

# ARROW TIPS

Put Your Happiness On Display With Timber Living

Spring  
Issue!

## In This Issue:

Planning Your Structure .....	1
The Smile Express .....	4
Outdoor Living Project.....	4
Arrow Tips Unfiltered .....	5
Memory Lane .....	6
Special Offer for Spring .....	6
Recommended Reading .....	7
Our Philosophy .....	7



## A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

- ... 5 Simple Steps to a Perfect Outdoor Living Space
- ... How the 5-Step Process Worked for One Family
- ... How Your Outdoor Space Could Come at a Discount
- ... What's New on Arrow Tips Unfiltered

Pour yourself a cup of coffee and dig in!

A handwritten signature in black ink that reads "Bert".

Bert Sarkkinen  
Owner



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



# ARROW TIPS

Put Your Happiness On Display With Timber Living

## In This Issue:

Planning Your Structure ..... 1  
 The Smile Express ..... 4  
 Outdoor Living Project.....4  
 Arrow Tips Unfiltered ..... .5  
 Memory Lane ..... 6  
 Special Offer for Spring ..... 6  
 Recommended Reading ..... 7  
 Our Philosophy ..... 7

**adventurous**

**SOLID** *daring*

**ARTISTIC**

*lasting*

*satisfaction*

**GUARANTEED**

**ACHIEVEMENT**

*sure-fire*

**innovative**

**GENEROUS**

## 5 Simple Steps to Plan Your Outdoor Living Structure

The invigorating aspect about outdoor timber living is that it adds a whole new dimension to the fun and unity created when you begin to plan, visualize and talk about what could be...

Perhaps it is invigorating because of the longevity of big timbers... Your creation will be cherished and valued for a long, long time. It will not be trashed and discarded like a disposable outbuilding, for example. As you progress, you will notice how the art of timber framing comes into play and enriches your story.

Many people feel like they have a limited time with those they are very close to. They don't want to squander that time with forgettable memories. Some people shudder at the thought of waste and thoughtlessness of impulsive and cheap planning.

Others are more concerned with their personal enjoyment and potential return on investment if they should decide to sell. Others value their time. The long lasting pain of quick cheap solutions is a big motivator for most people.

As you move forward in planning an Outdoor Living Structure, refer back to the five important planning steps compiled for you here. They will help you make good decisions to get what you want.

### Five important planning steps to get your ideal Outdoor Timber Living Structure

#### Step 1: Assess your current situation and needs.

This step is rather straightforward, but you would be surprised at how easy it is to miss some very important aspects. Here are some questions you will want to ask yourself:

- A) Will this be at your primary residence or at another location?
- B) Do you want to invest in it alone? Would other people share a mutual benefit?
- C) What is the primary use? What are the secondary uses?
- D) What times of day and how much of the year do we expect to enjoy this?
- E) How many people will be using/occupying this timber structure at one time?
- F) Will there be safety or convenience needs due to younger or older age groups?
- G) Are there any building restrictions which may affect size and exact location?

*continued on Page 2*

### How could an Outdoor Living Structure enhance your home?





a cohesive theme.

In order to fit, your pavilion must address two things:

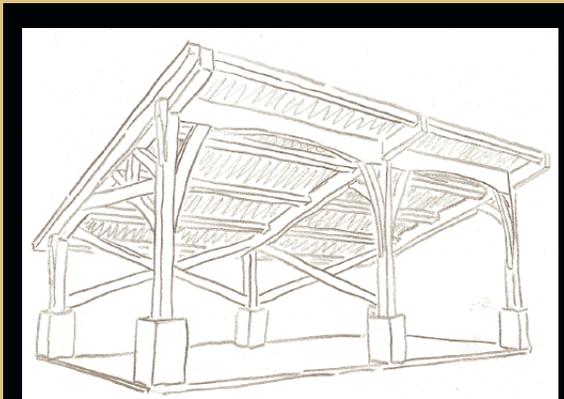
1) The style and precedent set by your home.

Regarding your pavilion style, please note that you do not lose flexibility. It is just that you will want to replicate some style elements to achieve a feeling of unity. Sometimes this is as simple as the same roofing and siding. Repeating geometric shapes can also do the trick. It all depends upon your unique situation.

2) The Obvious Afterthought Syndrome.

One of my pet peeves is the Obvious Afterthought Syndrome. You have probably seen some examples of this yourself, the most common

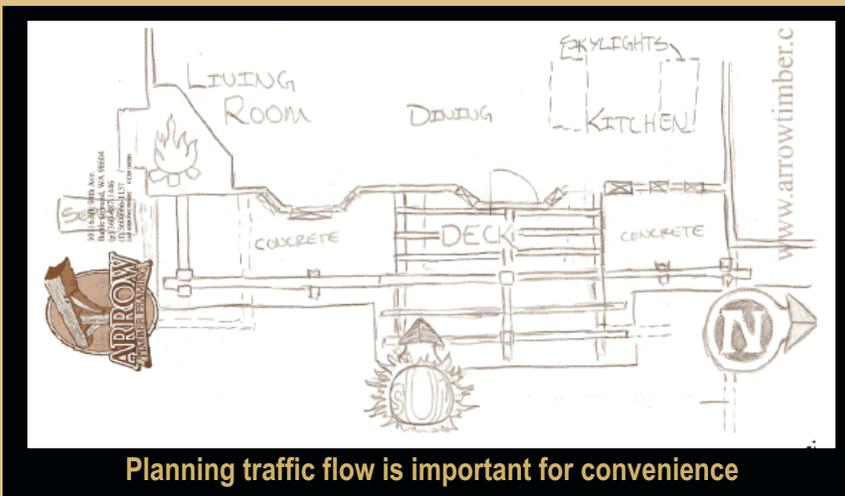
being a pavilion right next to the house - but not connected. Often the post will be right next to the gutters, with the elevated pavilion roof hanging past the existing house eaves. More often than not, the posts supporting the pavilion lack visual weight, which makes the whole structure seem shaky and



Plan a structure with a solid feel

unsafe. And of course, there usually is no attempt to blend the pavilion style with the existing architecture. I will do everything I can to make your addition as harmonious and as seamless as possible.

**B) "Convenience is king!"** Failing to recognize the importance of convenience is a mistake that is as old as mankind itself. I have seen and experienced this both as a spectator and with my own decisions. I believe this concept needs to be applied to the planning of your timber pavilion as



Planning traffic flow is important for convenience

well, so you can maximize the relaxation and enjoyment you get from your timber pavilion. If your layout is unwieldy or uncomfortable in any way, it will severely hamper your total enjoyment.

With regard to your outdoor pavilion, make sure your traffic flow is convenient and consistent with your intended use. This also includes accommodations for weather: wind, rain, and snow. You may want to consider remote switches for your grill, fireplace, lights and outdoor heaters.

#### Step 4: Get Feedback

After you have gotten your main concept and preferred option fleshed out, I encourage you to seek out the opinions of some friends and any of the following professionals: an ATF timber design expert, an architect, an interior designer, a landscape architect, etc. Incorporate the new ideas you like and ask for advice from your friends and professionals to address any concerns revealed by planning step #3.

#### Step 5: Action step!

This is the easy part. Simply choose and modify the option you like the best and get started! Sign a bid or a contract and you're ready to go!

Remember, you must trust your contractor. What good is a contract without trust? Think of a contract as a communication document complete with a start date, description of services, and a finish date.

As a passionate designer of timber art, I hope to help you acquire the timber living which fits you and your lifestyle to a "T".

To your momentum and success,

Bert Sarkkinen



# Outdoor Living Project



## THE SMILE EXPRESS

### Happiness Is...



Ahh... There is nothing quite like the first few warm sunny spring days! Elation, optimism, and exuberance are a few words that come to mind. Plan for a spur-of-the-moment springtime break. Be mentally prepared to leave work early. Stow your cell phone in the refrigerator... Or just shut it off. Then set up in the sun with your coffee or lemonade, book, pillow, and whatever else you may enjoy. Relax. Take a nap. Enjoy this break without any pangs of conscience. **You will notice a jump in your future productivity!**

... soaking up  
springtime sun.

## The Sherertz Family Project with GRO Outdoor Living

Last summer I had the opportunity to design and build a unique outdoor living structure with a friend of mine, Garret Hergert. Garret and I have done many projects together. Garret is a co-owner of GRO Outdoor Living (formerly G2 Outdoor Living and Kyne Landscaping), which focuses upon creating outdoor living spaces with a holistic approach. Because of this creative approach, it is unfair to simply say, "GRO Outdoor Living is a landscaping company." Perhaps Outdoor Architect is a term which better describes the custom service Garret offers.

Let me tell you about how Garret and I worked with a local homeowner, Ms. Sherertz, to address important planning steps and ultimately construct an expansive outdoor living space to entertain large groups.



Before

After

### Step 1: Address Current Situation and Needs.

The story begins with Ms. Sherertz's idea to incorporate an outdoor kitchen into her spacious back deck. She called Garret to start the process of interviewing design/build contractors who could understand her needs and provide creative solutions. Garret offered a handful of ideas and explained how he could help with the design process to get her ideas on paper, which could then be estimated for cost.

When Ms. Sherertz was ready to move forward with her project, she chose GRO Outdoor Living, because she felt they were best qualified to deliver what she wanted.

### Step 2: Brainstorm Idea Options.

After the needs and goals of the project were established, Garret and Ms. Sherertz went to visit projects previously completed by GRO. During this time, they were also able to look at how they could landscape to join nature with hardscapes, such as concrete, decks, and structures. With that info, Garret and Ms. Sherertz explored 3 different concept ideas and eventually settled on one idea to develop further.

Garret was pretty much given a free hand to work his "softscape" magic. He ended up using a combination of Quaking Aspens, Alaskan



Before

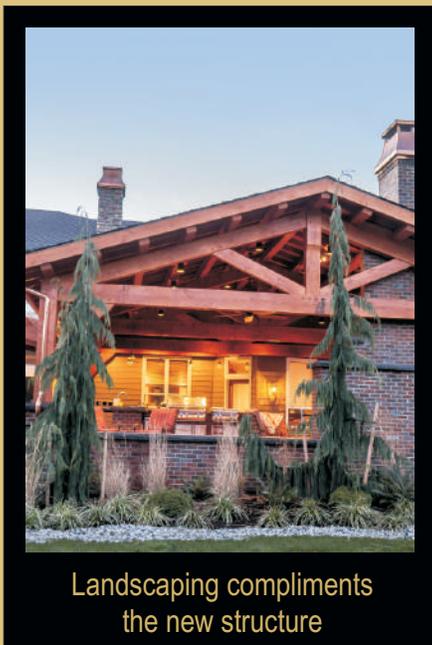
After

Cedars, native ferns, and ornamental grasses to complete his vision.

Once Garret had finalized the main concept, he and I got together to figure out the best way to design and build the structures required to transform this back deck into a multi-use outdoor living space. Among many details, we discussed the need for cover in front of a bank of two-story windows and doors. I promised to explore more ideas as we drafted the 3D model. Nothing seemed to fit until we tried a long arched beam, which would connect the outdoor kitchen with the open trellis. Garret was ecstatic once he saw the pictures. "That's it! How long 'til you can have your model ready to present?"

Garret emailed pictures to Ms. Sherertz to get feedback. She was able to offer more input after viewing the 3D model. Her suggestions and ideas, such as extending the outdoor kitchen roof, were then addressed and communicated by phone and email. But of course, it was still far from done. Garret and I had to discuss many logistics and building details before we had an accurate estimate of the scope and cost for the project.

**Step 3: Avoid the 2 Most Common Mistakes: Investing in an Unsightly Structure and Underestimating the Importance of Convenience**



Landscaping compliments the new structure

Ms. Sherertz and Garret decided against one large covered structure because it would have been an overpowering eyesore. They opted to create four distinct outdoor rooms instead. This also helped address convenience for both entertaining and usage for the guests.

As a side note, Garret and I use a relentless design process which does not stop until everything is right. If Ms. Sherertz had not liked the arched cover, for example, the process would have produced another balanced, good-looking option.

*continued on Page 6*

## Arrow Tips Unfiltered

An Online Forum for Casual Expression

Arrow Tips Unfiltered is about exchanging information, opinions, and motivation in a private, casual environment. Post your project photos and get exclusive tips from pros while sharing with other Timber Framing enthusiasts!

### Diamond Members

Random Unfiltered Topic

One Simple Rule to Abolish Couch  
Potato Syndrome

And Other Mental Tricks To Promote  
Physical Well-Being

[www.diamond.arrowtimber.com](http://www.diamond.arrowtimber.com)

### Platinum Plus Members

Random Unfiltered Topic

Action Steps to Increase Happiness:  
Is Your Friend Envious? 4 Telltale  
Signs and Steps to Defuse Conflict

[www.platinum.arrowtimber.com](http://www.platinum.arrowtimber.com)

**Interested in this exclusive  
and private forum?**

Please email [info@arrowtimber.com](mailto:info@arrowtimber.com)  
or call **(360) 687-1868** to get your  
temporary password.

*Psst! Arrow Clients  
and Professional Associates...*

*It's also an easy way to reach your goals!*

# Special Offer



## MEMORY LANE

As a young boy of 12, I was headed down a steep brushy bank to go fishing, when my younger brother's call interrupted me. He wanted to play with my prized Legos. "Okay!" I hollered back, which was out of character. I had been very possessive and protective with my toys. Upon returning home, my mother thanked me and said she noticed me being more generous. I can't say I have totally kicked selfish inclinations, but I can say being generous feels good and is very liberating!

## Special Offer

### 35% Off a New Outdoor Living Space!

Arrow Timber Framing is teaming up with GRO Outdoor Living, Lisac's Fireplaces & Stoves, and Outback Fireplaces to provide this addition to your yard at huge savings!



#### This amazing offer includes:

Timber Structure and Roofing by ATF  
Four evergreen landscaping trees, plus 300 sf concrete pavers by GRO  
48" Drop-in Stainless Steel Grill by Lisac's Fireplaces & Stoves  
Stone Work by Outback Fireplaces  
**for a total value of \$22,400!**

One lucky winner will receive this package for only \$14,560... **A discount of \$7840!!**  
*Or apply this discount to your Outdoor Living project of equal or greater value*

**Call immediately: (360) 687-1868**

Only one winner will be selected out of a hat.  
Deadline for entering: May 12, 2013

**Offer limited to one winner!**

Convenience was thought about from the very start. Convenience prompted the need for the arched beam roof, and because of convenience, features such as these were integrated into the project:

- An oversized cooking and serving bar
- A gas log starter
- An easy-access wood box
- A wide bench for enjoying the fire pit
- Multiple walkways and access points
- Refrigerator built into bar

#### Step 4: Ask Friends and Professionals for Their Opinions

Of course, Ms. Sherertz had shared her ideas and thoughts with her friends before things got rolling. Once the final design was closer, she also consulted her personal assistant and her children. While she had the ultimate authority, she was wise to ask for opinions. New ideas always turn up. Sometimes, new ideas forced Ms. Sherertz to clearly state why she preferred her choice. This is positive, as she then knew she would be happy with her choice after having consciously thought about the reasons why.

#### Step 5: Take Action!

This sounds easy, but the fear of a bad decision and regret can cause a lot of unnecessary worry. In Ms. Sherertz's case, Garret and I had clearly communicated the end product she would get and earned her trust. So the decision to take action was only impeded by the price tag... only a fleeting inconvenience, if you compare it to spending less to get something you never like.

To your action steps!

Bert Sarkkinen



The finished project fulfills the homeowners' needs

# 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,

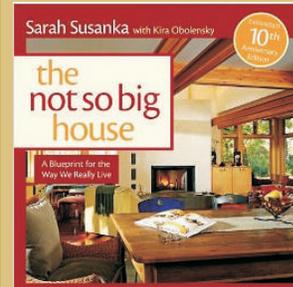
Bert Sarkkinen, Owner



## Recommended Reading

from the Arrow Team

### The Not So Big House by Sarah Susanka



Architect Susanka believes that the large homes being built today place too much emphasis on square footage rather than on current

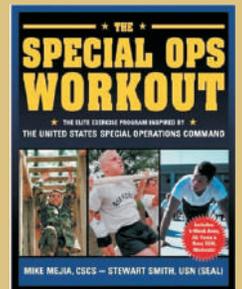
lifestyles. Here she shows how homes can be designed to feature "adaptable spaces open to one another, designed for everyday use." She describes how to examine occupants' lifestyles, how to incorporate the kitchen as the focal point of the home, how to give the illusion of space, and how, with storage, lighting, and furniture arrangement, a smaller home can be comfortably livable.

**Grade: A+**

### The Special Ops Workout by Mike Meija and Stewart Smith

About 10 or 12 years ago I found myself gravitating towards military- style workouts.

This book combines strength and cardio training so you always break a good sweat! It also provides ways to stagger your workouts to for overall physical fitness, and to avoid lifting injuries. I just randomly pick and choose exercise ideas according to energy level and available time.



**Grade: A+**

