

# Callen CONNECTION

April 2011

## Seminar Ideas Lead to Renovated Kitchen

When Joan and Ron Arndorfer decided to remodel their kitchen, they signed up for Callen's 2010 spring series of free design seminars. They wanted to get ideas and gain a better understanding of the remodeling process and to see what materials were available to them in flooring and countertops.

Ron, a woodworker at heart, had an idea of what he wanted for the overall look of the cabinetry. He loves the look of mixed woods; this was the inspiration for the Holiday cabinets with alder stiles and rails with a walnut door panel. A built in hutch created more storage and detail, alder was chosen to keep the dining area bright.

Inspired by the cabinetry, the rest of the materials fell into place and followed the color theme. They selected granite countertops in lapidus gold that was split in half to create a repeat in pattern on each side of the sink. They chose a Rohl European style apron sink in biscuit that matched the size of the wall opening overlooking the sunroom to bring in more natural light. Lighting included a series of can lights, three single brushed nickel pendant lights above

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## Thank You for 25 Wonderful Years!

Dear Friends:

On April 29, 1986, we started a professional journey that has brought us more satisfaction than we could have imagined. Two brothers who both had experience in different aspects of the home improvement and remodeling industry decided to combine that knowledge and passion to form Callen Construction. In the ensuing 25 years, we have had the privilege of completing projects for thousands of southeastern Wisconsin homeowners. More importantly, many of those clients have become our friends.

In 2011, after 25 wonderful years, Callen Construction has more than 50 employees, is doing work for the children of our first clients, and supports wonderful programs that make our communities prosper. All of this is possible because you, our employees, and many others have allowed us to practice our company mission - "We genuinely care for people, our customers, and their homes. We believe in the philosophy, Quality Craftsmanship Works."

Thank you for allowing Callen Construction to be your home improvement and remodeling company. We look forward to working with you on your next project.

Tom Callen

Phil Callen, Jr.

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the island, and LED under cabinet lighting and above the sink was used to brighten up the space.

The backsplash was a mix of 12 x 12 ceramic tiles in harbor mist with inset fleur de lis deco tiles, that match the existing door hardware, and is bordered at the bottom with glass tiles in wisteria-tortoise color that brought it all together.

The existing refrigerator, microwave, and dishwasher were used and a new Electrolux cook top with a Broan exhaust fan and an LG built in

convection oven were installed. A shallow drawer below the cook top was used to keep the cooking spices at their fingertips.

The flooring needed more consideration as Joan and Ron were interested in tile flooring similar to their sunroom, but at the suggestion of their daughter, it would be cold on their feet without the warmth of the sun radiating from it.

They chose Mannington's Adura vinyl flooring in the cypress color that they saw at a Callen flooring

choices seminar. Adura is the next generation of luxury vinyl, as it provides the look and elegance of wood, tile, or stone and is available in a variety of shapes, sizes, textures, and is easy to maintain. To separate the kitchen from the sunroom, the flooring was laid on a diagonal to better define the space.

Joan and Ron have had many compliments on their exceptional kitchen. They appreciated the "little extra steps" the carpenters performed on their job as well as the on time scheduling of the entire project.

## Range Hoods – the Kitchen's Ugly Duckling No More

Range hoods provide an important kitchen function – ventilation. Range hoods are needed to remove undesirable cooking smells that are greasy, smoky, steamy, and often stinky. Range hoods can also remove other indoor pollutants such as cleaning chemicals, pollen, mold and mildew, and animal dander.

While it's important to choose a range hood with the appropriate power and air movement for your particular application, the range hood can also serve to enhance a kitchen's ambience.

"Hoods can be amazing focal points of interest in a kitchen, as well as serve a functional purpose, whether they are wood, a tiled form, or stainless steel. They can add to the character of a home in immense ways," said Callen Design Group designer Janell Rasper.

"We are now seeing an early trend emerging," Janell explains. "In the past five to ten years since kitchens have become so visually open to other spaces, hoods have become either a strong, dominate focal point (big, mantle shaped, bright and shiny, over the top pieces) or they fade into the background or are hidden, as if the kitchen is filled with furniture, rather than cabinets and appliances. The new trend takes this second concept one step further. Since kitchens are now part of the great room, hoods are now matching the rest of the house in their detailing, rather than being seen as their own entity. For example – the hood is now matching the fireplace at the other end of the room! The hood now looks like a mantle made of beams, brick or stone. There is now a trend to blend the kitchen hood directly with the rest of the home."

Range hoods also can have additional features such as automatic fan shut-off and heat sensors to detect increased heat. Most hoods also have lighting options.

Style aside, Janell stresses the importance of good venting in the kitchen. Range hoods should move air at 600 to 1,200 cubic feet per minute (CFM) for the best performance. Over-the-range microwaves seldom have more power than 180-280 CFM, and are by far the poorest performers in this category.

"In terms of appeal, personal tastes still rule in this market," Janell said. "People want what they want, whether it's a sleek stainless model with a contemporary glass shield, an elegantly trimmed mantle unit with stately attributes, or a simple classic frame with timeless features...it's all a matter of taste.

"Here at the Callen Design Group, we work with all our clients' wishes, to create something uniquely theirs."





AFTER

BEFORE

## Callen Design Group to Participate in Spring Showcase Tour

The Callen Design Group will have a home on the 12th Annual Milwaukee/NARI Spring Home Improvement Showcase tour of remodeled homes on Saturday, May 14 – Sunday, May 15. Hours for the tour are 11:00 a.m. – 5:00 p.m. each day.

The home of Bonnie and Tom Callen will be on the tour, a first floor interior remodel in Wauwatosa at 677 N. 77th Street, just south of Wisconsin Avenue on 77th Street.

A major component of the project was a mini-kitchen remodel, with a new decorating theme including granite countertops, tile backsplash, new sinks and faucets, and new cabinet hardware.

There was a complete redesign of the living room, including a

new design theme, installation of Infinity from Marvin Fiberglass Replacement Windows, new furniture, and the removal of the existing fireplace and cabinets with a new gas fireplace, granite surround, and custom wood cabinets installed. The fireplace area also features new oak flooring that matches the rest of the room.

A support beam in the ceiling was removed to obtain a single ceiling height throughout the living room, with new crown molding installed. The renovation also consisted of a first floor laundry area and upgrades in the dining room, with a new decorating theme and windows.

For complete Spring Home Improvement Showcase information, including a \$2 Off admission coupon, visit [www.milwaukeeenari.org](http://www.milwaukeeenari.org).

## Introducing Callen Design Group Cabinetry by Jay Rambo

The Callen Design Group is pleased to announce the availability of cabinetry by Jay Rambo, an Oklahoma manufacturer of distinctive cabinetry lines. Wood species include clear alder, knotty alder, maple, white oak, cherry, white oak quarter sawn, walnut, sapele, pine, hickory, and bamboo. There is also seven exotic wood species available.

Jay Rambo is a totally integrated company, and manufactures all its own doors, face frames, moldings, drawers, and other wood components. Thirty percent of its cabinets are finished with a custom color selected by the customers. There are 72 standard colors, 63 standard door styles, a multitude of foil doors, and six high gloss acrylic doors are also included in the cabinet line.

The company manufactures five face frame and three frameless lines of cabinets with ¾” thick doors and four face frame and three frameless lines with 5/4” thick doors.

Visit [www.CallenDesignGroup.com](http://www.CallenDesignGroup.com) and see this beautiful cabinetry in the Our Products Tab.



## Callen Receives Six Remodeler Awards

Callen Construction received six awards in the Milwaukee/NARI-sponsored Wisconsin Remodeler of the Year Awards (WRA) presented January 21, 2011.

This is the 11th consecutive year Callen Construction has won an award in the WRA competition, which is conducted annually by the Milwaukee/NARI Home Improvement Council, Inc., the area's leading home improvement and remodeling industry resource for more than 49 years.



Callen Construction was recognized in the following remodeling categories:

**Residential Kitchen \$40,001 – \$80,000**  
Silver Award; Bronze Award

**Residential Interior \$50,000 – \$100,000**  
Bronze Award

**Residential Exterior Specialty**  
Bronze Award

**Residential Exterior Under \$100,000**  
Bronze Award

**Website Design**  
Bronze Award

## Callen Exterior Products Specialist Earns Certified Remodeler Designation

Christopher Wittmann, an exterior products specialist with Callen Home Exteriors, achieved Certified Remodeler (CR) status from the National Association of the Remodeling Industry (NARI).

To achieve certification, Wittmann underwent comprehensive review and testing in areas of business methods and practices, ethical conduct, building codes and construction law, planning and building site layout, and all trade skills required in remodeling.

“Achieving NARI certification puts me in a level of exclusivity,” Wittmann said. “It demonstrates to my customers that I have a broad



base of knowledge in residential remodeling. Homeowners undertaking a remodeling project want to be assured that their project will be done correctly and that they are dealing with a professional who adheres to a Code of Ethics and Standards of Practice.

“On a personal level, I always strive for excellence and building my knowledge base. Going through the NARI certification process has helped me with that,” he said.

Wittmann's other certifications include GAF-Elk Roofing Master Elite Training and Certification, Marvin Windows and Doors Certification and Training, and the Vinyl Siding Institute Training and Certification.

Wittmann, who also studied business management at MATC, has worked for Callen Construction for five years.

# Free Callen Home Exteriors Seminar Scheduled

Celebrate national “Home Improvement Month” with seminars on “Curb Appeal” on Saturday, May 21, at the Infinity® from Marvin Replacement Window Showroom in the Sendik’s Towne Centre (between Snap Fitness and Haute Taco) at Brookfield Road and Capitol Drive.

The seminar schedule is as follows:

**11:00 a.m.:** Dave Schuster of Terra-Firma Landscape: Ideas that will turn your yard into the picture perfect landscape you desire.

**12:00 p.m.:** Christopher Wittmann of Callen Home Exteriors presents “Entry Doors & Porches: Create a Welcoming Home Entrance”

**1:00 p.m.:** Tim Liegler of Callen Home Exteriors presents “Siding Design: Colors, Textures and Style”

Light refreshments will be served throughout the day. Call 414-529-5509 or 262-790-5509 to reserve your space, or e-mail [info@callenconstruction.com](mailto:info@callenconstruction.com).



## Complimentary Callen Design Group Seminars Offered

Members of the Callen Design Group team will conduct free design seminars in June at the Callen Muskego showroom, S63 W13131 Janesville Road. The seminar schedule is as follows:

### Wednesday, June 22

**6:00 p.m.:** Dave Clark – “Need Extra Space? Addition and Conversion Options”

**7:00 p.m.:** Paulette Willms – “Kitchen & Bath Designs that Function, Look Good, and Feel Good”

### Saturday, June 25

**10:00 a.m.:** Janell Rasper – “How to Save Thousands on Your Next Kitchen or Bathroom”

**11:30 a.m.:** Marie vos Owens – “Countertops- The ‘Star’ and ‘Workhorse’ of the Kitchen and Bath”

Light refreshments will be served.  
Call 414-529-5509 to reserve your space, or e-mail [info@callendesigngroup.com](mailto:info@callendesigngroup.com).

## Out and About

You’ll find Callen Construction and the Callen Design Group at the following area events:

**Milwaukee/NARI Spring Home Improvement Showcase – A Tour of Remodeled Homes** – 677 N. 77th Street in Wauwatosa: Saturday, May 14 – Sunday, May 15, 11:00 a.m. – 5:00 p.m. each day

**Wisconsin State Fair:** Thursday, August 4 – Sunday, August 14, Wisconsin Exposition Center

**21st Annual Milwaukee/NARI Fall Home & Remodeling Show:** Friday, September 16 – Sunday, September 18, Wisconsin Exposition Center at State Fair Park

**4th Annual “Refashion for Life®” Charity Fundraiser for Elena’s House:** Thursday, September 22, Callen Construction Muskego Showroom

Stop by to see us to talk about how we can assist you.



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A newsletter for Callen Construction customers.  
Your business is greatly appreciated!  
Full Service Remodeling Contractor Since 1986.

**Muskego Showroom**

S63 W13131 Janesville Rd.  
Muskego, WI 53150  
414-529-5509  
Toll-free 800-924-0092  
www.callenconstruction.com

**Infinity® from Marvin**

**Replacement Windows Showroom**  
Sendik's Towne Centre (between  
Snap Fitness and Haute Taco)  
18905 W. Capitol Dr.  
Brookfield, WI 53005



Replacement Windows  
Bow & Bay Windows  
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Storm Windows & Doors  
Skylights  
Siding  
Roofing  
Porch Remodeling  
Overhang & Trim  
Gutters, Downspouts & Gutter Topper®



Kitchens  
Bathrooms  
Lower Levels  
Additions  
Attic Conversions  
Interior Living Spaces

## Callen Design Group Hires Owens As New Designer

The Callen Design Group has added Marie Vos Owens as a designer. Owens, an award-winning designer, joins the Callen Design Group to return to her true passion – creating and designing for clients, transforming kitchens, baths, and lower levels into aesthetically pleasing, functional areas. “I enjoy the challenge of taking a homeowner’s concept and expanding it into a living space they hadn’t thought possible,” Owens said.



A lifelong creative and design enthusiast, Owens has more than 20 years experience in design and construction, first as a business partner at a remodeling company and then specializing in kitchen and bath design at a local design firm. She operated her own venture, Kitchens by Marie, for five years, during which she won two Milwaukee/NARI Home Improvement Council, Inc. Wisconsin Remodeler of the Year Awards for her projects.

Owens earned two bachelor’s degrees from the University of Wisconsin’s School of Family Resource and Consumer Science. She also is a member of the Elmbrook Rotary Club.

## E-mail Updates Available

Callen Construction continues to offer updates via e-mail to customers. If you’d like to receive these periodic updates on events, new products, and home improvement tips, please visit the callenconstruction.com home page to sign up. Also, visit Callen on Facebook!

## Dine on Us

You’ll receive a \$50 Bartolotta’s Restaurant Group dinner certificate when you refer a friend or neighbor to Callen Construction and it results in a sale.

Thank you to all our customers who have been kind enough to recommend Callen Construction to their neighbors, family, and friends. We are pleased to announce our most recent monthly \$50 Bartolotta’s gift card winners:

**December, 2010:** Joan Strykowski, Milwaukee

**January, 2011:** Judi and Craig Naumann, Franklin

**February:** Carol and Bob Hey, Brookfield  
**March:** Kris and Joe Kress, Wauwatosa

Congratulations, and thank you for showing faith in Callen Construction. We appreciate all the customers that share our name with others and look forward to doing work for them (and giving you an opportunity for a night on the town).