



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

The Simple ATF Green Building Method Strategies the Experts Overlook



This barn was reconstructed using reclaimed materials from the original 100-year-old building. See more on this historic reconstruction on their website: www.heisenhousevineyards.com

How can you have the biggest net positive impact on the environment while protecting your checkbook? In the stampede to embrace green building, the biggest factors which optimize good environmental stewardship have suffered neglect. Here are the most important factors to your success:

SMART goals

SMART is an acronym which stands for Specific, Measurable, Attainable, Realistic, and Timely. Setting an effective goal can be an art. Tell me if you have ever fallen into this trap : You decide you want to accomplish something – let's say for example, you want to improve your health. So you make some changes and have stellar performance at first. You are hitting the gym five mornings a week, avoiding junk food, and getting to bed early. But a month later your old habits have remained largely unchanged. Basically, it was too much, too fast and unsustainable. Ideal, but unrealistic.

Defining and setting your SMART goal is a key component which will help you achieve the most positive impact with your green building strategy.

The Top Three Ways To Maximize Your Positive Environmental Impact

1) Get the right people on your team .

If you do only one thing to reduce your carbon footprint, surround yourself with the right people. Members of your design and planning team should use their creative expertise to help you get a building you love for a lifetime! Their creative expertise should help make your building as simple as possible – but no less. In other words, reduce waste and unused space, but don't oversimplify. You still have to be true to what

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Green Building ...continued



Continued from Page 1 >>>

you need and want, or the dreaded carbon-producing remodel will happen in the near future. "Getting it right" happens to be the passion statement for our team here at Arrow Timber Framing. The key point here is to gain favorable odds by assembling the right team players who will put in the required time to



This timber remodel used reclaimed lumber.

help pull your project together so you can get a long-term solution.

2) Avoid repair and replacement costs.

This simple rule addresses both service providers and the building materials themselves. Choosing building materials is not nearly as complex as choosing service providers. There have been examples where a shoddy service provider resulted in a building being condemned and razed to the ground! Although this is rare, extensive remodeling and repairs to poor workmanship are not. Any remodel or repair to your project increases its carbon footprint



These reclaimed timbers found a home on this timber framed entry in Arkansas..

through construction vehicle fuel, waste, and new building materials. These are only examples of the many ways inexperience and incompetence can hurt the environment and your pocketbook.

When it comes to products and building materials, "proven" should be a buzzword for you. The worst-case scenario is spending more for an unproven green technology, only to replace it shortly down the road. You will want to consider longevity, future availability, and any health considerations such as off-gassing when you are optimizing these choices.

Also, it is just plain common sense to factor the benefits of using local building materials into your decisions. You could get double kudos, for example, by tearing down an old barn and reusing the timbers and planking in your home. Our clients Jack and Maria Weitz are using this process to create a totally unique atmosphere, which reflects not only their focus on the environment, but conveys a sense of history as well.

3) Be an energy and resource skinflint. To be successful, you will not only look at future energy and resource consumption, but also at energy used in the construction processes. You will need to analyze an exhaustive list of all the different building and energy-saving methods available to you. Without an experienced team to help you sort through the options, it can be overwhelming. All of these choices have an immediate and future impact on your pocketbook. Your choices must be economically feasible.

After you have selected a strategy which optimizes your current construction budget, you will want to examine the environmental impact. What would happen if all the world's consumers were to embrace the newest green building technology at once? You can probably see what I'm getting at... Not everyone can have the thrill of testing new green building methods



or else the not-so-good ideas could do a lot of harm! Much better to first test on a small scale, over time. Once a building method is proven, it becomes increasingly easy to use only those methods which save both the environment as well as money.

Here are some questions to ask so you can be sure you are making a well-informed choice for yourself and the environment.

- Does the product use renewable resources? (Think forest products, or better yet, reclaimed timbers!)
- What kind of energy is used to make this product?
- How long will this product last?
- If this product will need to be replaced, will it add to landfill toxicity?
- Are there potential health risks?

Your building team should be able to help you get informed answers to these questions!

We all want an environmentally friendly home, within budget constraints. Using the ATF Simple Green Strategy will get you the Green home of your dreams! Here are the summarized take-aways:

WANT: If you don't like it, you will need to consume more in the future.

EXPERTISE: Shoddy products and construction are the next biggest source of waste.

KNOWLEDGE: We all have limited resources. We need to make attainable and realistic goals – which ultimately do the most for sustainability.

Or even more simply stated:

Hire a team of people who will help you figure out what you truly want, people who have the expertise to build wisely, and people who have the knowledge to help you make sustainable choices.

We would be thrilled to be part of your team as you begin planning and building your project.

Please call us at 360 687 1868. In the meantime, make sure you are subscribed to the ATF quarterly Inspiration Report for ideas and motivation!

To your success,



Bert Sarkkinen, Owner



Masonry heaters fit well with many timber styles and provide clean-burning energy storage.

Featured Project

The Jim and Barbara Church Remodel



Before

Remodels have a special appeal. The creativity and the results are very tangible. It is also fun to work within the challenge of fixed constraints

and come up with solutions that work.

Jim and Barbara Church's project was all of these things. And like most of our clients, they were great to work for. Good solid values and expectations.

Another aspect of creative solutions touches the construction itself, especially during a remodel: "How can we optimize the strength and time investment required to build this?" As you can see, the results of dogmatic creativity are beautiful.



During



After

Good Design - Period!



THE SMILE EXPRESS

Happiness Is...



I would like to share with you a moving story I heard about a Norwegian woman during the second World War. This woman and her family had to leave their home and flee to the hills because the Germans were coming. It was nighttime and in the middle of winter. This woman had a newborn baby. She prayed for God's protection and they found a cave where they were able to start a fire. They had very few provisions and did not know what tomorrow would bring. Yet this woman experienced her most thankful state of mind on that night. A nice reminder for us, who experience overwhelming abundance?

...Thankfulness!

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?

Good Design - Period!

Some Thoughts on Style

by Rob Heaney, AIA

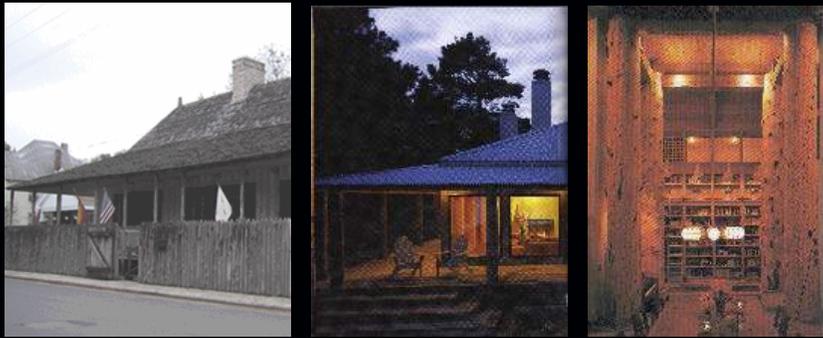


**A Civilian Conservation Corps pavilion inspires the porte-cochere of a rehabilitated historic inn.
(Right: Summit Grove Lodge, Washington)**

When we first start thinking about designing a home, our ponderings usually fall into one of two categories: "What do we want our house to do?" and "What do we want our house to *be*?" The first set involves the number of rooms, their sizes, relationships, features, budget, etc. This is called **programming** in the architectural parlance, and is a crucial, but largely objective and analytical process. The second set, on the other hand, involves feelings, perceptions, memories, dreams, aspirations, and imagination. This is where the magic comes from, and the magic is what this article is about.

What do we want our house to be like? We don't just start drawing; we think about houses we've seen, and we think about what style of house would suit us. Many architects prefer to avoid using the word "style". It has a certain ring of conformity to it; a kind of arbitrariness that can result in a design that doesn't relate well to the time, place, and culture of the occupants. I think the way out is to recognize that "style" is defined by the buildings and not vice versa. So instead of thinking in terms of style, think in terms of the buildings themselves – in terms of precedents. Look at the buildings, even very old ones, which most fully and honestly embody the look and feel of the style that attracted you in the first place. This may seem like a subtle distinction, but it can really help break the stylistic straightjacket, and lead to some great discoveries.

An irony of this is that often the freshest ideas come from looking at the earliest sources, and NOT the latest Street-of-Dreams knock-off. If most of the photos in your idea folders remind you of lodges, look at the wonderful structures of the Civilian Conservation Corps in our national and state parks, and their European precedents. If many of your clips have simple massings, timber ceilings, plaster walls and tall, gorgeous casement windows, look at country homes from Tuscany and southern



Sometimes more than one precedent can be used: French Colonial elements and imagery (broken pitchroofs, veranda, "poteaux-en-terre" construction, etc) were combined with local materials to respond to the strong local agricultural vernacular. (Center and right: Pins Sur Mere, California).

France of the 16th and 17th century. Sometimes an authentic detail from one of these precedents can make an enormous difference in your design, and you might never have thought of it otherwise.

One last observation on the precedent approach to design. You may be thinking "That's all well and good, but I don't want an "old" house; I want something contemporary and original." This is the exception that proves the rule: when wishing to blaze a trail in territory not yet well covered by tradition, the stylistic approach breaks down entirely. We are left to look at the buildings themselves, and the architects who designed them. All architecture, even the most avant-garde, has its precedents.

So you and your design team have narrowed your collection of images to a few example buildings, fragments and details that all speak a similar language and represent somehow that elusive image in your head of what you want your house to be like. How best to synthesize these into a design that is relevant to your specific program, building site and budget?



The Gamble House (by Greene and Greene) could be said to have founded the Craftsman style, but even a revolutionary house such as this owes debts to earlier work. In this sketch the Japanese influences are readily apparent.

Below are some guidelines we keep in mind when working with our clients:

1. Consider the physical context of the building site. Limit your precedents to examples with climates and geography similar to your building site. A pueblo in Portland, Oregon or a Cotswold cottage in the Sonora desert will likely come off as kitsch at best, and a maintenance disaster at worst. Remember that much of the charm of any vernacular style is its straightforward and honest response to its physical environment.

2. Consider the neighbors. This is simply a reminder that your house will be understood in part by how it relates to the houses and buildings that might surround it. If you are on acreage, you may be able to control this context almost completely, and it is a minor consideration. If you live in a subdivision, and every house on your block has a steep roof and cement plaster walls, you really should consider that in your design. You certainly don't need to copy your neighbors, you just need to acknowledge them. Doing so will make your house look better, and will make you a better neighbor.

3. Pay attention to the way your precedents handle massing, proportion, and openings. There are reasons for these relationships; a certain internal consistency that is often the real soul of the prototype. Are there one or two main shapes in the house? More? How do they intersect, and is one mass dominant over the others? How are the windows cut into the walls? Are they tall and narrow or squarish? How are openings at the tops of gables handled?

4. A "detail" is nearly always a way of solving a construction problem. Our construction methods are evolving rapidly, and are now largely systematized and designed to limit the degree of skill necessary to perform the construction task. The older, hand-made ways often carry more emotional resonance for us, and it's good to notice them.

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Special Offer



MEMORY LANE

As you can imagine, cleaning out fans and working on a sheep farm was not a particularly captivating job for me as a young teenage boy. But it was a source of income, so I forfeited my chance to spend Friday night at a friend's house to continue the steady grind. My 16th birthday was approaching and getting the means to acquire transportation was very important! The sad part was... Oops! Outta space!

...see the conclusion in the next issue.

Special Offer

Unique Timber for Your Design

Almost one year ago, a developer called me with an odd request. Would I be interested in getting a log which looked like a twisted pretzel? He ended up driving an extremely hard bargain. If I found a unique home for this pretzel log, I had to promise to send him pictures! So, in the same spirit, I am extending an offer to you: if you have a project which this pretzel would fit well, you get about 250 board feet of timber at no charge - but just because you want it, doesn't mean you get it! You know how we are about making sure the design fits you to a T. Your project must have the ATF stamp of approval! Please call 360-687-1868 or email design@arrowtimber.com if you want to explore options.

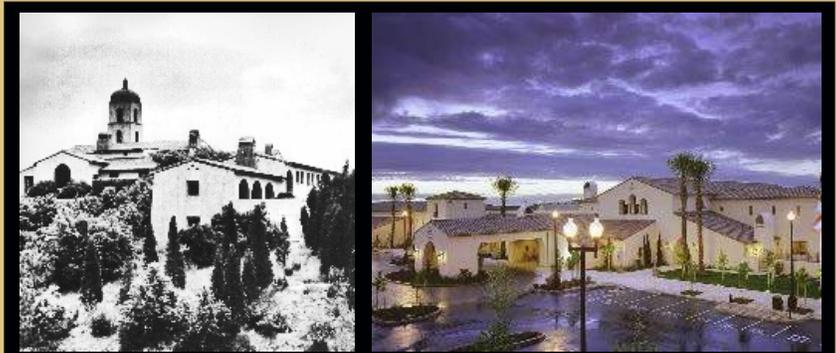
Call 360-687-1868

or email

info@arrowtimber.com



Offer expires June 1st, 2015



A Wallace Neff building informs a recreation center in California. (Right: Heritage Park, California)

5. Permit yourself to borrow a strong or emblematic element from a good precedent, and run with it. Some things are just too good to pass up. A wedged column strap from a Greene and Greene bungalow, or an elliptical or an elliptical arch from a Wallace Neff Spanish colonial can make a great homage to the past masters.

6. Remember that the floor plan is less important than the massing in achieving the desired character. We live our day-to-day lives in a drastically different manner than we used to. "Period floor plans" just don't work anymore. The way we furnish our rooms, move between them, deal with machines, entertainment, cooking and privacy are all very different than even 50 years ago. Just be aware of what the plan is doing to the volumes of the spaces and massing of the exterior.

7. When evaluating a design decision, ask yourself: "Does this choice strengthen or weaken the core ideas of the house?" The most common design misstep is to try to do too many things in one house. This doesn't mean everything has to "match"; it means that every component of the house, from the chimney cap to the drawer pulls, should all be contributing to a greater whole, and make some kind of sense in relation to one another.

You may have noticed there is a certain element of honesty to all of this. Although we are borrowing from other times, cultures and places, the goal is to capture what is most authentic, and thus most universal about them and incorporate that into our own surroundings.

We hope this high-level look at our approach to the question of style was of interest to you. Maybe it helped you to clarify some of your own thoughts on style and design. We would love to hear from you. Perhaps future editions of the Arrow Timber Inspiration Report will feature more talks on the design process based on your questions and comments!

Rob Heaney is Principal Architect with Beacon Rock Architecture Group, and specializes in domestic architecture and historic preservation. Rob was lead designer of all the "after" images in this article.

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,

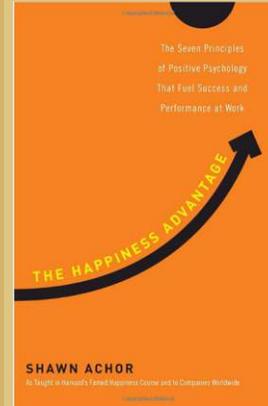
Bert Sarkkinen, Owner



Recommended Reading

from the Arrow Team

The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel



Success and Performance at Work The author, Shawn Achor, found so much unhappiness at Harvard, he ended up studying and ultimately teaching courses on happiness at Harvard itself! He gives you seven

principles you can use to brighten your outlook, even if you are already quite content.

Grade: A

The Green Building Curmudgeon

Author Carl Seville is a green builder, educator, and consultant on sustainability to the residential construction industry. This blog



is an excellent resource to help you apply proven green building techniques to your projects. The author also highlights a concept called "Green Fatigue" which does more to alienate the average building professional, rather than help.

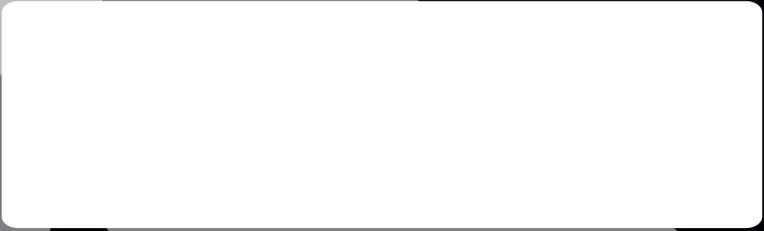
Grade: B+





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CHECK OUT OUR NEW AND IMPROVED WEBSITE!



www.ArrowTimber.com

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Winter Issue!

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

- ... Which Strategies Green Building Pros Are Missing!
- ... What Good Design Looks Like!
- ... How Our Featured Remodel Turned Dated into Dreamy!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

Bert Sarkkinen
Owner

