

# ARROW TIPS

Put Your Happiness On Display With Timber Living

Spring  
Issue!

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

Read on and find out...

- ... How a Post and Beam Makeover Transforms a Plan!
- ... Which Highlights are Included in our Featured Project!
- ... Which Book ATF Recommends to Avoid Happiness Gaps!
- ... How We Guarantee Our Stress-Free Process!

Pour yourself a cup of coffee and dig in!

*Bert*

Bert Sarkkinen  
Owner



Get a Timber Living Pavilion for half price!  
See our special offer on page 6



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

Put Your Happiness On Display With Timber Living



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## The Just-Right Solution

### Avoiding the “Hail Mary” Approach



This home had a great concept...  
so what went wrong?

You’ve seen it before. Time is running out. The quarterback is trapped in the pocket. Linebackers are closing in. The football is then thrown in a long, desperate pass known as a “Hail Mary.” Too often, though, there’s no one to receive the pass and the ball is dropped. Have you seen the figurative equivalent unfold in your life when options are limited?

In the context of Hybrid Timber Framing or Post and Beam construction, we here at ATF see “Hail Mary” timber packages often. Clients want to capture a certain look and feel which requires the expressive use of exposed beam construction. But they feel that options are limited, due to lack of awareness, faulty information, lack of energy, financial constraints,

deadlines, and prior decisions. All too often, this results in a last-minute approach to the timber package - that “Hail Mary” approach - and the ball is dropped! The clients ends up with a timber package that falls flat.

The lack of specialty expertise means timbers are often a last-minute decision rather than an integral design element. We understand! As home designer, architect, or contractor, the professional leading a project is focused on site conditions, views, weather patterns, energy efficiency, construction methods, living patterns, style, multiple changes, plan revisions, and client budget! From the perspective of these professionals, Timber Elements are unimportant details.

As specialty Artisans, we see this situation in some of the initial consultations we do with potential clients. It often begins early in the project, at the design stage. Typically, designers will use placeholder Timbers in the plans. When the time to decide on specific details, both client and designer may be out of creative ideas.

At this stage, an Engineer gets involved with making the Timbers work structurally. But aesthetics can suffer - and often the proposed method of construction will have unnecessary costs. By hiring a true timber artisan, you avoid this situation.

Once the building has started, the contractor must grapple with timing, actual cost predictions, final construction methods, building materials, and satisfying the

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# Just Right ...continued



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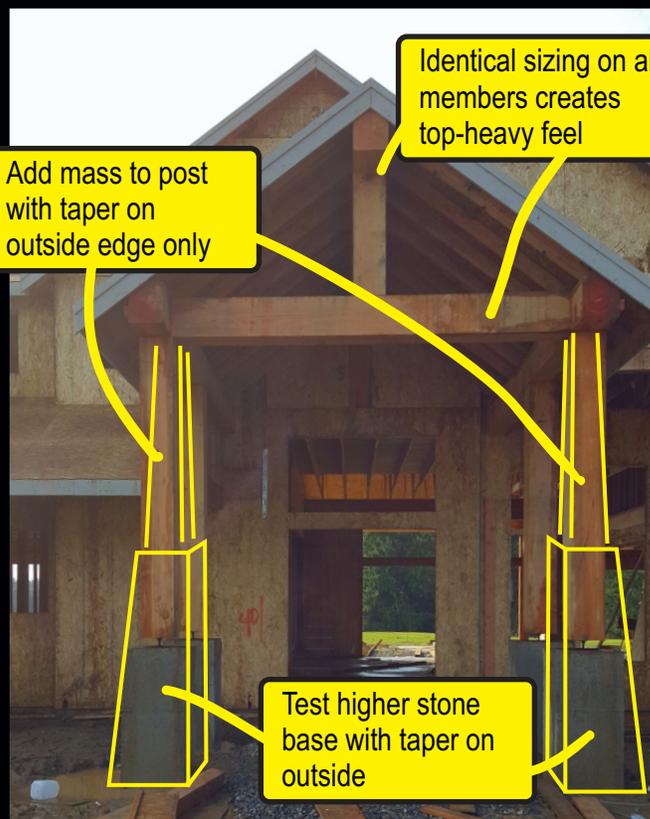
client. A contractor is sometimes hesitant to connect clients with a specialty service provider like ATF. They fear it will cause confusion, waste time, and be outside of budget. Often a contractor's biggest concern is putting together a budget that works for their clients, so they settle for an inferior solution. What many don't realize is the disproportionate impact the Timbers will have on the overall look and feel of the project. If Timbers are hurriedly crammed into an ill-fitting space, the negative impact of "Hail Mary" Timber Frame applications can be worse than no Timbers at all!

But for Builders and clients willing to invest the time and resources, options are still available. As the contractors and subcontractors dig into the details of what it will take to get the Timbers done within the deadline, they will often reach out to us. We understand what clients are looking for in a timber package. Our experience means we are prepared to deal with those last-minute "hiccups" that would otherwise hold up a schedule. ATF is committed to performing the extra work necessary to get the project right.

And it is worth it - because done correctly, Hybrid Timber Framing can raise the perceived value of everything involved in a project! As one client stated, "Bert, say what you want, but the Timbers make our house!" The trick is making sure the Timber Framing Package gets enough attention to get that "just-right" feel. And our clients instinctively know when they get there. Nobody has to tell them.

Take a look at a few of the projects pictured here. If timber design is done right up front, these mistakes can be avoided!

Bert Sarkkinen, Owner



**"Off-the-shelf" designs often fail to hit the mark. An inexperienced designer may not choose more than one lumber size for beams and posts. Careful attention should be paid to beam sizing, as well as proportioning. If a design is top-heavy, it looks unsupported and awkward. Correcting the size of the base creates a better flow.**

Garage massing too heavy, creates a "looming" feel

Taller bracket

Arch too low and shallow for correct proportions

Lower entire roofline

Test added gable accent

Test smaller focused entry with recessed roof step

Post massing too light - increase size and raise stone

Because timbers have such an impact, it is important to get them right! Here, corrections to the roofline and proportions create a package that enhances the home.

## THE SMILE EXPRESS

### Happiness Is...



Are you planning a Timber Living Space as your next goal?

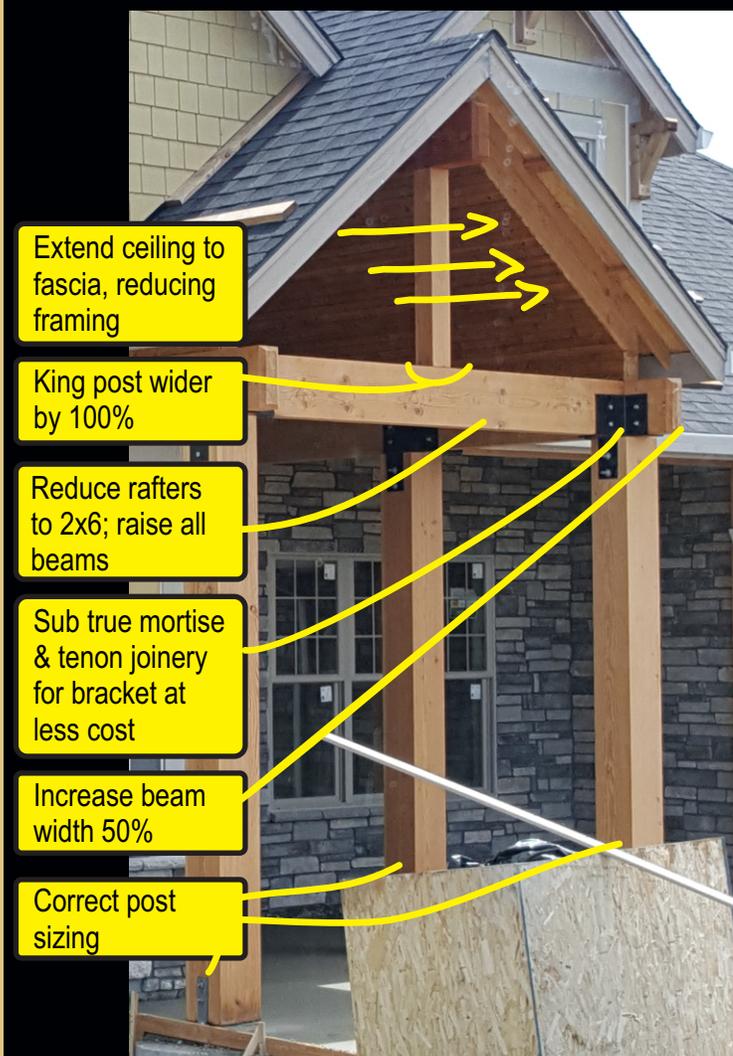
Some people return home from vacation and immediately begin planning the next. Other look forward to something as small as a daily coffee from Starbucks. We all have habits and highlights we look forward to, during our day and throughout the year. There's a need to have something to look forward to which means we will never cross the finish line.

As one enjoyment, project, or experience completes, or minds go on the hunt for the next goal. Having something to live for keeps us moving forward!

... a Sense of Anticipation!

### 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?



Extend ceiling to fascia, reducing framing

King post wider by 100%

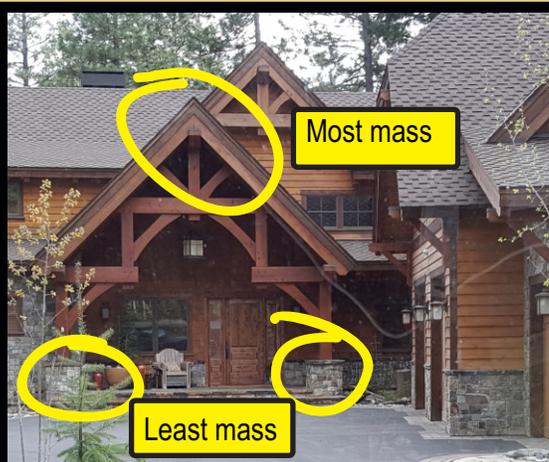
Reduce rafters to 2x6; raise all beams

Sub true mortise & tenon joinery for bracket at less cost

Increase beam width 50%

Correct post sizing

Some designs need an expert eye to get that "just right" feel. ATF analyzes each element for proportion and function. Sometimes small corrections can save costs!



Most mass

Least mass

The massing is incorrect in this design. To re-proportion, invert the massing by raising the stone base, using heavier posts, adding offset eaves, eliminating upper webs, and reducing beam size.



## THE KLUG PROJECT

Jerry Klug might tell you to enter our Design Studio at your own risk! Referred by a past client, Jerry came in to ATF for an initial brainstorm. He had something basic in mind. After explaining the project, he continued, "But after seeing the pictures you have on the wall, I'm more interested in exploring options." The rest, as they say, is history!

Entering the pavilion, eight steps descend down to floor level, ending just outside the eaves. Even though headroom was high enough to meet code, a side entry roof was added. This was an especially important change, because there would have been an uncomfortable urge to duck your head without this welcoming side entry roofline.

Straight Timbers would have matched the existing home style just fine, but Jerry preferred the curved arches. Combined with cedar shake roofing, the style fits well in Jerry's gorgeous coastal setting. A On the inside of the Pavilion, the cedar roof shakes are left exposed, similar to what you might see in an old barn. This adds another layer of texture and interest for a unique touch!



**"AFTER SEEING WHAT  
ATF COULD OFFER,  
I WANTED TO EXPLORE  
THEIR OPTIONS!"**





# Special Offer

## MEMORY LANE

I remember a fun working vacation my wife and I had with my brother Danny and his spouse. A builder we knew needed help with roof framing in Hawaii. The sun, scenery, dining, and the four days spent working in the beautiful Hawaiian climate were both rewarding and memorable. Touring Pearl Harbor was a highlight. Understanding the mayhem, confusion, and sacrifice of that day made me feel grateful and small.

### Outdoor Living Pavilion Kit

A turn of events has left us with a handsome 13'x15' Outdoor Living Kit. We need to move it out from underfoot, so we're slashing the price! Built with high-quality, kiln-dried Douglas fir using hand-crafted joinery. American made, heavy duty oiled canvas roof.

Normally \$10,300, (\$53 per sq ft)  
this Kit is yours for Half Price:

**just \$5,150 (\$27 per sq ft).**



**Only one available.**

First come, first served!

Call 1-833-212-0202  
or email Matt: [matt@arrowtimber.com](mailto:matt@arrowtimber.com)  
for details.

*Offer expires 09/30/18*

## Getting to Know Raul Lopez

### Our Steady Eddie Artisan



**Raul Lopez**

Some people are so reliable it hurts. Raul is one of them. You know the type. If their vehicle is missing 10 minutes before starting time, you start to wonder if your watch is broken! Raul always has a proactive, helpful attitude. No matter how frustrating things get, Raul always looks for some positive thing to do. These traits of Raul's can be easy to take for granted! But he knows we all appreciate the steady momentum he gives our team. And his timber crafting proficiency has followed the same trajectory: always

improving, always pushing forward. Raul helps us to consistently deliver excellence.

#### Getting to know Raul

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

**A:** I have always been attracted to wood. As a nine-year-old I started helping my father cut cedar and pine. I also had to commute by bike two hours every day. And it took me 6 years to finally get hired at ATF!

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

**A:** I would like to visit Yellowstone Park with my four-year-old daughter. I would also like to visit Paris and see the Eiffel Tower.

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

**A:** I help my kids with school and encourage them to think about future career options. I enjoy playing sports and hiking with my 10-year-old son and daughter. I like to have time for myself every day.

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

**A:** I want to keep working on new projects and improving my skills in the future. I also would like to sign my kids up for soccer and basketball.

# 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



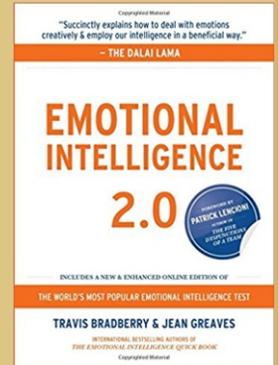
## Recommended Reading

from the Arrow Team

### **Emotional intelligence 2.0**

by Travis Bradbury and Jean Graves

The authors focus on four EQ skills you can learn to improve how you react to life and help others around you: Self-awareness, self-management, social awareness, and relationship management. You can test yourself and gain insights to blind spots which cause pain, anger, and sadness in your life. You also get tips and ideas to boost your areas of EQ strength. **Grade B**



### **Timber Frame Journal #126**



I can only imagine what the year-long log timber frame project of Moosilauke Lake Ravine Lodge must have felt like for lead timber framer Adam Miller. It consumed a total of 50000

board feet of logs, 900 joints, and 15,000 labor hours! This article takes some work to read and thoroughly understand, but it is extremely fascinating and enlightening. This issue also has "Geometry as a Spatial Language," a good article about using a compass to calculate optimal beam sizes, triangles, and even room sizes.

**Grade A+**

