



# ARROW TIPS

Put Your Happiness On Display With Timber Living

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## Working for Long-Term Good An ATF Core Value



Your Post and Beam Project should fit your lifestyle.

When you arrive at your initial brainstorm session here at ATF, we have specific goals: identify ideas that reflect you, communicate expectations, and see if we are a good fit for your project. When assessing clients' needs during a brainstorm session, I sometimes notice the influence of insecurities. Some people want to build something just to impress others, while other people try to be overly modest. In both cases, clients are thinking more about how others will perceive their project than about how they themselves will enjoy it! This can lead to unrealistic and stressful decisions.

You may be wondering: "What does this have to do with Timber Framing?" You will see how this has everything to do with your post and beam project, as well as your long-term happiness and satisfaction with your decision. Working for the long-term good is one of our five core values here at ATF. We want you to get a product that is deeply satisfying, not one that is built on insecurities.

As an example, a recent study looked at people who spent a large amount of time on Facebook. Many of them were unhappy. Why? According to the study, after being exposed to the "photoshopped" and perfectly presented lives of others, people begin to feel like their own life doesn't measure up. The grass is always greener on the other side of the fence. The other lane is always faster. Most of us don't need social media to amplify feelings of insecurity and discontentment - they wreak enough havoc as it is! And if these feelings are left to grow, they can even change to jealousy and envy.

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# Long-Term Good ...continued



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You've probably heard the term *green with envy*. When I focus on how successful somebody else is, my happiness evaporates like water on a hot stove. As a challenge-oriented, creative type, I have struggled to make sound business decisions. Determination to do it all myself has brought many frustrations. I remember during a difficult stretch a friend of mine was showing me his office and his setup. My insecurities left me a sitting duck for jealousy. Self-doubt made me question whether I was in the right business! But experience has taught me that things are never as good as they appear. The fix, in this case, was to talk to a trusted advisor to regain perspective. Wow! What a relief! Has that relief been a permanent fix? No. Keeping a thankful mindset is an ongoing endeavor. In my experience, this requires lots of prayer and self-knowledge.

If you can apply this to other areas of your life for solid, value-driven decisions, you will gain an extremely valuable bonus. How much is the bonus worth? If we can avoid the tricks our brain plays on us when making decisions, then our time, money, and happiness will grow like a snowball on a steep hill! When we are feeling insecure, we are a juicy target for unscrupulous sales gimmicks. We can even make decisions based on what we think will impress others, rather than based on our own long-term happiness.

## Solid value-driven decisions

You may or may not have noticed the tagline to this inspiration report: "Put Your Happiness on Display with Timber Living." In other words, we are not promoting artistic personalized Timber as a way to be happy. We are encouraging you to *first* be happy and thankful. *Then*, if it works and makes sense, build something fun and personal with exposed beam décor! In that spirit, we have boiled down a set of questions into a short benefit-analysis quiz to help you identify your needs and evaluate the value of ATF services available to you.



**When planning your Timber Project, think about the values that are important to you and your loved ones.**

## Setting the Stage

1) Are you attracted to the warmth and beauty of exposed beams?

Yes

No

After working with many clients, we've developed a theory here at ATF. I believe exposed wood has been used to build habitations called home for so many generations that we are naturally drawn toward post and beam construction. If you have recognized this and are actively pursuing post and beam décor, you are probably more in tune to bedrock values. ATF clients tend to value stable family life – which, in turn, helps stabilize society. Pursuing your dream of a timber framed structure is just one step toward pursuing the dream of a happy, fulfilled life.

Work on fortifying the projection of characteristics embodied in heavy timber construction: strength, security, warmth, steadfastness, authenticity, etc. Just receiving and reading this inspiration report will do wonders! You could also surround yourself with well-balanced inspirational information sources. You may not have experienced the wide range of styles that post and beam construction lends itself to. Why not check out our gallery at [www.ArrowTimber.com](http://www.ArrowTimber.com)!

2) Do you have a hybrid timber frame project in mind?

Yes

No

So far, so good. We are the specialists. And hybrid timber framing has so many advantages:

- Big bang for your buck
- Personalized design
- Flexibility and creativity
- Reduction of the superfluous
- Amplification of the unique

Start looking for inspiration! Experience Timber Living and gather ideas. Here's some suggestions:

- Stay and ski at Timberline Lodge in Oregon
- Subscribe to Timber Home Living
- Check out our project gallery at [www.ArrowTimber.com](http://www.ArrowTimber.com)!



### Focus on Long-Term Goals

3) Do you need to get the absolute lowest price for this project?

- Yes  No

We understand! Nobody has unlimited resources. We all face the realities of economic decisions. Many times the right handyman or framer can deliver a workable solution if we are not a good fit for the particular project you have in mind.

You probably agree with the old adage: "Buy on price and pay twice." Of course, this only applies to things which are important - things you absolutely want to get right - things you cannot afford to leave to chance. At ATF, we believe that your timber project is more than a price tag!

### Focus on Long-Term Value

4) Does your project require special know-how or expertise?

- Yes  No

Then this is a no-brainer. To avoid lost time, lost money, and ugly incidentals, do yourself a favor and schedule a 30-90 minute brainstorm session with us!

That's great! You may be able to take advantage of a self-installed ATF package. That way you get all the ideas and the right design with an off-the-shelf product.

5) Are you concerned about how your project will look and feel?

- Yes  No

You just said the magic words! Helping people get good-looking, functional solutions is our passion - and it is easy to align with our core value of working for the long-term good. Some people come in for a brainstorm with a blank canvas asking for ideas. These are the easy jobs. Other people come in with good ideas and an inkling that things could be better. These clients are a challenge, until they see what kind of options, choices, and pitfall avoidance the ATF guaranteed design will give them.

You might be able to get a quote from us if, for example, you are a builder who has an engineered set of blueprints and simply needs some timber products to be fabricated. Make sure there is justification for bringing our expertise to the table - things like knife plates, large-scale pieces, irregular timber, or even hard-to-replace materials where a mistake means a big loss of time. We take on the stress and make sure your project goes smoothly!

Thank you for being part of this enthusiastic group. There is something special about you! If you're curious, read my blog post here: <https://www.arrowtimber.com/are-you-more-stable-because-you-like-exposed-beams/>

Drop by sometime just to say hello!

Bert Sarkkinen, Owner



## THE SMILE EXPRESS

### Happiness Is...



The ATF team supports each other!

Have you ever had an experience with which left you feeling surprised, humbled, and happy all at the same time? It happened to me last Christmas.

For the first time ever, I was given a gift from "the boys" - the whole team here at ATF. It was primarily the work of Josh. He's our integrator - the person responsible for keeping everything running on time.

I feel like I don't do enough for the great team we have here at ATF. But I must say it was a special feeling to receive a tangible, physical, and personal gift from the team that does so much to help me.

### ...a Personal Touch!

### 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?



## THE CHILTON HOME

Craig Chilton is a logger. His father was a logger. His grandfather was a logger. So when Arrow sat down with Craig and his wife, Robin, to design their dream home, we knew we would be incorporating logs! And not just any logs, either - the cedar entry posts are five feet in diameter!

The Chiltons also included a great historical touch in their home. ATF was able to salvage old wall timbers and ceiling joists from Craig's grandparents' homestead. The old, irregular, hand-hewn timbers were carefully hand-scribed and installed as accents in their dining room. The dining room is located between the great room and kitchen - the approximate center of the floor plan. The physical and symbolic heart of their home, it is where both food and memories are served!

"You really are more than just a Timber Framer. It must be a lot of fun to help pull things together!" Craig told me. Pulling things together is our specialty here at ATF. It's important because post and beam construction will have a huge impact on how a project looks and feels. It's a focal point, so it has to be just right! Everything has to be in perfect balance. Wall heights, roof slopes, roof profiles, textures, colors, etc. are all considered to create personalized Timber Packages. Craig was right: It is a lot of fun to help pull things together.



CREATING THE PERFECT HOME DESIGN FOR EACH CLIENT IS A FUN AND REWARDING PROCESS.



For more pictures of this beautiful home, visit our Gallery at [www.ArrowTimber.com](http://www.ArrowTimber.com)

# Special Offer

## MEMORY LANE

As a 10 year old, I got a serious case pneumonia. Once I got out of the hospital, my mom and I went to pick up my siblings. They were at a cousin's home, and I was intent on getting to play with my cousin! I remember how I felt after realizing I had ignored my younger brother's enthusiastic greeting. How do you undo missed opportunity like that? It was an unforgettable sinking feeling. Experience has taught me that strong relationships are built by correcting mistakes.

### Time to Connect

It's hard to find time to connect with the people who are important to us. When you're planning a timber frame project, that time is precious!

So take an evening to plan and connect -  
THE MEAL IS ON US.



Call ATF at 360 687 1868 and let us know where you would like to dine and what type of project you've been dreaming about. We'll send you a \$50 gift card. As a bonus, we'll send you our Style Quiz and some ideas to get the creative juices flowing!

This offer is available to the first three callers ONLY. Call right away to claim your gift!

**360 687 1868**

*Offer expires 12-31-16*

## The Consummate Timber Framer Getting to Know Reese Holland



**Reese loves the detail involved in a custom carving.**

Red beard, rugged clothing and suspenders... Reese Holland truly is the visual depiction of the ATF spirit. Reese's core values and upbringing harken back to bygone days. He is a Craftsman at heart.

When Reese first inquired about employment possibilities, we were a bit confused. It's not often that we get a job request from someone with a mechanical engineering degree! Reese explained, "Office or desk work is not where I am supposed to be." It has worked out well us all!

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

**A:** I come from a small farming town in Colorado and I moved up here to Washington right before high school. After High School, earned a BS in mechanical engineering from WSU. I've always had a strong passion for woodworking, so I followed my heart.

**Q:** Where is someplace you would like to visit?

**A:** I've always wanted to visit Ireland.

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

**A:** In my free time, I like to work on wood projects at home, to go to square dances, and play the fiddle.

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

**A:** I am going to buy some land, build my own log home with my own two hands and hopefully remain debt-free in the process.

Recently, we have tasked Reese with figuring out the best options for company attire for the Shop Team. In the shop, Reese has a sharp eye out for quality and likes to plan ahead. You might see Reese in a future ATF promotion - perhaps setting the final piece for a structure in the Rockies. Or maybe even for a mansion or retreat in Ireland!

# 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,

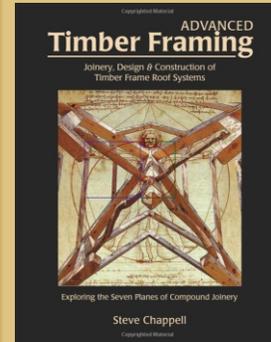
Bert Sarkkinen, Owner



## Recommended Reading

from the Arrow Team

### **Advanced Timber Framing** by Steve Chappell



Steve Chappell is a treasure trove of knowledge. In particular, the chapter on the golden ratio dives a deep into the science of Pi. It has great focus and examples of how architecture which

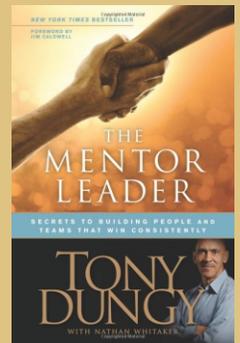
looks good to the eye also closely adheres to the golden ratio. Once learned, you can use this principle to identify and correct unsightly design imbalances.

**Grade: A**

### **The Mentor Leader**

by Tony Dungy

When hearing about a success story, some people ask, "What is so great about him? With helpers like he has, anybody could succeed!" The perfect mentor leader is a bit like a wallflower to the casual observer,



according to the author. In other words, mentor leaders are not splashy and do not crave attention. A great book for leaders, managers, and even parents who want to promote self-motivation and unselfish habits.

**Grade: A**





PO Box 37  
Battle Ground, WA 98604



See our Featured Project on page 4!



[www.ArrowTimber.com](http://www.ArrowTimber.com)

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# ARROW TIPS

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*Summer  
Issue!*

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**A Potent Dose of Deep Staying Power and Motivation!**  
Read on and find out...

- ... How Arrow Timber Framing works for the long-term good!
- ... What special features are included in our Featured Project!
- ... How you can save thousands on a Guaranteed Design!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

Bert Sarkkinen  
Owner

