

ARROW TIPS

Put Your Happiness On Display With Timber Living

Fall
Issue!

In This Issue:

Timber Retreat	1
Featured Project	3
The Smile Express	4
ATF's Trial By Fire	4
Memory Lane	6
Special Offer for Fall	6
Recommended Reading	7
Our Philosophy	7



A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

... How You Can See A Timber Retreat in Bend, Oregon For Yourself!

...How Your Referral Could Bring a Reward!

... How ATF Got Its Start!

...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



ARROW TIPS

Put Your Happiness On Display With Timber Living



In This Issue:

- Timber Retreat 1
- Featured Project 3
- The Smile Express 4
- ATF's Trial By Fire 4
- Memory Lane 6
- Special Offer for Fall 6
- Recommended Reading 7
- Our Philosophy 7

adventurous

SOLID *daring*

ARTISTIC

lasting

satisfaction

GUARANTEED

ACHIEVEMENT

sure-fire

innovative

GENEROUS

Timber Retreat in Bend, OR See This Vacation Home for Yourself!



This expansive home fits up to four families.

The story of the unique opportunity before you today began a couple of years ago. Jeff and Serena of Bella Villa Homes could see the need for a big Timber Retreat where three or four families could have their own private living quarters, and yet have a magnificent area to cook, visit, and hang out together. Read on to find out:

- How the ATF process helped with the design and construction
- A description of the "Timber Retreat's" style and layout
- An invitation to take advantage of this opportunity as an ATF member.

The preliminary drafts of this Timber Retreat included pictures of some massive Glue-

Lam trusses Jeff wanted to reproduce. There were constraints and challenges. One was getting a design which fit and made the space feel magnetic. We also needed to choose and invent joinery which would be strong and lend itself to cost-effective construction. Knowing how and when to transition to more conventional living quarters from a heavier timber atmosphere is always important. The biggest challenge, however, was how the portal between the dining room and kitchen aligned with a roof truss. Because the lot was irregular, the truss was oriented at a 10 degree angle to maximize the beautiful view behind the Timber Retreat. Since the skewed truss had to intersect the king post of the dining/kitchen portal, the actual foundation dimensions had to be adjusted!

As you know, a majority of the heavy lifting is done (figuratively speaking of course) during the design/idea portion of the ATF Guaranteed Process. In this case, the first obstacle was to come up with a truss design which would fit the bill for looks and perform as an actual truss. The picture I had been given as a guide was simply huge glue-lams running the length of the foyer and great room, with arches and other timbers installed perpendicular to Glue-lams mimicking a truss, Two things prevented me from latching on to the simple solution: first, if for reasons of cost or construction logistics a

continued on Page 2

Timber Retreat ...continued

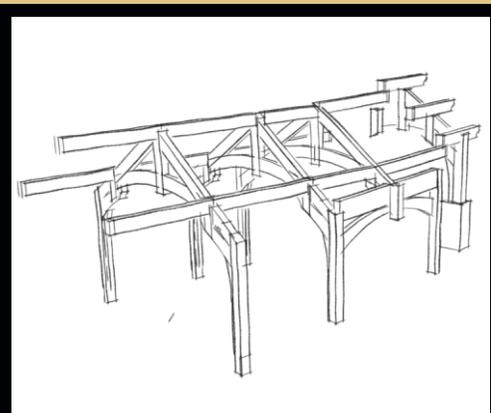


Continued from Page 1 >>>

timber will be non-structural, it needs to look authentic; second, the 10 degree angle rendered a simple beam solution important.

Once that was solved, another problem surfaced. The truss had so much mass above the wall line that even the 12x12 posts at each end appeared insignificant! Somehow the transition from floor to ceiling was broken. Simply increasing the post size did not work - it was too abrupt and then commanded too much attention.

What finally did the trick was a smaller arched post which was fit to the inside edge

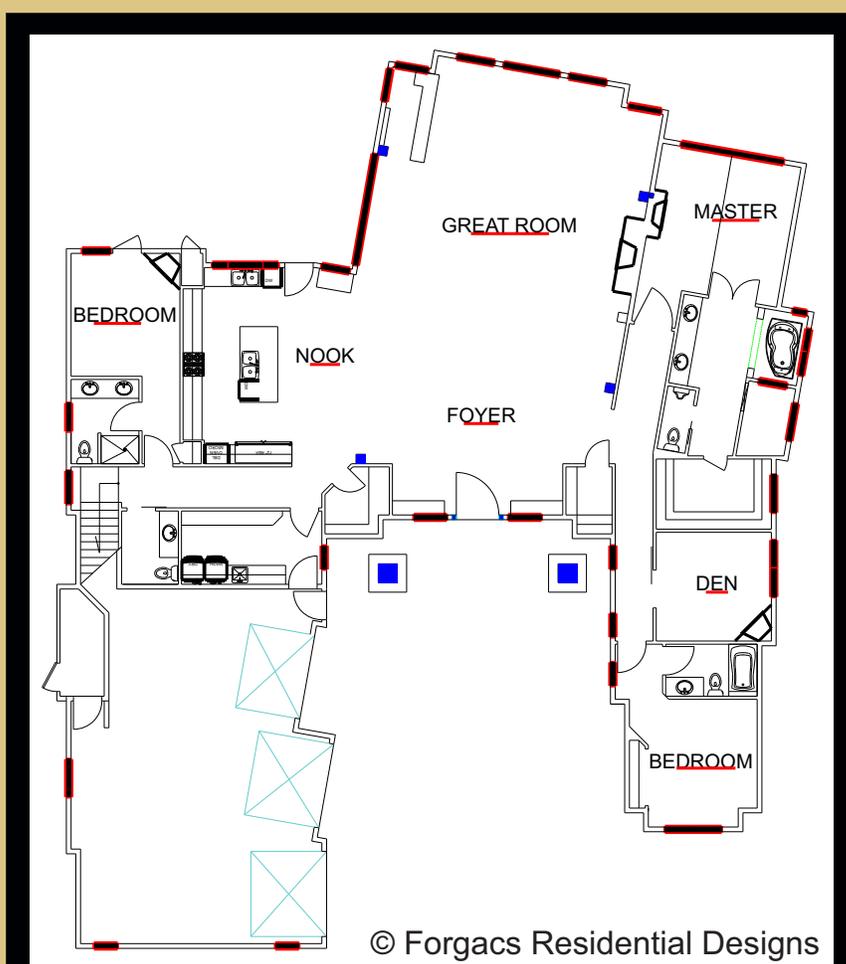


3-D design shows the beam layout.

of the 12x12 and fit to the truss above. That seemed to set the style for the Timber Retreat. The entry and back patio had their own set of constraints, but once the style had been set, they were relatively easy to solve.

Making sure the skewed truss above the foyer and the dining/kitchen portal were constructed correctly proved to be a big challenge. The ATF process guarantees flexibility! The solution meant changing my shop drawings to reflect what the framer was doing. One change can set off a domino effect of measurement changes due to the 10 degree bend.

Another difficulty had to do with how slight the 10 degree bend was. A bigger



This home is designed for maximum comfort!

angle makes the triangle required to perform the trigonometry easier to visualize. But like anything which seems difficult, once you get in and start, it never seems so tough. It just means a lot of mental double checking!

Above you can see a picture of the main floor layout. You'll notice how the back patio, kitchen, dining room, and great room are all in close proximity, share the back yard view, and are quite roomy to accommodate a large group of friends. Yet they are positioned in such a way as to allow for group privacy when you want it. You'll love catching up with your friends in this space!

You've probably already noticed the unique bedroom layout. This getaway has four master bedrooms, with one on the second floor. This makes it nice for anyone who wants to have a bit of privacy, whether it is to slip off to read a book or go to bed early.

The homes Jeff and Serena build often have a strong Renaissance or Mediterranean feel, with a touch of old European: dark stains, large tiles, high coffered ceilings, wide trim, tan base boards, heavy brick walls, copper hood fan, hard scraped flooring, and deep earth tone colors.

With the Timber Retreat, this style was combined with the heavy lodge style so common to the Bend Area. Bend began as a logging town, and is now



Featured Project Summit Grove



The original Summit Grove was a roadhouse along the Old Pacific Highway. The extensive renovation was done by Colf Construction and architect Rob Heany.

A basement and 2nd level were added, as well as a huge porte cochere, picnic shelters, balconies, and even a structure to cover refurbished gas pumps!



The landscaping, also by Colf, is phenomenal! Waterfalls, nature paths, old logs, and wild strawberries create a distinct Northwestern oasis. We had fun working with logs, timbers, steel, and unique branches to help the team pull this gargantuan project together.



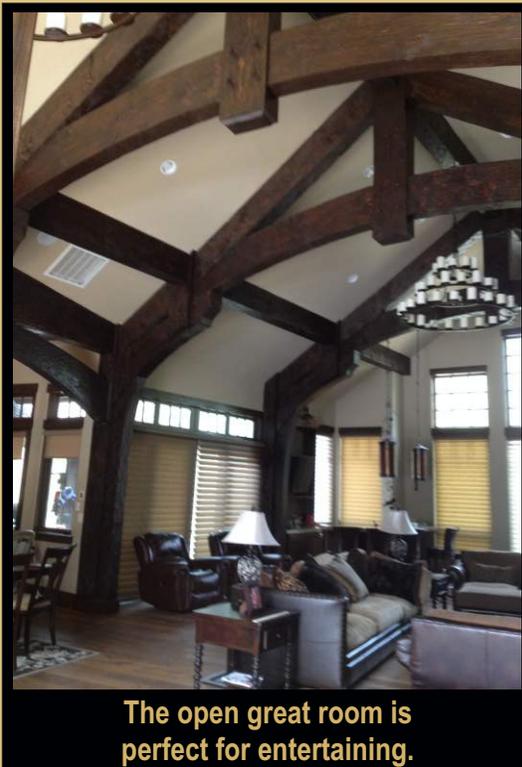
The massive timbers in this home fit well with regional styles.

a highly sought-after area to retire. The result of this mix is a spectacular retreat that has class, along with a huge Wow-Factor. I would define its style as a cross between Mountain Lodge and Elegant Mediterranean. When you consider everything - the color choices, furniture, and lighting, it is definitely a space which is as unique as it feels.

I have worked out a deal with Jeff so you can experience this timber retreat for yourself. You will find the offer on page 6, along with the substantial savings you get as an ATF member. Maybe you can make it work for a family Christmas! Whatever the occasion, when your costs are split four ways, you get a spectacular experience with your friends and family for a great deal! Call soon, because this is a limited time deal. Your friends will thank you for years to come!

To your success,

Bert Sarkkinen



The open great room is perfect for entertaining.



THE SMILE EXPRESS

Happiness Is...



Tension goes by many names: worry, apprehension, fear, and stress to name a few. It can make us perform better, although an overdose can tip us over the edge. I always feel tension building as a post and beam project moves closer to raising day. It is probably the same tension you have felt as a project of yours moves closer to its deadline. But never have I felt more pronounced tension than when putting on a seminar. Why? I don't know. It is strange how things we dread always seem to work out easier than expected... But not so easy that tension is not replaced by a giddy sense of relief when the show is over!

...Tension Release!

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?

Trial By Fire

How Arrow Timber Was Born



Those were the days... starting out as a business owner!

The story of Arrow Timber Framing starts when I was a youngster. The love and fascination for the aspects of building and creating structures started with tree forts and carving projects!

When I was 16, I quit my job as a farm hand. My father, the owner of Scandia Construction, offered me a job as a framing apprentice. I remember being quite concerned about how much work would be available to me if I started working as a carpenter. I wondered if I should give up the steady income source I had for three years, shoveling sheep manure, digging fence holes, hauling grain and hay, etc. Working as a farm hand had given me \$1,000 over three years, and allowed me to purchase my first car. In hindsight, my perspective was laughable!

My father was very much hands-off in influencing my decision. He didn't, for example, tell me what a dead-end job I had or that he would make sure I always had work. When I had asked him how much work he had for me, he responded that he had a few jobs in front of him and couldn't promise any more than that. He told me to think about it and that he would gladly put me to work. It was a decision I had to make on my own.

Apprentice Carpentry: Fun and Challenges

It really was a trial by fire! My father's philosophy was that mistakes, while they should be minimized, can be fixed. And he was going to teach me how to turn out a building of fine quality without taking forever!



Learning the trade: framing in the 90's.

Dad would not accept blaming the blueprint whenever there was a mistake or a problem. "You've got think, son... the prints will never be perfect." That was a tough concept to get as an apprentice, to

make judgment calls and overrule the almighty blueprint! If there was a problem with the trusses, I was reminded that it was my job to communicate and understand just what we were going to be getting.

Granted, some of the training was painful, but I was not going to quit. I wanted to learn. I kept on learning logistics, quality control, visualization, roof math, and all the requirements needed to make the subcontractors' and general contractor's life easy. I was responsible for the functionality of the house. Door swings, code clearance for egress, room for cabinets, refrigerators, stairway room (Dad always said to add an extra riser when possible because the stairway would be so much more comfortable), roof valleys, hips, and tons of framing details. The list just never quit. It was a golden opportunity to learn about the building industry. I learned all the nuances of quality framing over other "good-enough" methods.

All in all, those learning years were great. The fun and challenges far outweighed the pain and stress of making judgment calls and mistakes. It also taught me how to get up and to continue after big disappointments.



An early timber framing project

General Contracting: A Great Base of Knowledge

About the time that I got married, I went to work for a boss who had a pretty loose philosophy. He was a general contractor who did anything and everything. When asked about the direction of his business, he responded, "Whatever the flip of the phone brings."

The time spent doing foundation, trim, painting, roofing, siding, decks, flatwork etc., was a lot of fun, and that experience gave me much stronger base of knowledge to make judgment calls and decisions.

New Start-Up: Arrow Construction

I worked at that job for about 2 years before starting Arrow Construction, specializing in framing complicated high end homes.

I really had the most fun when I had the challenge of complicated math and angles, modifications which improved the functionality and beauty of a home, and in the relationships which were established as I worked and served different people.

So with the background of quality and responsibility-oriented training, the love for angles and math, plus an eye for balance and functionality, the step from conventional framing to Timber Framing was relatively easy. Falling in love with the beauty and lore of the old world craftsmanship made it even easier!

Really? Timber Framing is easy?

I should clarify that... The decision to become proficient in the art of Timber Framing was easy. And the hours spent learning the joinery were easy. And the hours spent designing and studying design were easy. But proving myself, finding jobs, investing in tools, investing in equipment, shop, trucks, trailer and all the other expenses needed to provide great timber products without taking forever,

continued on Page 6

Special Offer

MEMORY LANE

When I was about 5 years old, I remember often taking a hot sauna. My younger brother and I would then beg our father to douse us with cold water. He obliged, but thought we were a bit nuts. I have since had the experience of swimming in ice cold water after being in a hot sauna. After getting out of the water, your senses tingle and you definitely feel alive! As you might guess, the thrill factor isn't unlike the memories of the approaching bucket of cold water!

Special Offer Vacation in Bend, OR

When's the last time you spent quality time with your friends?

This fall, escape to beautiful Bend, OR with up to three other couples. This gorgeous timber framed vacation home is generously sized with four master suites! A perfect chance to reconnect.



This home is not yet available to the general public, but ATF has made special arrangements for members only! (A three-night getaway in this 4400 square-foot luxury home has a market value of \$2100.)

Pick three dates that work for you and give me a call - so I can schedule your vacation and get you a good deal!

Only the first THREE members to respond will receive this special, so call right away!

**Call 360-687-1868 or
email info@arrowtimber.com**

Offer expires February 1st, 2015



A recent ATF project shows the attention to detail that is our trademark.

was tough.

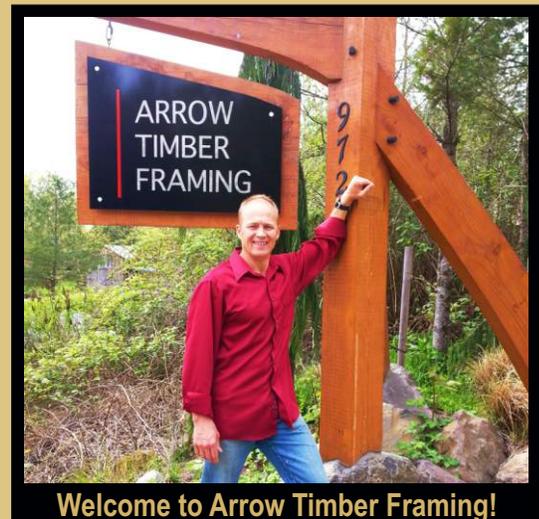
I have to say that the love of the craft was the anchor. Without that passion, there is no way I could have put in the time and worked for so little, for so long, to secure the right to call myself a truly qualified Timber Framer.

The Next Chapter

I hope you will become the next chapter in my story. I want to earn your trust. My goal is to deliver a product that has your personalized touch. This can be as easy as using our style preference mini guide or as in-depth as creating your own 3 ring binder full of ideas. I can be as involved as you wish. Come visit our shop and talk over ideas! If you're ready for commitment we'll put together some dynamite options for you to choose from. Give me a call at 360-901-5117 to start your timber acquisition process today!

To your success.

Bert Sarkkinen



Welcome to Arrow Timber Framing!

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

Advanced Framing is authored by the

ADVANCED FRAMING

TECHNIQUES, TROUBLESHOOTING & STRUCTURAL DESIGN



46 SELECTIONS FROM
THE JOURNAL OF
LIGHT CONSTRUCTION

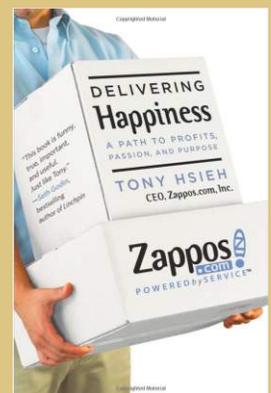
Journal of Light Construction. It is a compilation of articles from hands-on experts. It addresses many issues and concepts which need to be understood when using a hybrid timber framing

system, such as: Common framing errors, SIP's, seismic bracing, insulation systems and repair work. You will find the information very helpful - but be forewarned: the information is not written for beginners.

Grade: A

Delivering Happiness by Tony Hsieh

Happiness with life's trajectory is an ATF core value. So a book about delivering happiness is bound to score high on our reading list! The author's shares his experiences about finding happiness through the ups and downs in business. Although it wanders, it is full of inspiring lessons.



Grade: B+

