

# Callen CONNECTION

June 2008

## Callen Summer Festival Set for July 12

You and your family are invited to a free summer festival at the Callen Construction office and showroom, S63 W13131 Janesville Road in Muskego, on Saturday, July 12, from noon – 6:00 p.m.

Large tents will cover the company grounds in Muskego for this rain or shine event. The day will feature all your favorite picnic foods, children's games, face painting, and a clown that does magic. There will also be music by The Mr. Lucky Syndicate, a 12-piece swing and pop music band playing music from the 30-s, 40-s, and all the way to the present day.

“We want to show our appreciation to the people that have helped us achieve success over the last 20-plus years,” said Tom Callen, company co-owner. “The Callen Summer Festival allows us to share good food and family fun with our staff and friends.”

Attendees are asked to park at Hales Corners Lutheran Church, 12300 West Janesville Road in Hales Corners, with signs indicating where to park. A shuttle will bring people to and from the church parking lot to the Callen office.

Please call 414-529-5509 or e-mail [info@callenconstruction.com](mailto:info@callenconstruction.com) for more information.

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# Wauwatosa Homes Add Space, Improve Function

Callen Construction recently completed exterior remodeling projects on two homes in Wauwatosa. In both instances, low-maintenance longevity, durability, enhanced energy savings, and maintaining the homes original look were key components of the projects.

Janine and Stan Gruna were looking to expand their Wauwatosa home by adding a front gable dormer. They also wanted to improve their ventilation and address gutter problems they were having with their Yankee Gutter System.

Callen Construction built the new front gable dormer, carefully matching the new Pella Window to existing windows in the home and matching the original wood shake siding on the other gable. The dormer addition matches the original home style, alleviating a major concern for the homeowner.

Callen Construction also replaced the original roof with a new GAF-Elk Prestique Grande designer shingle. The Yankee Gutter System was completely removed and the fascia was rebuilt to accommodate an aluminum oversized gutter. Ventilation was cut into the soffits and all of the soffit and fascia was wrapped in Alcoa aluminum trim.

In another area of Wauwatosa, Judith Nance wanted to re-side her Wauwatosa home, but her main concern was to make the front entry look like a front entry.

Previously, there was nothing to draw attention to this area. The house is on a corner and everybody went to the side door because it was more visible. Callen Construction installed new Alcoa Grand Sierra vinyl siding, with decorative Alcoa shake style vinyl siding accents in the gables. A decorative mantel over the front window and around the front door was added, and the front entry now features Superior aluminum columns and a matching railing system. Judith's goal of creating a dramatic front entry was achieved.



BEFORE



BEFORE



# A Small Space with Big Demands

A door to the garage, a door to the dining room, a pass-through to the living room, an opening to the family room with a partial wall and a knee wall, and a table in the middle of the sink, range, and refrigerator areas. Julie McGuire-Meyer and Jim Meyer lived with inconvenience, frustration, and danger every day in their New Berlin kitchen.

As with all active, working parents with a school-age, on-the-go child, their kitchen didn't work. Their call for help to the Callen Design Group has made a world of difference in the use and enjoyment of their home and lives.

The new kitchen included moving the refrigerator from the middle of the room and opening the space between the kitchen and family room by eliminating the knee wall and partial wall. This makes both spaces feel larger and provides the togetherness the homeowners sought in their busy days.

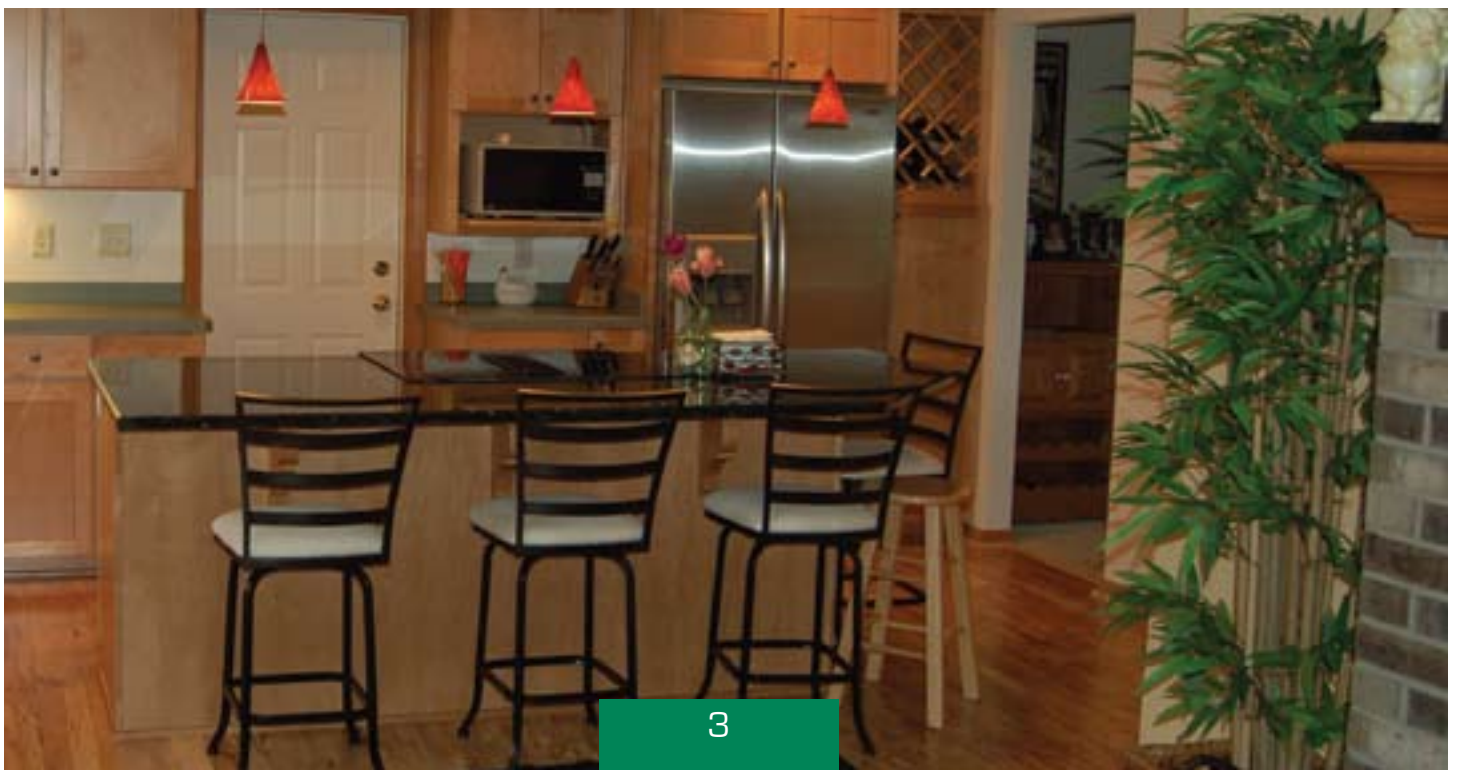
The main feature of the layout is the island with granite top, a down-draft

range, and ample seating for family and friends. Other features include a great deal of counter space where it is needed, a microwave center, and a pantry cabinet to make the storage functional. The cabinets house a wine rack, tray dividers, Lazy Susans, pull-out shelves, pull-out waste and recycle containers, and many drawers.

For this project, total investment and value were important issues. By using stock cabinets, laminate tops for the sink and refrigerator areas, and by keeping the existing soffits and laminate floor, a

beautiful kitchen was created at a sensible investment.

Julie and Jim couldn't be happier, because their project was completed on budget and on schedule. "We put off updating our kitchen for many years for a variety of reasons," Julie said. "Working with the Callen team helped us get moving on a project that dramatically changed the look and feel of our kitchen. Functionality has increased to 100%. The best part was we were able to stay within our budget and get the kitchen we hoped for."





## A Better Homes & Gardens Kitchen

Mary Kaye and Jim Williams of Mequon had the space, but lacked the kitchen to meet their demands for family, friends, and entertaining. Along with adding some space to their home, they also wanted to create their dream kitchen.

With the knowledge, experience, and creativity of the Callen Design Group, they were able to give their long list of needs and features and have this list included in their new and wonderful kitchen.

One of the main design elements became the island with a 5-burner range and down-draft ventilation system. With the last phases of the cooking process taking place as family and friends gather, this feature gives Mary Kaye and Jim the chance to visit and share in the moment. The large size of the island makes it possible for their guests to be comfortable and feel they are part of the process without getting

underfoot. A television is also set into a corner cabinet directly across from the island for viewing access.

Other features include stacked cabinets to the extra high ceilings. This added needed storage, but also



gave a rich furniture look to their kitchen. Rather than long walls of cabinets, a pantry was built with glass panel doors to provide easy access to a centralized location for all food and large item storage needs. The refrigerator and freezer were split into separate appliances in different locations. The microwave was set into an open shelf off of the countertop and

next to the refrigerator for function and convenience.

A large expanse of countertop was planned between the sink and the range for ease of food preparation. A large double oven was also set by itself for the benefit of having a separate baking area.

A staging area was designated near the dining room with glass paneled cabinets for function and form. The last part of the kitchen design includes an entertainment center with a bar sink and faucet, a wine captain refrigerator, a stem ware rack, and another set of glass paneled cabinets for other glass ware.

Beautiful cherry cabinets with a special glazed finish, along with granite countertops and the existing wood floor refinished, give Mary Kaye and Jim a wonderful caring and sharing living space to enjoy with family and friends.

## iReFashion for Life Scheduled for Friday, July 11

The Callen Design Group, a presenting sponsor for “ReFashion for Life” benefiting Common-Ground Ministry/Elena’s House, is excited about how the event is coming together. The benefit will take place on Friday, July 11, from 6:00 p.m. - 10:00 p.m. at the Callen Showroom and company grounds, S63 W13131 Janesville Road, in Muskego. The Kohler Company will also serve as a presenting sponsor, and M Magazine will be the media partner.

The event will feature a fashion show combining the latest in late summer and fall fashion in conjunction with fashionable products for the home, including countertops, cabinetry, plumbing and light fixtures, flooring, and hardware.

Participants in the event include Bjorn Nasett, columnist/fashion stylist for M Magazine, and Education Director of Beauty, an East Side/ Downtown salon. Nasett will be coordinating the fashion show along with Jillaine Burton of the Callen Design Group, as well as serve as the emcee with Jordan Dechambre-Childers, Managing Editor for M Magazine.

In addition to the runway show, Saz’s Catering will provide heavy hors d’oeuvres and dessert stations, with music by Mr. Lucky Light. In addition, there will also be a silent and voice auction featuring the following items:

### Silent Auction

Salon Services/Products package from Beauty  
Wine Assortment Package  
One-hour massage at Union Massage  
Party for 8 at O’Sullivan Pub  
Certificate for a two-night stay at the  
Wilderness Resort, Wisconsin Dells  
Coffee/Spirits basket with mugs/glasses  
Birdhouses from Community High School  
Designer Barbie doll  
Two Saturday, September 6, tickets for the  
Kettle Moraine Jazz Festival from RSPR  
\$100 Crate & Barrell gift certificate  
Fireplace Accessories package  
from Fireplace Ltd.  
Miller Lite Golf Package: bag, driver, golf  
balls, and golf shirt  
Teeth Whitening from McGinn/LaCourt  
Family Dentistry  
16” x 20” Signed and Framed Brett Favre  
Photographs  
Four tickets and paddock passes for the “Matt  
Kenseth/ASA Governor’s Cup Race” on  
August 24



### Voice Auction

Day Spa/hotel stay package from The Pfister  
and Well Spa  
Mason Street Grille dinner for 8  
American Club golf/hotel stay package  
Two tickets to The Oprah Winfrey Show in  
Chicago from WISN-TV Channel 12

Tickets are \$35 and are on sale at [www.refashionforlife.com](http://www.refashionforlife.com). All proceeds support the programs offered by CommonGround Ministry/Elena’s House in Wauwatosa, which provides physical, spiritual, and emotional support to people infected with and affected by HIV/AIDS. Elena’s House, offering a holistic ministry that is both personal and communal, is a home for four to five people that wish to reside in a safe and supportive living environment. CommonGround Ministry is a 501(c)3 organization funded through the contributions of individuals, organizations, and foundations.

In addition to the Callen Design Group and The Kohler Company, special thanks to the following companies for their support of this event:

American TV/Kennedy Hahn Appliance  
Beauty Salon  
Community High School  
Diamond Electric  
Harris Bank N.A. (Formerly Lincoln State  
Bank)  
Kerns Carpet One  
M Magazine  
Saz’s Catering  
Ron Sonntag Public Relations, Inc.  
StarMark Cabinetry  
K.G. Stevens  
J.D. Wilson Plumbing, LLC  
Crawford Supply  
Diversified Insurance Services  
Droegkamp Furnace Co.  
Grinwald Tile  
Hale Park Lumber & Millwork, Inc.  
United Products Corporation  
Wauwatosa Wallboard

For more information, call 414-529-5509 or  
e-mail [info@refashionforlife.com](mailto:info@refashionforlife.com).

## Out and About

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

### Waukesha County Fair

Waukesha Expo Center: Wednesday,  
July 16 – Sunday, July 20

### Washington County Fair

Washington County Fair Grounds:  
Tuesday, July 22 – Sunday, July 27

### Wisconsin State Fair

Wisconsin Exposition Center at  
State Fair Park: Thursday, July 31 –  
Sunday, August 10

### Irish Fest

Summerfest Grounds: Thursday,  
August 14 – Sunday, August 17 -  
Visit Callen’s Cottage

### Milwaukee/NARI Fall Home & Remodeling Show

Wisconsin Exposition Center at  
State Fair Park: Friday, September  
26 – Sunday, September 28

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

## Callen Design Group Announces Fall Seminars

Representatives of the Callen Design  
Group will host and conduct free con-  
sumer seminars on the following dates:

Wednesday, October 22  
Thursday, October 23  
Saturday, October 25

Mark your calendars and look for more  
information in the next issue of the  
Callen Connection.

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## Seeking Callen Ambassadors

Over the last couple years, we have had great success in recruiting Callen Construction customers to serve as "Callen Ambassadors," working at various home shows and the Wisconsin State Fair throughout the year promoting the benefits of completing a home improvement and remodeling project with the company.

In 2008, we plan to increase the number of Callen Ambassadors to make this year's State Fair the most successful it's ever been.

If you are a cheerful, outgoing, positive person and love meeting new people, come work for the Callen Ambassador team!

If you are interested in a part-time, paid position that allows you to meet people, please contact Christi Rebro at 414-529-5509 or [christi.rebro@callenconstruction.com](mailto:christi.rebro@callenconstruction.com)

## Dine on Us

You'll receive a \$50 Bartolotta's 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 monthly \$50 Bartolotta's gift card winners:

## Preventive Maintenance Keeps Basements Dry

Do you have water in your basement? After this past winter and spring, many homeowners may have experienced water in their basements. You should make sure the ground around your foundation slopes away from the house, as well as have clean gutters and downspouts to ensure water flows easily. Remember to also direct downspout extensions away from the foundation.



A great way to keep your gutters and downspouts clean and free-flowing is to install Gutter Topper, Callen Construction's patented gutter protection system. Now on thousands of local homes, Gutter Topper installs easily over your existing gutters, comes in 12 colors to match any roof color or trim, has a low profile that looks terrific, and complements any home style.

Eliminate gutter cleaning forever... guaranteed! Stay safely on the ground! Call us today for a free estimate on Gutter Topper, America's #1 Leaf Stopper!

February: Susie and Randy Raymond, Whitefish Bay  
March: Denise and Nick Shane, Elm Grove  
April: Paul Sisulak, Wauwatosa  
May: Nancy and Tim Radomski, 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).

## Green Remodeling Gains Popularity

One cannot pick up a home magazine today without reading an article about the mention of green remodeling trends.

Green remodeling can be defined as incorporating cost-saving and environmentally sustaining concepts into a project, while focusing on energy conservation, indoor air quality, resource conservation, and reduced material waste. However, it is still possible to incorporate beautiful and functional design into the project.

We want to inform you, our customers, that Callen Construction and its Design Group are acutely aware of green remodeling trends. The company is constantly researching the best practices of the green formula and already has implemented programs to provide energy efficient design and energy efficient construction into existing projects, both within the operations of the business itself and into the projects we are designing.

As additional research continues, the company will update you in future newsletters and will soon be implementing a separate "Green" section on our Web site.



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

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