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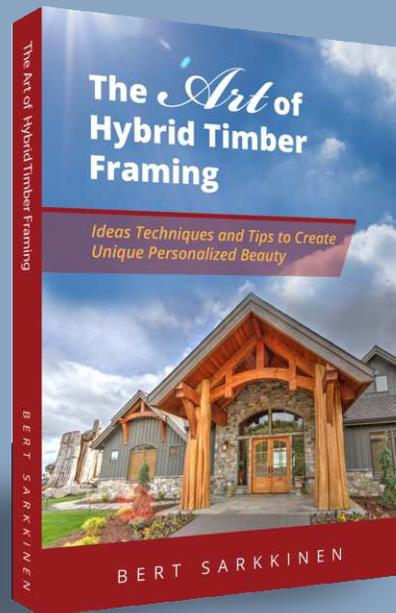


A Potent Dose of Deep Staying Power and Motivation!

Read on and find out...

- ... How to Get the Best Team for Your Project!
- ... Which Highlights are Included in our Featured Project!
- ... Which Book ATF Recommends to Promote Clear Thinking!
- ... How We Guarantee Our Stress-Free Process!

Bert Sarkkinen
Owner

New Release:
The Art of Hybrid Timber Framing
 Get your copy FREE with the exclusive offer inside!



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Making Smart Hires

An Ounce of Prevention is Worth a Pound of Cure



Planning your project is a big job - and you need a team that is working hard to get you what you want!

As you look toward planning your timber living project, making the right hiring choices can be daunting. The right team players can help you clarify what you want. Poor hires will, at the least, cause delays and distractions, and at the worst cause more expenses, work re-do's, and the long-term irritation of NOT getting what you want. How smoothly your building process gets you the desired result depends on the chemistry and competence of the team you put together.

Your Core Values

To assist you with this invaluable prevention, we challenge you with a takeaway. Plan a meeting with everyone who is heavily involved in

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Ideal Process ...continued



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helping you make decisions. Together, you will reduce your values down to three to seven descriptive words. An easy way to get started discovering your core values is to think about behaviors, attitudes, and actions you either love or hate. Ask yourself these two questions:

“What things/actions make me smile and give me a lot of positive energy?”

“What things/actions done or left undone leave me foaming at the mouth and angry?”

Write down whatever bubbles up, and then condense it into a handful of descriptive, well-defined terms. This is truly important because you control the culture of your team by those you choose to hire.

To be the most effective, avoid words like trustworthy, punctuality, and integrity. Not only are they overused, but anyone lacking foundational qualities like these should be disqualified for hiring. Also avoid aspirational words or phrases. In other words, don't choose the word decisive, if you simply wish decisions could be made faster. This process is more about discovering than creating. To get examples and read the 5 ATF core values, go to:

www.arrowtimber.com/5corevalues/

With your core value descriptions, you will be able to avoid deep level misalignment with the team members you hire.

Three Deal-Breakers

Next you must assess a potential team member's comprehension, desire, and competency. If any of these three do not meet your criteria, it is a deal-breaker - even with a perfect core value alignment. Here are some good questions to ask yourself when hiring team members:

- Do they listen and “see?” Do they get what you are trying to convey?
- Are they very possessive of their ideas? Are they willing to bend to accommodate your vision?
- Are they able to elicit the sense of what you want, even if it is not stated?
- Does past work indicate a high level of competence, artistry, and ability?
- Is he or she courageous enough to say whether they believe you are making a mistake?

• Is their attitude engaged and enthusiastic?

If your potential hire is aligned with how you think, but comes up short in: (1) understanding your project, (2) wanting your project, or (3) having the competency to do your project—DO NOT EVEN THINK ABOUT HIRING THEM!

Motivation?

A discerning consumer knows that hiring strictly based on price is a sure way to experience the pain of missed expectations. The price and pain of poor communication

Do you have written questions or methods to determine the fit with your service providers?

When people flounder at a given task or job, it stems from one of three causes:

- (1) they do not understand what they are supposed to do,
- (2) they do not really want the job,
- (3) they do not have the capacity to do the job well for one reason or another.

Even if someone has all good intentions, a job cannot go smoothly if all three criteria are not met.

and incompetent craftsmanship is way too high. The pain usually goes on for a while before it becomes clear that your hire cannot deliver what you want. Or worse yet, that realization could happen when your project is midway - too late to change course without horrific ramifications!

In contrast, a good fit with your architect, builder, and contractors will make the building process rewarding and fun. It will also induce improvements, synergy, and virtuous cycles—all of which are a real bonus.

The right team players can help you clarify what you want. And the wrong team players will, at the least, cause delays and distractions, and at the worst, cause more expenses, work re-do's, and long-term irritations of NOT getting what you want.

Let us help you pick a team that fits your values! Start with a phone call to 360-687-1868 so we can get you the information you need! Better yet, schedule a 30 to 90 minute brainstorm where you can get solid information for the best decision!

On behalf of the ATF Team,
Bert Sarkkinen



Shared values make teamwork so much easier!

The Smile Express

Happiness Is...



"I know what I need to do; why can't I do it?" This is a common problem for most people. This is the driving force behind the coaching and weight loss industries. A good advisor will provide external accountability. They will simultaneously begin the process of helping you see and understand the habits which have prevented you from success in the past. A sign of a skillful advisor is their ability to help you face the unvarnished facts.

... **Accountability!**

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?



The Partridge Project

Someone once told me, "If we are meant to do business together, the details won't stop us. And if we are not a good fit, the details won't help us." This fits the relationship we have with John and Vicki Partridge.

John and Vicki sold their first hybrid timber frame home to one of their children, passing quality on to the next generation. They wanted to construct another masterpiece on a neighboring property. In this home, the couple planned to downsize. They would leverage the savings to get the level of detail they both love.

We classify their style as Elegant, Rustic Craftsman. Note the hand-crafted metalwork, rich, muted tones and low, soothing lines. Details such as stone cladding add to the look. The Partridges also chose a nanawall - a series of glass doors which slide to the side to create a huge opening. This allows them to bring the outdoors into their great room and is the perfect addition to their outdoor space!

As always, the timber frame experience gets richer and deeper for both us and our clients with subsequent projects!



**AS OUR UNDERSTANDING
OF YOUR STYLE DEEPENS,
YOUR PROJECT BECOMES
A RICHER EXPRESSION
OF YOU.**



For more pictures of this beautiful project, visit our Gallery at www.arrowtimber.com

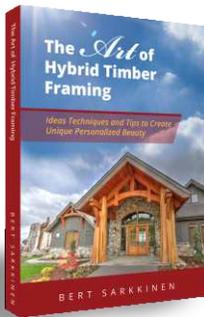
Special Offer

MEMORY LANE

In the early years of timber framing, I worried that I might run out of one-of-a-kind design ideas. Then one day I happened to notice a unique style of blue jeans. I realized then that the idea of diminishing creativity was false. Even blue jeans continue to be reinvented! And compared to designing jeans, we have a ton of variables to work with. At ATF, our designers continue to experience an expansion of creative ideas.

Christmas Gift Idea

Here at Arrow Timber, we have just published our first book - and you can be one of the first to own it! Keep it for yourself... or why not give it as a gift this year?



This beautiful hardcover is listed at \$107.00 - but we'll send you yours absolutely free!

This first-edition copy is autographed by the entire ATF team! Just download the e-book on Amazon.com and leave a review.

Call for details 360-687-1868
This offer extends to the first 7 callers ONLY, so call now!
Offer expires 12.31.18

Getting to Know Adam Dehart

Our Attentive Artisan



Adam, aka Mr. Unselfish, embodies the ATF core value of help first

Some people are easy to please. Adam Dehart is just that sort of individual. His love for the outdoors drew him to move to the Northwest. With a background in carpentry and a love for nature, it was only a matter of time before he found the team of artisans here at ATF. As Adam's fellow workers said a month after Adam was hired: "He appreciates and respects the craft. It

feels like he has been with us a year already!"

Getting to Know Adam Dehart

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

A: I really love nature. Growing up in Utah, I took extended winter hiking trips in a foot of snow. I am also an accomplished sushi chef.

Q: Where is someplace you would like to visit?

A: I would love to visit Norway and see the waterfalls and the fjords. Any place with unique nature is really someplace I would like to visit.

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

A: I love to read and spend time on the water sailing. I enjoy archery and really enjoy picking mushrooms.

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

A: I really love timber framing and would like to move closer to finishing my apprenticeship in the next 3 years.

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,

Ben



Recommended Reading from the Arrow Team

The Timber Frame Journal #128



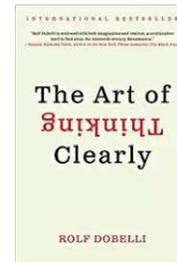
This issue contains two articles close to my heart - and my heritage.

"Scandinavia - the Land of Wooden Architecture" speaks to the

history and evolution of Scandinavian long houses, stave churches, barns and other buildings. "Building Customs in Viking Age Scandinavia" digs deeply into the architecture and surmised building methods of ancient Viking long houses.

Grade A

The Art of Thinking Clearly by Rolf



Dobelli examines the many forms of thinking shortcuts we take in our daily lives, from in group/out group bias, to cherry picking, to survivorship bias. In

total, 99 thinking errors. These examples will most likely trigger a few uncomfortable memories for the reader! This enhanced awareness just might help with future decision making! **Grade A**

