



ARROW TIPS

Put Your Happiness On Display With Timber Living

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adventurous
 SOLID *daring*
ARTISTIC
lasting
satisfaction
GUARANTEED
ACHIEVEMENT
sure-fire
 innovative
GENEROUS



Is an Outdoor Living Pavilion Right for Your Lifestyle?

Hello there! Before you dig into this fun little lifestyle quiz about outdoor living, you'll want to know:

I am a timber enthusiast. I have helped many people brainstorm, plan, and build outdoor living structures. These structures have really made people smile for a lot of various reasons. I am also quick to be up-front and honest with clients when pursuing a certain project may not be in their best interests. From this perspective and pool of experience these questions are formulated for your use.

1) Do you live in a wet climate such as Washington or Oregon?

Easy question first! As a resident of this wet climate you understand that a roof, any roof to shed water is a precious commodity for even storage alone. How often do you see a covered area that has not collected chairs, tables and other goods?

Yes, I value and use any type of covered area around my home

No, I really don't find extra space to use or store things to be helpful

2) Do you have a barbecue grill which gets weathered and grows green because you don't particularly like getting drenched when you cook?

Two particular benefits come to mind about the convenience of easy year-round cooking on the grill:

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Outdoor Living continued

continued from page one...

1) The possibility of saving money if comfortable grilling means that you spend less money eating out.

2) The possibility of healthier eating as you control the portion size and the ingredients that you use.

Yes, I would enjoy year-round grilling and probably benefit health-wise and money-wise to some degree.

No, I am not motivated by food and would gain no benefit by having access to convenient year-round grilling.

3) Do you like to spend your free time outdoors?

Imagine the possibility to enjoy the convenience of indoor living but yet be outside. This is the concept of a three-season living room. Typically located as a hub with direct access to the kitchen, this type of living space is usually equipped with a built-in barbeque kitchen. French doors, screens, partial walls, and large overhangs are used to maximize the user benefits: easy access to sunshine on the good days, rain and wind protection when required for more comfort, and the continual exposure to fresh air... Even use during the fourth season (winter) could be enjoyable with a few more layers!

Yes, I want to spend a large percentage of my free time outside. I would like the ability to read, use my laptop, drink coffee, and other enjoyments in the great outdoors more often.

No, I find that my free time indoors is more enjoyable than outdoors. I prefer to read and pursue my interests indoors.



A large covered area provides opportunity for three-season entertaining

4) Do you have family and friends over often?

As someone who entertains a lot, an outdoor living/barbeque area gives you and your guests a myriad of benefits. Along with the extra space to entertain, and the enjoyment of your outdoor setting, this is a perfect way for the man of the house to have fun and pitch in with the cooking. More and more new grilling recipes are available through barbeque/grilling websites. Who wants to cook up something delicious and eat it alone? Far more enjoyable to invite your friends over and double the pleasure!

Yes, I entertain often and an outdoor living/entertainment space would add a versatile and fun way to spend time with my family and friends.

No, I prefer to watch the forecast and plan my outdoor entertaining accordingly, so I don't need extra space for my guests.

5) Do you have energetic children, grandchildren, or teenagers as residents or guests?

One application is to combine a multiple-use play area, lounge, and outdoor kitchen. You can set up tables and chairs to feed a crowd. You can set up a gymnasium basket ball hoop, volleyball net, lights etc. You can also have lounge chairs and tables set up for when you've got free time alone or with just a few friends. This layout typically requires that one wall, (usually the north wall or a wall that will block prevailing weather patterns) is dedicated to cabinets for kitchen use and table and chair storage.

Yes, I have active children around from time to time who would enjoy the opportunity to play loudly and burn off some energy without disturbing others.

No, the children in my life have little need for physical activity or simply go outside to play regardless of the weather.

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6) Do you anticipate a backyard wedding, reception, or other event in the future?

This type of outdoor pavilion is very similar to the previous multi-use structure. You will want a large unobstructed space which will work well for an event when everybody present will want to see and hear the speaker/wedding/baptism etc. In my mind's eye, I can see a beautiful timber structure, nestled into a hillside with a territorial view and southern exposure, retractable glass wall system on three sides... all opened to allow the soft, warm spring air breeze through and among the guests milling both inside and in front of the pavilion, where preparations for the event are going on in the back. Maybe some boulder retaining walls which swing out from the sides to create a bigger level area for chairs, tables, maybe a croquet or volleyball area... Oops!.. Maybe a bit carried away... this is my passion!



A covered eating area is perfect for special events

Yes, I expect some kind of event in the future.

No, I don't expect any type of future event.



A fireplace can warm your outdoor space on chilly evenings

Your Score Card

Yes 6 times – You don't have a moment to lose, get your plans together and break ground as soon as possible.

Yes 5 times – You still have a large hole in your life...schedule a brainstorming session for the very near future.

Yes 4 times – Time is still of the essence – associate with people who can give you ideas and help motivate you.

Yes 3 times – You want to proceed slowly, gather pictures, articles, and info. You can also ask those that know you well what they think that you would enjoy.

Yes 2 times – Carefully analyze the pay-off for you- the right setting will still give you a rewarding and enjoyable investment.

Yes 1 time – You probably don't want to invest in outdoor living unless something changes in your life.

Yes 0 times – Don't invest...It's not for you.

Thank you for your interest in this article. You may want to get the sequel to this article which has to do with how to get an outdoor living pavilion which fits your lifestyle, existing home architecture, and your style tastes.

I'll be sure to get you a copy hot off the press if you would like one - just tell me how and where you want it delivered! Send your email to bert@arrowtimber.com so that you get a fast and prompt reply. If simply calling is easier for you, please do so.

Bert Sarkkinen, Owner
(360) 901 5117



Convergence of Creativity



A Platinum *Plus* Package

Choose your level of involvement!

This versatile package allows you to be as involved as you desire. Are you detail-oriented? Get involved at every level of the process! Are you too pressed for time? Let your team work for you. This system allows you to "pull the trigger" and start your team on a process that will get you EXACTLY what you want - with or without your involvement!

A system. Complete with personality testing and compatibility matching. Data and psychographic analysis. As flexible and unique as you are. Perhaps you enjoy choosing colors, styles, and textures. Perhaps you do not. Perhaps you enjoy thinking about efficiency triangles and lifestyle flow. Or maybe not. You dictate. The system responds.

A team. Converging especially for you and working to create and construct the ultra-personalized project you hadn't even known you desired. Compatible with your way of thinking and your way of communicating, so your potential frustrations are tremendously minimized. The easiest path to get what you want! And it is guaranteed.

If you were to choose a hands-off approach, which of your friends would you want to collaborate with your specially created team?

If you find this concept appealing, start thinking about who could collaborate and help make decisions for you- immediately. And contact me ASAP, because you obviously value your time and life is short!

-Bert Sarkkinen
360 901 5117



... Your Possibilities Are Endless!

"Teamwork Always Wins - Hands Down!"

A Special Message for Professionals

Dear Architect/Engineer/Designer,

If you've happened upon this article, chances are that you are doing some research for a current or upcoming project. This is good news for both of us!

I'm thrilled to spread the experience of timber living and to help you in any capacity no matter how small. And you, my friend, will be thrilled with the incredible flexibility you and your clients will experience "growing into" and establishing the look, feel, and logistics of your creation. The following points will give you a good idea about what to expect and how far we can flex our services to accommodate your needs.

#1 I Don't Want To Steal Your Thunder

Ultimately, you know and understand your clients the best. You are responsible for giving them the biggest bang for their buck. In that light, it would make no sense to put me on a pedestal and to superimpose my ideas or vision over work that has already been accomplished. It's best if I enter the situation slowly and give suggestions when asked or in an appropriate setting. As you become more comfortable with my grasp on the situation, I have no qualms about consulting directly with your clients if it strengthens your relationship with them and makes your job easier. Perhaps you just have a few pressing questions and need immediate answers? Or you would like some quick guidelines or industry standards? Please don't hesitate to give me a call and I'll do my best to answer your questions.

#2 The Cross-Pollination Effect

I can't say that I've ever experienced any negative results in working with multiple parties to come up with design and structural solutions. In fact, it is one of the most rewarding aspects of my job! I have no desire to be superman... to be the one with all the good ideas. It's much better to be a part of the solution - and perhaps more importantly, to feel free enough to make suggestions without any fear of looking stupid. Cross-pollination of ideas and experience has got to be the easiest and most enjoyable way to find solutions and make progress.

#3 Lots Of Proven Tips To Utilize Exposed Timber

From questions about SIP's, efficient truss connections, and even how to transition from a timber theme room to a more formal room, I'll gladly share my experience with you. Having been a timber enthusiast for so long, I've come across many different and unique situations which have created an intuitive sense of guidelines for the most practical options.

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#4 The Rise To The Challenge Syndrome

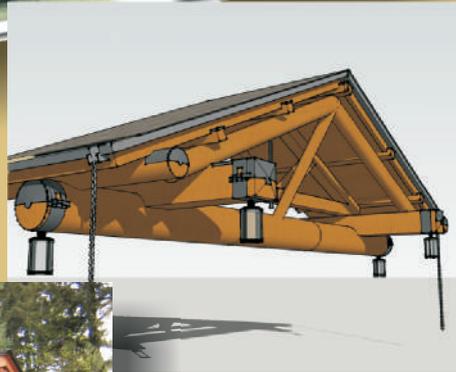
If you want to sell me on anything, tell me how much of a challenge something will be. You'll see my eyes light up! For you, this means that you may get solutions when I am sleeping, pondering late at night or performing a mundane task. If any aspect about your project feels incomplete, my mind has a tough time letting go. (Dog on a bone... according to my wife!) I've lost track of the times I've called people back to give them some more ideas that popped up. Even an idea that is eventually discarded could be a springboard for your improved idea. I guess it comes back to the idea of teamwork!

I want to assist you and look forward to working with you. Please get in touch with me at bert@arrowtimber.com or give me a call directly at 360 901 5117.

Thanks,



Bert Sarkkinen, Owner



THE SMILE EXPRESS

Happiness Is...



If you owned an **outdoor living structure...** You would find that it would not only expand your available space to entertain guests, but it would make it easier to entertain on short notice. Firing up the grill is easy for you to do while visiting with your guests. **Of course, the low-key nature of kicking back outdoors would add to the convenience of your spontaneous events.** Also, your outdoor living area would tend to collect less clutter as it would be used largely for relaxing and free time. So you could be ready for your guests with a quick tidy-up!

... giving to others.

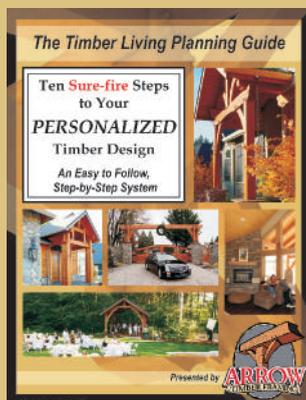
Your Dose of Inspiration

MEMORY LANE

I remember hitting my thumb for the first time as a five-year-old. I was consolidating jobsite lumber scraps for efficient transport home... By nailing them all together... Which would then be used to build a fort! My father didn't seem to understand the severity of the damage and did not have the sympathetic reaction I expected. But I did get a whole can of root beer from the pop machine on the way home!

Special Offer

Doing... Creating... Accomplishing... Helping... All very powerful motivators you and I experience in our lives. And our guide shows you how to get all this and more! **Normally \$29.95, we are offering this full-color idea guide FREE to the first fifteen to respond!**



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Finally! An Easy, Fast System To Inspire Creativity and Custom Timber Design

Make Sure to Get Your Timber Living Planning Guide Today!

Please don't leave your future investment and enjoyment to chance! The following phrases or words neither you nor I ever want to hear:

"Well, our timber frame is OK, but it turned out too _____"

"Too Low" "Too Airy" "Too Heavy" "Too Modern"
"Too Busy" "Too Dated" "Too Sterile" "Too Predictable"

Gathering pictures is a great exercise and something I recommend for the brainstorming process. But you will want to avoid depending solely upon pictures...

You see, a picture can only capture so much. With the loss of peripheral vision and spatial feel, you only get to experience a portion or even a distorted view of the photographs. Which is why you will want to bone up on your verbal communication skills. When you can effectively communicate the "feel" or outcome you are looking for, your added ability will not only help you express what you want, but it will help you visualize your desires also.

I want you to get enough of yourself... enough of your DNA into your timber design, that you will always feel a deep sense of satisfaction whenever you are enjoying your timber atmosphere.

Three Reasons You Will Capture Each Detail of Your Personal Timber Style

1. Each step is fast, easy, and fun.
2. Each step has a limited time frame.
3. Each step has unique activities which will help you discover things about yourself and your style even you didn't know!

Basically, you get not only the lasting, tangible timber atmosphere you will admire for entertaining and relaxing, but also the immediate happiness and meaning you will get as soon as ideas and goals begin to coalesce in your mind. I have found that I have always been more tolerant, patient, and helpful when I am actively pursuing a goal or - in most cases - multiple goals. **You will be designing your timber living with a personal touch to fit yourself, your family, and friends.** I hope you reap big benefits from this planning guide by acting today!

This guide I have put together for you IS the answer to capturing your personal style. Not only will it ensure complete and solid communication, but it gives you a head start in the building process... step by step.

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 the passage of time. You will not regret it.

To your goals, momentum, and success,

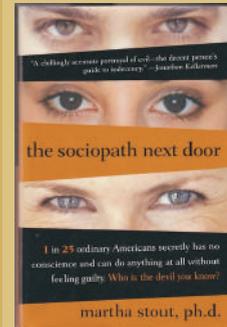


Bert Sarkkinen, Owner



Recommended Reading from the Arrow Team

Looking for a good practical book that could save you a lot of future pain and headaches? Read **The Sociopath Next Door** by Martha Stout. Sociopath by definition is a person



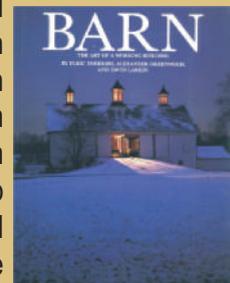
who has no conscience. The big golden takeaway this book has: *how to spot a sociopath*. They come in all shapes and sizes with motivations ranging from A-Z. Some even have empathy skills others do not. The one

common factor all sociopaths share is that they want people to feel sorry for them.

Grade: B+

The styles, applications and history presented in **Barn: The Art of a Working Building** by David Larkin, Elric Endersby and Alexander Greenwood will give you an excellent springboard

for inspiration. You can then put these ideas in your brainstorm crockpot and let them simmer. Be sure to mark pictures and phrases you like so we



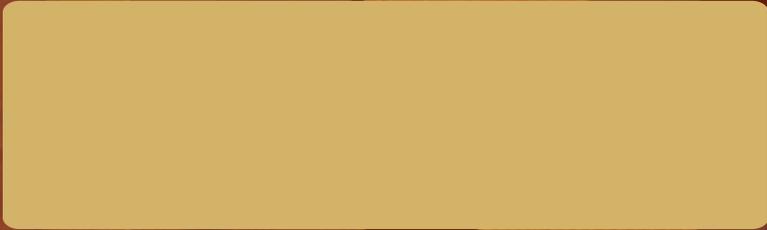
can use them to forage the perfect timber structure for you! You will also get a great feel for the craftsmanship throughout the timber frame industry.

Grade: A+





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*Summer
Issue!*

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

- ... Is an Outdoor Living Pavilion right for you?
- ... How ATF encourages creativity among professionals.
- ... How to really get inspired!
- ... How ATF can guarantee a pain-free construction process!

Pour yourself a cup of coffee and dig in!

Bert Sarkkinen
Owner