rendering of their home. Wow! The boring façade was on its way to the look Greg and Lisa wanted. Now it was time to design the custom touches that would truly make their home unique.

We added a custom beam to a corbel bracket at the end of the garage for good effect. But the main challenge was the entry. We went through 10 to 15 different ideas on how to make the entry "POP" and settled on one or two ideas to develop. But after reviewing the options, Greg and Lisa weren't satisfied. They were looking for something more unique. Back to the drawing board!

The next rendition was a rustic-modern structure mounted to big stones, with a fan-like roof structure covered by clear acrylic Plexiglas. Greg and Lisa had some modifications once they saw it. The beauty of our proven process is that we are able to experience idea synergy in real time. Here is a conversation snapshot:

"No, we don't want the clear Plexiglas roof."

"Too much work to clean."

"What does it look like if we remove the roof and fan supports?"

"Does it look better if it's set at an odd angle like so?"



Before



After

ATF Decorative Timber Accents gave this home a quick, affordable facelift.

We made immediate rough modifications, sketching and looking at 3D models. **Then it happened: we could all feel that we had arrived!** I always tell people they will know, or feel it, when they get the right look. A design can take on a life of its own. Our clients have gotten the best results by letting the process unfold organically, and by going back to the drawing boards if the investment seems too uncomfortable. You can rest assured that our dedication to creative designs and building solutions will get you a solid, workable package.

Later the design team went back over the 3D model doing the fine tweaks and cleanup - as well as timber balance, sizes, and orientation. We also produced pictures with different siding types, different color window trim, as well as corner boards and fascia with different colors.

Here at ATF, when we start an installation we are still open to changes. On ultra-custom jobs and with homeowners who have active, fertile minds, we know that ideas sometimes happen in real time! As the project develops, plans may need to be adjusted. With Greg and Lisa, we divided the ideas we developed into two phases. The portion that was outside of their



budget constraints was saved for a future phase, to take place this summer. In contrast, an idea which was implemented right away gave the project a great finishing touch. We replaced the masonry columns at the entrance to the driveway with natural boulders and form-fit posts to hold new lighting. This proved to be a perfect introduction to the beautiful retreat Greg and Lisa have created.

And speaking of plan modification, another fun development was from Greg and Lisa. They offered to feed us lunch and dinner for four days. So like stalwart soldiers, we analyzed the situation carefully, and decided it made good sense. They fed us like kings! Thank you, Greg and Lisa!

Have you been wanting a facelift for your home? Just check out the difference our Timber Accent Line made for Greg and Lisa. You have many styles to choose from, and our designers are standing ready to help you with custom solutions! There are a couple of take-aways for you:

1) You can see the DTA decorative timber accent line from our home page menu or by following this link: www.arrowtimber.com/decorative-timber-accents/

2) You'll want to think about ways you can acknowledge and flow with modifications to your plan so you can keep things fun and your relationships solid!

To your momentum and success,



Bert Sarkkinen, Owner

P.S. If you know people who may also be interested, can you help us spread the word? Thanks!

Featured Project

The Krippner Home



Before



After

“Wow, I didn't realize how much work and how much impact these Timbers would have!” This is what Chad Krippner told us as we were finishing the timbers on his home. The ATF design process brought a lot to the table for these clients.

As you can see the first design was straightforward and functional, and clears the “good-enough” bar. Once our team got the design, we spent more time getting the beams to look and feel right. The result speaks for itself!

When you start the ATF process, you will get dedication to creative options. Some people have felt apprehensive about cost, their initial ideas, and even felt silly admitting they don't have all the answers! What they have found is a fun and non-judgemental process. We help to solidify personal taste and style, bringing ideas together for a unified theme. You'll get the results of our proven process!



A mix of off-the-shelf and custom solutions makes a great first impression.



THE SMILE EXPRESS

Happiness Is...



How can we be assured that we are working and moving towards stronger relationships, improved skills, better judgement, etc? In this case, I wonder if 20/20 hindsight is a bit overrated. In other words, do we have a tendency to overlook the positive and focus on the negative? When I look back over a long period of time, I wonder if my mindset is skewed to hyperfocus on mistakes, while any positive growth is overlooked or dismissed as not a big deal.

One thing that has been working for us is to set SMART quarterly goals and measure progress weekly and quarterly. In this way we get realtime feedback and encouragement. This helps give you better and better service, which gives everyone involved a feeling of happiness.

...a Sense of Purpose!

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 to know where to send thanks... do you prefer coffee or sweets?

Flexibility and Skill

The Experienced Sawyer Team at ATF



The new sawmill operation at Arrow Timber Framing

Chuck Ritola and Markus Kysar have become the official “Batman and Robin” team here at Arrow Timber Framing! Their mission: giving us at ATF a steady supply of quality timbers. If you were to ask any of the Artisans working in the shop about our new timber suppliers, they would tell you how awesome the flexibility and service are.

Getting to know Chuck Ritola and Markus Kysar

Q: What are some things about your family or past experiences you would like people to know?

CR: I grew up in a family of 10 children. I finished high school and worked in the family well drilling business for 25 years. Well drilling was a good career which ended in 2008, but looking back it never really lit my fires. That led to a lot of different jobs looking for a good fit. I'm really happy to be doing something that sparks my interest, and it has even improved other relationships. And it has also opened a lot of new doors for other interests. I also think the open, honest business platform helps make this job a good fit for me.

MK: I was able to get my boater's license a year ago, and now I can use my brother's boat to go fishing. My brother Steven tells me stuff about his machining job and teaches me tool use, sharpening etc. I grew up in a family of four children, from a Finnish-speaking background. I also have relatives in Finland. My brothers teach me how to work on cars, dirt bikes and other stuff. My father has a private pilot's license so I get to go flying with him.



Chuck Ritola takes responsibility for sawmill productivity.

Q: Where is someplace you would like to visit?

CR: I would like to visit Alaska. It would be neat to see it and make it real.

MK: I would like to visit Australia.

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

CR: I like to develop woodworking projects and spend time with my wife, family and friends.

MK: I like to go fishing, ride dirt bikes and four wheelers, go hunting, and just go shoot guns in the hills.

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

CR: Personally, I hope my children can find a speedier path to a niche or livelihood which they enjoy than I did. Ultimately, I want them satisfied with their path in life. Professionally, I want to improve the mill production and give back for this opportunity. Maybe train a sawyer or two and help them develop a solid life perspective.

MK: I hope to go to college and figure out a career or job I would like to do, and also get that job.

So what does our sawyer team do to help you?

You probably can tell that both Markus and Chuck fit the ATF mold, which means their actions and behavior will ultimately help us all, because they share the 5 ATF core values. With this new sawmill endeavor, one core value has really stood out: learning and doing. It is easy to tell by speech and action that this duo is definitely learning and doing!

You may be wondering why we decided to set up a sawmill and how it can benefit you. So, how did this new acquisition come to pass? I never thought we would operate or own a sawmill. Years ago when people would ask me, "When will you begin cutting your own timbers?" my typical response was, "Never." You see, even though milling seems very simple, I could sense that there is a steep learning curve. Also, the thought of adding

to my managerial responsibilities didn't appeal. But a number of things happened to change my paradigm.

First, Josh Gedenberg and Aaron Adams joined the ATF team to help with all the up-front design and planning work, as well as the office and managing tasks. This frees me up to concentrate on my areas of core expertise. Second, Our main timber supplier, who had done a superb job the past four years, hung up his spurs. We had gotten addicted to short lead times and ultra-custom cuts. Looking for a solution to replace his services, we realized that we were finally in a position to operate our own sawmill.

Now that Chuck and Markus have got the mill up and running smoothly, here are some benefits you now enjoy:

More bang for your buck! Of course, you know we don't sell on price, and our clients do not buy on price. Ultimately, our clients choose the superior long-term value of ATF design/build packages. But this definitely helps sweeten the pot for you in three ways!

- 1) The initial cost to get timbers is lower.
- 2) The shop can run more efficiently.
- 3) Logistics and planning can run more efficiently.

We can deliver more for less - that is just another way of saying that you get even more value!

Faster response for your rush orders.

Controlling our own orders means we have capacity to help you if you need a job produced in a hurry.



Special Offer

MEMORY LANE

I remember spending my days as a two-year-old pounding nails into a small step outside my home. I sure worked to get those nails pounded in!

The real story: nails head to head down the entire length of the step *in between the boards*, where resistance would match a two-year-old's strength.

Special Offer

3 Redwood pergolas available after the Street of Dreams Show this summer!



Would you like us to deliver one of these cool-looking pergolas to your backyard once

The Street of Dreams show is over? The design is flexible: you can also add a roof to shed water and to provide deeper shade.

Imagine the outdoor entertaining options you would have

with this gorgeous pergola!

Come see them in real life during the show!

For info about show tickets, more pergola photos, and special workshops, go to:

www.streetofdreamspdx.com

How much can you save if you are one of the first three callers to snap up this offer?

Call 360-687-1868

between 8-5 Monday-Friday to find out!

Offer expires August 31, 2016



Markus Kysar, the Master Sawyer extraordinaire!

Trim and accent pieces

You can get trim and accessories as a bonus with your timber package, as the side cuts from the logs can be utilized for high-quality accents.

Good story value

You may have your own trees harvested and used for your project, which is always kind of cool! Or you may have come across a unique log you think would be a good fit for your project. This would apply to reclaimed pieces as well. Some clients have found old barn beams to use. Another client was able to reuse old timbers from his grandparents' homestead!

The benefit goes both ways! The biggest thanks goes to you as part of our client base. Your ideas and projects inspire our creativity and passion to give you the best long-term value possible. Perhaps the biggest reason it is so enjoyable to serve people like you is because people who like post and beam construction seem to have similar values and goals.

To your goals, momentum and happiness.

Bert Sarkkinen, Owner

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



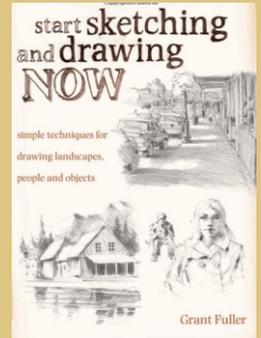
Recommended Reading

from the Arrow Team

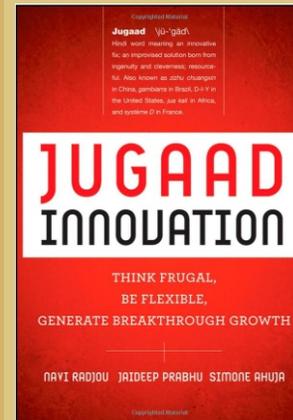
Start Sketching and Drawing Now covers a simple techniques for drawing land-scapes, people and objects.

It's an important skill when helping people figure out what they want. Not only is it a great communication tool, but there's a way to get ideas out of my own head!

Just like one accomplished architect told me – "Listen to the hand, follow its lead." **Grade:A**



Jugaad Innovation is basically a book about innovative, inexpensive solutions, not at all unlike good old Yankee ingenuity! Jugaad in the Indian language literally means a hack: a duct tape and bailing wire fix. The basic theme pre-sented is how cheap Creative



Solutions flourish in an environment with scarce resources and solutions get ever more expensive and complex in an environment with lots of resources.

Authors encourage readers to be disciplined with resource allocation to challenge our brains and get better results. **Grade: A+**





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See our Featured Project on page 3!



www.ArrowTimber.com

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*Spring
Issue!*

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A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

- ... How ATF's new Timber Accents can improve your home!
- ... What our new sawyer team can do for YOU!
- ... How you can get a redwood pergola for your outdoor entertaining!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

Bert Sarkkinen
Owner

