



INSPIRATION REPORT

ISSUE 28

WINTER 2021



SIMPLE STRATEGY FOR DREAM TIMBER HOME

RIVERSIDE COVERED PATIO

You fuel our creativity with personalized design process.

p. 5

2ND ED. BOOK- SNEAK PREVIEW

Will you get your **FREE** copy of updated hardcover edition?

p. 8

ESSENTIAL KNOWLEDGE

Avoid growth stagnation and/or get DIY building tips.

p. 9

SIMPLE STRATEGY TO GET YOUR TIMBER DREAM HOME

WRITTEN BY BERT SARKKINEN

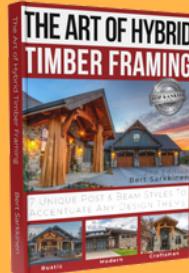
Applied Insight from Business Thinking

Rare is the building occasion where you can have your cake and eat it too. This trade-off paradox also applies to your big and small Hybrid Timber Framing decisions. For example, a desire to have a small carbon "building footprint" and low energy operating consumption is at odds with the desire to build a large 10,000 sq ft home that can house and entertain large groups of people. Effectively understanding and choosing trade-offs is the best way to set realistic goals, build your dream home, and achieve your long term happiness!

But, before you can effectively deal with trade-offs, you must do some thinking. **You must know what you want!** Rare is the client darkening our doorway who truly understands what they want. Most think they know, but in reality don't know what they don't know. A certain percentage will openly state their ignorance- "We don't know what we want but are drawn to timber framing."

Either way, this lack of awareness and resulting expectation disappointment prompted us to document key planning considerations for homeowners wanting to build or remodel. See the shameless 2nd Edition book plug below! ;-)

Quick, Tangible Exercises To Better Understand Your Wants!



hire the best service providers to help you clarify and achieve those wants. Working with the prescribed exercises, you will paint with broad planning strokes. These quick tips and insights will help you understand your vision. Left undone, this opens your chances for a risky and painful building experience.

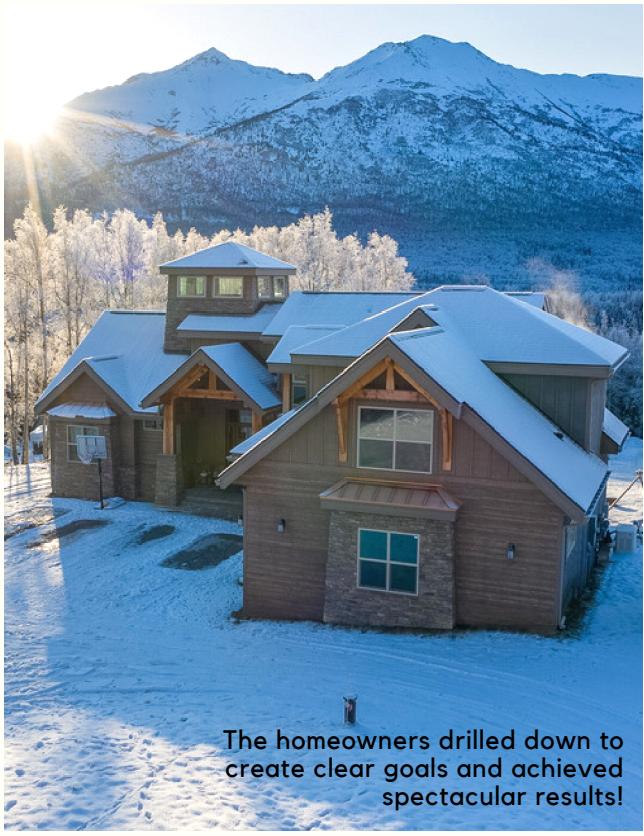


This Alaskan Craftsman home is the result of clients that had established a concise list of things that they would NOT do.

Once you have a clear big-picture goal, you are ready for the hard work of dealing with Hybrid Timber Framing trade-offs. Decisively choosing trade-offs can be very painful, but can give you astounding results if it is done correctly. If you approach trade-offs trying to avoid hard decisions and seek the comfortable middle ground by default, you may jeopardize your long-term happiness and investment. **The hunter who chases two rabbits catches none.**

To illustrate this point, let's take an example from the business world. As a business owner, I have studied, learned, and experienced a lot regarding strategy, leadership, and decision making. And it doesn't take a genius to see the parallels between business and personal life.

"The hunter who chases two rabbits catches none"



The principles, methods, and decision making are the same. As you read the following example, you can decide if you have the clarity of purpose to emulate Southwest Airlines (SWA). Or perhaps, you prefer to test your luck trying to catch multiple rabbits, as several competing airlines attempted to do?

Southwest Airlines has long been examined for its unique and determined approach to its flight experience.

Let's start with all of the things SWA decided they would **NOT DO**:

- Serve meals.
- Fly from big-city airports.
- Long haul flights.
- Use the hub and spoke system.
- Assigned seating.
- Charge extra for luggage.
- Use multiple airplane models.
- Elevate profits before employees.
- Offer first-class seating and services.

Why these items? How did they build this list of things they will NOT DO? And more importantly, how can YOU do the same things for your home- and perhaps your professional and personal life? Serving as guides, we've witnessed clients experiencing huge payoffs from this approach.

I would suggest that the leadership team for SWA did the necessary

discovery and reflection required to 1) Raise their self-awareness, 2) Understand what they wanted, and 3) Define what they are about in clear, precise terms. Here is the purpose-driven description of what SWA is trying to accomplish: *"To connect people to what is important in their lives-through friendly low-cost reliable air travel"*. It has often been said that strategy is more about what you won't do than what you will do. Think about SWA's DON'T DO list. It makes perfect sense when viewed using their purpose as a prism.

Each of the listed DON'T DO items would weaken SWA's ability to deliver on their friendly, low cost, and reliable air travel. For example, the millions in revenue gained by charging for extra luggage would be tempting. But it is not particularly friendly. It adds cost for the customers. And most importantly, it slows down the airplane turnaround time- which is a key component of Southwest Airlines' strategy to be both reliable and low cost. Rest assured that every item on their DON'T DO list has faced a tradeoff battle- given the choice, we all want to say YES to opportunity and keep our options open.

The desire to keep options open leads us to SWA's competitors who have tried to chase two rabbits. Keeping options open is synonymous with indecisiveness, lack of clear vision, and lack of commitment. Now, is this the sole reason multiple large airlines have tried to imitate SWA's business model and failed? I certainly don't

think so. I suspect the reason has more to do with the competitors ignoring their "DNA," combined with the airline industry's intense competitive forces. In other words, a business model or strategy without authenticity, passion, or purpose will always be missing that slight edge required to create winning momentum.

Why do so many companies fail to understand their "DNA" and achieve clarity of purpose? (Confession: I have much experience in taking action without clear goals—you might say I'm a recovering expert!) Or, if we bring the question closer to home, why do so many homeowners struggle to get what they want when building or remodeling? While one could point to many different factors, I believe **a fear of loss continually assaults our clarity and a sense of purpose**. This fear seems to be true with all of our life endeavors, be it with business, career, or lifestyle. To that end, we give you the following trade-off continuums to stare down the fear of loss. These will help you deal effectively with trade-offs to make your goals real and achievable.

Example Working with Trade-off Continuum

Which kind of vehicle best suits me?

Fast Commuting

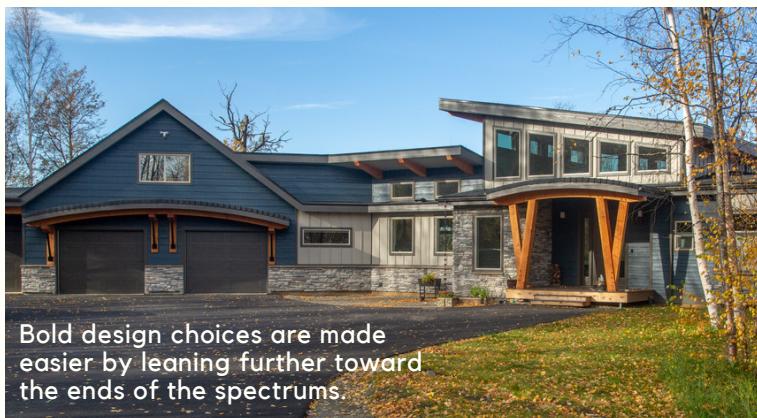
Slow Hauling



Why? I NEED TO HAUL STUFF from time to time so A 1-ton truck is a good choice

What am I saying NO to? NO CAPACITY for BIGGER LOADS, NO to GOOD FUEL ECONOMY, NO to A LESS EXPENSIVE VEHICLE, NO to EASY PARKING in TIGHT LOTS

Now, it's your turn to use this concept as it relates to questions about building a new home. Some of these trade-offs will have a substantial impact on the direction of your home, while the last couple, less so. These questions are just a small sampling of what to expect when considering goals for your project. We hope to assemble a more exhaustive list that will be available sometime later this year.



Bigger Home Trade-off Decisions

Design Driven

Budget Driven



Why?

What am I saying NO to?

Elegant Style

Rustic Style



Why?

What am I saying NO to?

You can go back and modify your choices later if need be, but be decisive and severe with this pass. Don't dwell on these the first time through—go with your gut! Then pretend it is a done decision and test it for size by letting it sit for a time. A week or two would seem sufficient. During this time, note which "losses" ping your consciousness. When you come back to this exercise, you can change accordingly... but saying YES to retrieve a "loss" will, by default, create another "loss" in its place!

Smaller Home Trade-off Decisions

Powder Room

Full Bath



Why?

What am I saying NO to?

Carpeting

Wood Floor



Why?

What am I saying NO to?

With each of the following trade-off decision continuums, you will have a list of NOs or "losses" you will have to accept to a greater or lesser degree, depending upon where you fall on the tradeoff continuum. For the best results, think of what you would choose if you had to be at one end of the spectrum or the other. Circle that choice, then choose your perceived position. If you feel you are smack dab in the middle, that is OK- but knowing your priority leaning will help make your trade-offs.

"What am I saying NO to?"

Certain details are amplified by deeply understanding your building "DNA."



There you have a handful of example trade-offs to run with and build upon. Keep your eye out for a future article with many more trade-off continuum examples and a deeper dive into the pros and cons of each extreme. The big takeaway for you underscores the need to understand your building/remodel "DNA." The better you know yourself and what you are trying to achieve, the easier your trade-off decisions!

So, what are you about, anyway? If you could care less about big expansive living, but find yourself signing papers for a 10,000 sq ft home, you risk walking an empty, rudderless path. Or maybe you actually want a big spread-out ranch but find yourself working on an ultra-efficient compact floor plan. When we suddenly realize we are doing things that do not bring joy, we have to ask, "WHY?" What social pressures, stimuli, or unmet emotional needs might have brought this on? Sadly enough, many people lack clear awareness because they jump into the planning stage without deeper introspection and reflection of WHAT they want to accomplish and WHY. **"The hunter who chases two rabbits catches none."** Don't let this be you for your next building project.

To your goals, momentum, and success!
On behalf of the ATF Team,


Bert Sarkkinen



Though not easy, understanding what you stand to gain through this strategy will ensure that you achieve the awareness to build the home you truly want.

RIVERSIDE LUXURY

Almost a decade ago, we built the entry for this home. Now, we return to bring rich, outdoor living to a stunning back yard.

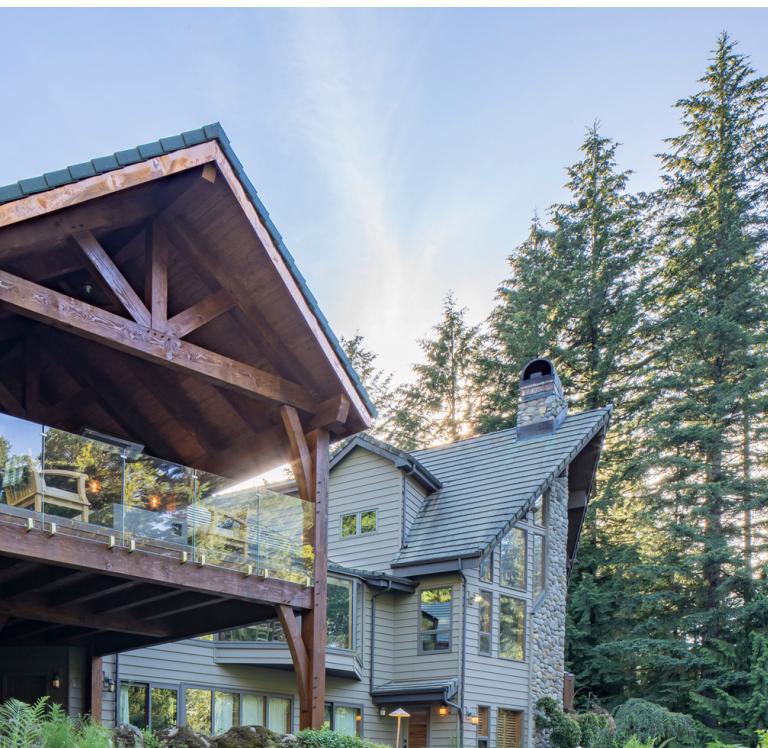
People often ask us how we come up with so many creative ideas to use timbers. The answer is multifaceted, but if we had to choose one factor, our short answer would be: **With help from all of our clients.** "Well," you say, "I can imagine how some of your clients can help with ideas but ALL of your clients!!?" To which we would have to emphatically say, "YES!"

This Timber patio project for Dan and Demi portrays how each client brings unique needs/criteria which demand creative thinking. Craig with Clearwater construction (another client who puts us to the test) got us involved with this project. Craig and the owners had already done the substantial mental heavy lifting, with regards to the size, use, and possible locations for the Timber patio.

As you can see, the retaining wall and pond demanded creative thinking. As did the roofline with the sunroom roof on the right and the irregular hip on the middle left. Dan and Demi further challenged our creative ability with their feedback as we proposed ideas and solutions. Their unique likes and dislikes ranging from style preferences to bigger conceptual solutions meant more ideas and modifications- which is typical, especially for projects with many constraints to work around. As we continued to modify their 3-D model, the changes became smaller and smaller till we were suddenly done!

And some of the creativity is fully attributed to the clients. Sometimes I have thought a particular idea a client suggests will not work or will look bad. But I am often pleasantly surprised with the end results. That is why it is important to follow the process. It magnifies the synergy effect. And, as you can see, creative synergy produces a beautiful outcome!





GETTING TO KNOW

Todd Copper

Success breeds success. Small wins beget small wins which compound into big wins. Todd epitomizes this mindset even though he is still wet behind the ears! ;-) Todd's ability to think

and work safely as well as his self-organization is so natural, he stacks small wins effortlessly. Knowing Todd's father, I suspect Todd has had the advantage of receiving both nature (DNA) and nurture (Training) to fuel his drive. Driven to Learn & Do is one of five core values that measure an employee's compatibility with ATF culture. As you know, influence is a two-way street, so a virtuous cycle of positive influence is possible with Todd's eagerness to Learn & Do. In contrast, we have had young shop helpers who have been a drag on team motivation with a "this just a job" attitude. When we consider how many different attacks our attitudes can receive in just one day, Todd's contribution of a positive attitude becomes magnified. And rightfully so, because a winning culture is fragile and needs continuous nurturing from all the team members. Thanks, Todd!



What would you like people to know about your past?

I've always loved wood and how the grain runs unique through each piece of lumber. When I was younger my parents taught me how to use a scroll saw making various designs that looked interesting and cool to me.

Where is a place you would like to visit?

I have been pretty content with the experiences that I've had but one research project about Italy changed my mind. There is so much history there and amazing structures that it would take months to see them all.

How do you like to spend your free time?

My brother, dad and I recently bought a CNC Router. Programming the machine has been the biggest trial but the product is very satisfying.

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

If I become a confident timber framer and be more essential to Arrow Timbers crew. I also don't know for sure what I'm going to be doing, career-wise, quite yet and I'd love to find something that I love and can make a living off.

MEMORY LANE



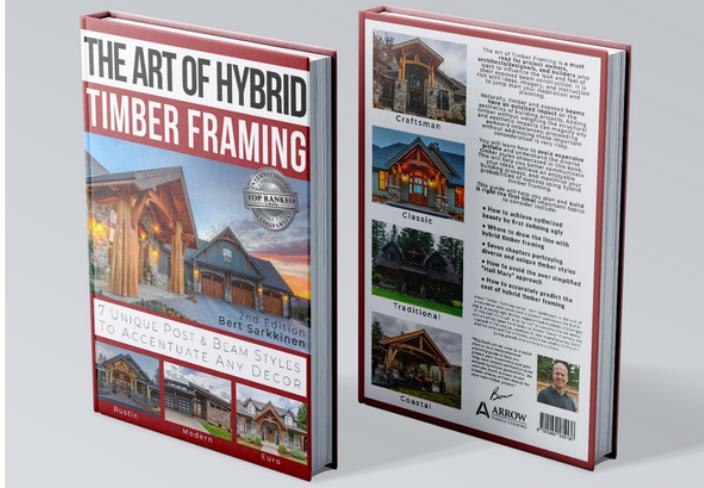
I remember when the Christmas gift opening lost its power to create unbearable anticipation. I was about 12 years old and had the usual anticipation prior to Christmas Eve. After the gift opening frenzy was over, I felt a bit disappointed. My gifts were OK, but the more adult-like gifts of board games and books failed to give me the usual exuberance. And my disappointment was not due to envy; I remember being glad to see my younger brother Joe's delight.

Later in the evening, Mom asked me how I was doing and expressed the worry she had experienced trying to choose gifts for me. I matured a bit in that moment. I could understand, see, and feel the effort and concern Mom had put into trying to make the family happy. As money was tight at the time, gifts that would delight a 12-year-old were harder to find at garage sales, bargain centers, or on sale at a steep discount.

I told her it was OK. And it truly was. I didn't realize it at the time, but Christmas gifts had shifted towards giving rather than getting. Some people put a lot of effort into gift-giving. Mom is one of those people. She still has an eternal eye out for acquiring gifts and has a storage area dedicated to stockpiling gifts.

Thanks, Mom!

2nd Edition for FREE?!!



We've been hard at work updating a book we published a couple of years ago about what we love to do- Hybrid Timber Framing. The 2nd edition is revised and expanded with new information and updated photography. Get a sneak preview, leave a review, and get the free autographed book sent to you or the recipient of your choice! Limit to the first 47 callers... \$47 being the normal cost of the new hardcover book!

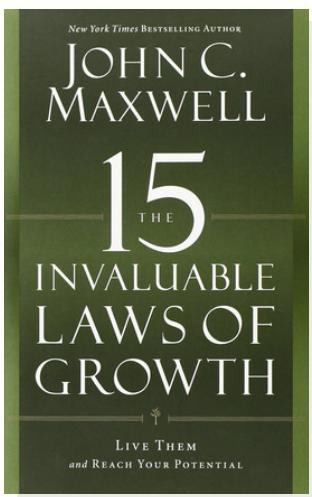
1-833-212-0202 design@arrowtimber.com

Available for preorder on Amazon.com

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?

RECOMMENDED READING



The 15 Invaluable Laws of Growth

by John C. Maxwell

GRADE: A

None of us want to be stagnant. John shares the core of what he has learned about developing yourself to avoid this losing feeling. This book gives many small ways to think and act to encourage growth. It also reminds the reader that Potential is one of the most powerful words in any language. A person's potential implies possibilities, it heralds hope, and it unveils greatness.

CREATING A TIMBER FRAME HOUSE

A Step by Step Guide



Creating a Timber Frame House

by Brice Cochran

GRADE: A

Brice has slowly earned my appreciation and respect over the years with his emails and the content he gives at Timber Framing HQ. The upbeat, enthusiastic tone of this book makes it an enjoyable read for the Timber Frame Buyer. It is full of practical tips and warnings as well as many building trade-off comparisons. It really paints a clear picture of the building process "lifestyle" the buyer can expect from the start to the finish of their project.

HAPPINESS IS...

What is it about children that evoke feelings of joy, hope, and love? Jesus portrays children as ideal role models as well. Why? Children are no less innocent than adults. They misbehave, wreck things, pull hair, fight, get angry, act defiant, are unthankful, demand attention, and are in general self-centered. Just like us adults, except we have a veneer of learned politeness and social norms. Any mother of small children can attest to this.

But mothers can also attest to other attributes children have that adults seem to struggle

with. As adults, we are vexed with deep judgments, self-insecurities, and fears about the future. We also have a gigantic internal scoreboard to keep track of all the injustices ever committed against us. Children are accepting and non-judgmental. The concept of changing people is foreign to them. Their self-insecurities are almost nonexistent and can be fixed with a hug. Children are trusting. They do not worry about the future. And they don't seem to be burdened with a scoreboard... What an amazing gift to believe as a child!

...INFLUENCE FROM CHILDREN



THE ARROW TIMBER 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. **How do you intend to achieve this? How will you determine a good fit with service providers?**

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



PUT YOUR HAPPINESS ON
DISPLAY WITH TIMBER LIVING

www.ARROWTIMBER.COM

The Gift of Giving | p.8

Listening to Little Voices | p.9



ARROW
TIMBER FRAMING

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