

Callen CONNECTION

December 2009

Lower Level Remodel Accommodates Cigar Aficionado

The lower level in this home was not awful, but not very welcoming either. Like many other “rec rooms” of the era, the dropped ceiling, vinyl flooring, outdated paneling, mismatched furniture, and dull lighting meant it was being used more for storage than living space.

The transition began with stripping out the old paneling and dropped ceiling. The ceiling was drywalled and recessed lighting installed throughout the area. The flooring was transformed with beautiful 12 x 12 terra cotta stone tile. The tiles were extended up the wall by one full tile because the homeowners had a previous water problem and elected not to run the new wood wainscoting all the way to the floor, in case it happened again. A rich alder wood was used for the wainscoting, as well as new built-in bookcases and storage closets.

New seating consisted of rich leather; the accents of zebra pillows, leopard print rug, and other accessories reflect the homeowners visit to Africa.

One of the features of the remodel was to include high-powered ventilation and air circulation so the homeowner could smoke his cigars without leaving a lingering odor.

A powder room also was added and painted in a dusty orange, a nice complement to the soft shade of yellow walls in the new room.

French glass doors created an entrance way to the room, off the stairway landing.



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AFTER

New Master Bath and Exterior Remodel Refreshes this Cape Cod

The homeowner of this 1950s Cape Cod-style home in Wauwatosa was tired of having the master bedroom on one floor and the bathroom on another. To create a master suite, a little-used sitting/reading niche next to the master was converted to a new beautiful bath with large walk-in shower, pedestal sink, built-in cabinetry for ample storage, and the toilet, all in an 11' x 14' area.

Because it was an attic conversion, the challenge was to work around the ceiling angles and have enough ceiling clearance around the sink and toilet. Callen's designer was able to overcome this by centrally locating the sink and toilet to gain the necessary seven-foot height. To avoid tearing up the hardwood floor for plumbing, the kitchen ceiling was opened and the plumbing run through the floor joists. After the installation, the kitchen ceiling was repaired and painted. The plumbing chase under the window also served as a display ledge, and became a favorite spot for the homeowner's cat to look outdoors.

Additional storage was obtained by creating a knee wall on an exterior wall with built-in Starmark Newberry style cabinet drawer banks. The cabinets' white thermofoil finish coordinates with the white fixtures and tile to create a light, airy look.

A Kohler Memoirs® white pedestal sink with classic design and white framed oval mirror was set against a sage green wall, opposite the niche accommodating a Kohler Memoirs® Stately elongated toilet, which featured a square tank top.

A frameless glass shower was chosen to further keep the space from looking crowded. The shower tiles are Florida Retro Classic white tiles accented with a border of White Vine Listello tiles. The mud-set floor is White Jasba Secura tile. On each side of the shower were recessed cubbies for additional storage.

Continuing the clean, bright look was a brushed nickel finish on all hardware and faucets. Recessed lighting, a dimmer switch above the vanity for a night light, and a Broan Ultra Silent fan finished the project.

Before the bathroom work was done, the homeowner also had a total exterior makeover. Old eight-inch aluminum siding, typical of homes in the area, was replaced with four-inch Alcoa vinyl siding in Desert Sand, with the soffits and fascia providing a white accent.

New black shutters framed the Marvin Infinity® Fiberglass double hung windows with Grilles-Between-the-Glass, an energy-efficient replacement to the original single-pane wood windows. The white interior and exterior finish require no additional painting. Completing the project were two Sugarcreek aluminum storm doors, also in white. The look is clean, fresh, and maintenance-free, and made this home look like it is brand new, not 50 years old.



What can be done to prevent ice damming?

All About Ice Dams

To prevent ice damming, or at least protect the home when it does occur, we must understand the causes and effects of ice damming.

Ice damming is the continuous buildup of ice forming on the roof shingles at or near the edge of the roof eave and/or inside the gutters.

This buildup is formed when attic heat moves upward to warm the roof surface and melts the snow lying on top of the roof shingle at or near the top of the ridge. As the water from melting snow proceeds down the roof, under the snow, colder conditions at the roof's edge cause the water to refreeze.

The refrozen water forms the ice dam, and subsequent melting of snow usually accumulates as a pocket of snow-water. That has the potential of backing up under the shingles and making its way into the dwelling's interior.

In most cases, this buildup can also overload the rain gutters and cause additional damage to the gutter system and the gutter's mounting surface.

Preventing the Problem

There are two approaches to reduce the damaging effects of ice damming on your home. The first step is maintaining a cold roof surface to reduce the amount of snow melting.

Callen Construction, your GAF-Elk Master Elite™ roofing contractor, suggests assessing both the attic's insulation and ventilation requirements and taking the appropriate measures to correct the deficiencies. Our new Owens Corning AtticCat® blown-in fiberglass insulation system is a great choice for adding additional insulation to the attic. Adding ventilation may also be another solution. However, it's important to know that there are numerous methods used to ensure that the correct balance of materials is used and the correct insulation measures are enforced.

That is why most homeowners would benefit from working with a company that is qualified under the GAF-Elk Master Elite Program. Your Callen representative has been trained to evaluate your roof condition, ventilation, and attic insulation, and to make informed recommendations based on what is discovered at your home.

If you're considering making improvements to your home, a new roof may be one of the most important decisions. You can prevent problems in the future by installing the best roofing system today, with the best contractor and the best warranty.

Callen Construction has consistently won the Installation Excellence Award from GAF-Elk. The company achieved this goal by receiving at least 15 perfect inspections on Golden Pledge® Ltd. Warranty installations, which are inspected by factory representatives from GAF.

Only the top 3 percent of all roofing contractors qualify to become a Master Elite™ contractor, and, according to GAF-Elk, Callen Construction "even stands out in this elite group... Callen Construction, Inc. is truly focused on providing great quality and service to their customers."



Tom and Dawn K. of Wauwatosa said, "Callen will stand behind the products they sell and install 100 percent!" Carol S. of Franklin said, "Callen should be proud – my roof looks great!" Darlene L. of Milwaukee said, "Callen did a superior job. My sister and her husband had their roof done after seeing the job done by Callen and the quality of the materials."

In addition to having thousands of satisfied local homeowners, other factors that qualified Callen Construction for Master Elite status include being local, financially strong, properly insured, properly licensed, factory-certified, and professionally managed.

The GAF-Elk roofing system consists of a waterproof leak barrier, roof deck protection, quality roof shingles, effective attic ventilation, and distinctive ridge cap shingles. We urge you to compare the GAF-Elk Golden Pledge Ltd. Warranty to a typical shingle warranty, and you'll see it's the strongest and safest roof warranty in America!

Addressing the Problem

While reducing snow melting is important, it is almost impossible to eliminate ice damming completely. This is due to the harsh winter environment that we have here in Wisconsin. Solar radiation may still melt enough snow to cause an ice back-up at the gutter edge.

In the situation where a cold roof surface might not be enough, and homeowners want to fall back on a secondary strategy, there are some other measures that are available. The second step to combat ice damming is to apply waterproof barriers to the most leak prone areas of the roof. Proper application of these types of products is critical to the overall performance of your roof system.

Leaks do the bulk of the damage, so applying GAF Weatherwatch® adhesive leak barriers (known as ice and water shield) from 3 to 6 feet up the roof deck from the edge is a wise investment. Ask your Callen Construction roofing representative how much material should be used and where it should be applied the next time the home is re-roofed.

Most snow can also be removed with a 'roof rake' and push broom. Caution must be taken to insure personal safety and cause as little damage to the roof and gutters as possible. Never chop through the ice down to the shingles. Simply pull the snow off the shingles and valleys as 'layers.' Roof rakes can be purchased from home improvement stores, or call Callen Construction for an estimate on raking your roof.

For homeowners that cannot physically perform roof raking, or for those homes that have a high roof level, other products in the form of gutter protection or heater cables could be used.

One type of gutter protection – professionally installed, retrofitted gutter covers such as Gutter Topper® offered by Callen Construction – can also help aid in the prevention of ice damming by limiting the amount of ice and snow that builds up inside the existing gutters. While this method will not prevent ice damming, it will protect the eave-edge from ice infiltration and in most cases will allow the ice and water to gradually release. This allows water to exit into the downspouts.

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Exterior Makeover Makes This Ranch a Standout

This suburban ranch went from drab to fab with a makeover that began with the home's exterior and continued to the interior.

Dull and dingy siding, faded shutters, drafty windows, and a porch that was literally sinking, all added to the curb un-appeal of this home. The homeowner was anxious to give it more substance and style, as well as more energy efficiency, with new siding, windows, doors, gutters, and fascia, and a porch re-build.

The exterior of the home was brightened by replacing the gray 4-inch lap siding, original to the house, with a classic 6-inch Mill Run vinyl in the color of wheat. The plastic shutters that were a blue-gray were replaced with white Alcoa vinyl shutters, matching the white trim, soffit, fascia, and gutters. One of the front windows was encased in a box, making it look awkward and old-fashioned. It was taken out and replaced with standard size brick moulding and white shutters.

The non-energy efficient windows were replaced with Marvin Infinity® Fiberglass Replacement Windows with the Grills-Between-the-Glass feature to enhance the traditional style. The grills matched the window exterior color and the grill bars facing the interior were finished in stone white. The original contemporary-style sliding patio door, which no longer fit the style of the home, was replaced with a Marvin Infinity® French style sliding patio door.

The project was not without its challenge. Although the porch dimensions remained the same, it needed to be completely reconstructed to meet code. The footings, which had sunk, needed approval from the building inspection department, and the roof and soffit line had to be leveled. Porch steps, which didn't have the right rise, were rebuilt. The



The Interior's Next

After the exterior of this project was completed, the homeowner wanted to create a bright, new look inside as well. This new patio door is one component of the updated interior. Watch for the completely re-done main level in a future issue of the Callen Connection.

porch was finished with white Azek® composite boards for the posts, railings, and flooring. Accenting the siding and trim was a new energy-efficient Taylor steel entry door system in dark maroon with hardware finished in aged bronze for a rich look. The finished project provided the homeowner with the updated warm and welcoming style she desired.



BEFORE



AFTER

Continued from page 3

Gutter Topper will also strengthen gutters, ensuring they remain correctly pitched to allow the water to drain properly.

Electric heater cables can be installed on the roof's eaves and valleys, but this method has limitations on the amount of ice and snow that can be melted on the roof, and it requires the routing away of water. This is why routing the cables into the gutters and downspouts to help in the melting process is important. In addition, these cables can use up a great deal of

energy if a thermostat is not used and the cables stay plugged in all winter season.

If you have any concerns about the roof on your home, please call Callen Construction for a free roof inspection by one of our trained, knowledgeable representatives.

As a bonus, take advantage of an additional 10 percent discount if you sign-up for a new roof by January 31, 2010!



A Christmas Greeting from Tom & Phil Callen

“He knows when you’ve been sleeping, he knows when you’re awake, he knows when you’ve been bad or good, so be good for goodness sake.”

One can only guess what song popped into our heads when thinking how to phrase this greeting.

The Christmas Season can mean so many things.

Christmas is a festive time; a time for family gatherings, office parties and renewing old friendships.

Christmas is a time to be thankful for all the gifts we have received over the past year.

Christmas is a time for religious celebration.

Christmas is a time for Santa Claus, his elves, sleighs, and reindeer.

Christmas is a time for cutting down a beautiful Fraser fir and decorating it with lights, ornaments, tinsel, and candy canes.

Christmas is a time for carolers strolling the neighborhoods.

Christmas is a time to remember those less fortunate by donating to your local food pantry or Toys For Tots.

Christmas is a time to pray for peace and joy throughout the world.

We sincerely hope your Christmas Season and New Year is Merry, Happy, and Safe.

Tom Callen *Phil Callen*

Out and About

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

MBA Home Building & Remodeling Expo:
Thursday, January 7 – Sunday, January 10,
Midwest Airlines Center

Milwaukee/NARI Home Improvement Show:
Thursday, February 11 – Sunday, February 14,
Wisconsin Exposition Center at State Fair Park

February 27*: Cooking Demonstration - Zak Baker, Executive Sous Chef, Bartolotta’s Lake Park Bistro (reserve by February 23)

March 13*: Cooking Demonstration - Zach Espinosa, Chef de Cuisine, Bartolotta Catering at the Grain Exchange (reserve by March 9)

Greater Metropolitan Association of Realtors Lawn & Garden Show: Thursday, March 19 – Sunday, March 28, Wisconsin Exposition Center at State Fair Park

April 17*: Cooking Demonstration - Brent Perszyk, Executive Chef, Mr. B’s - A Bartolotta Steakhouse (reserve by April 13)

Milwaukee/NARI Spring Home Improvement Showcase – A Tour of Remodeled Homes – Residence TBD: Saturday, May 1 – Sunday, May 2, 11 a.m. – 5 p.m. each day

May 22*: Cooking Demonstration - Nick Wirth, Executive Sous Chef, Bacchus - A Bartolotta Restaurant (reserve by May 18)

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

* All Cooking Demonstrations are held in the Callen Showroom from 10 a.m.-12:30 p.m. The cost is \$25 per demonstration or \$40 for two people per demonstration. Fifty percent of the cost will be donated to the National Kidney Foundation of Wisconsin. Reservations are required: 414-529-5509 or info@callendesigngroup.com.

Callen Family Holiday Cookie Recipe

Dine on Us

Pecan Fingers

Ingredients:

1 cup butter
¼ cup powdered sugar
1 tsp. vanilla
1 tbsp. water
2 cups flour
¼ tsp. salt
2 cups chopped pecans

Directions:

Cream butter, sugar, vanilla, water, salt, and flour. Add pecans, and mix well.
Roll into half-inch balls. Bake on greased cookie sheet at 350°F for 15 minutes.
Roll in powdered sugar while hot.



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

August: Denise & Nick Shane, Elm Grove

September: Liz & Jon Phillips, Whitefish Bay

October: Cathy & Jere Rice, Mequon

November: Matt Rech Sr., Menomonee Falls

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).

E-mail Updates Available

Callen Construction is now offering 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 homepage to sign up.



A newsletter for Callen Construction customers.
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