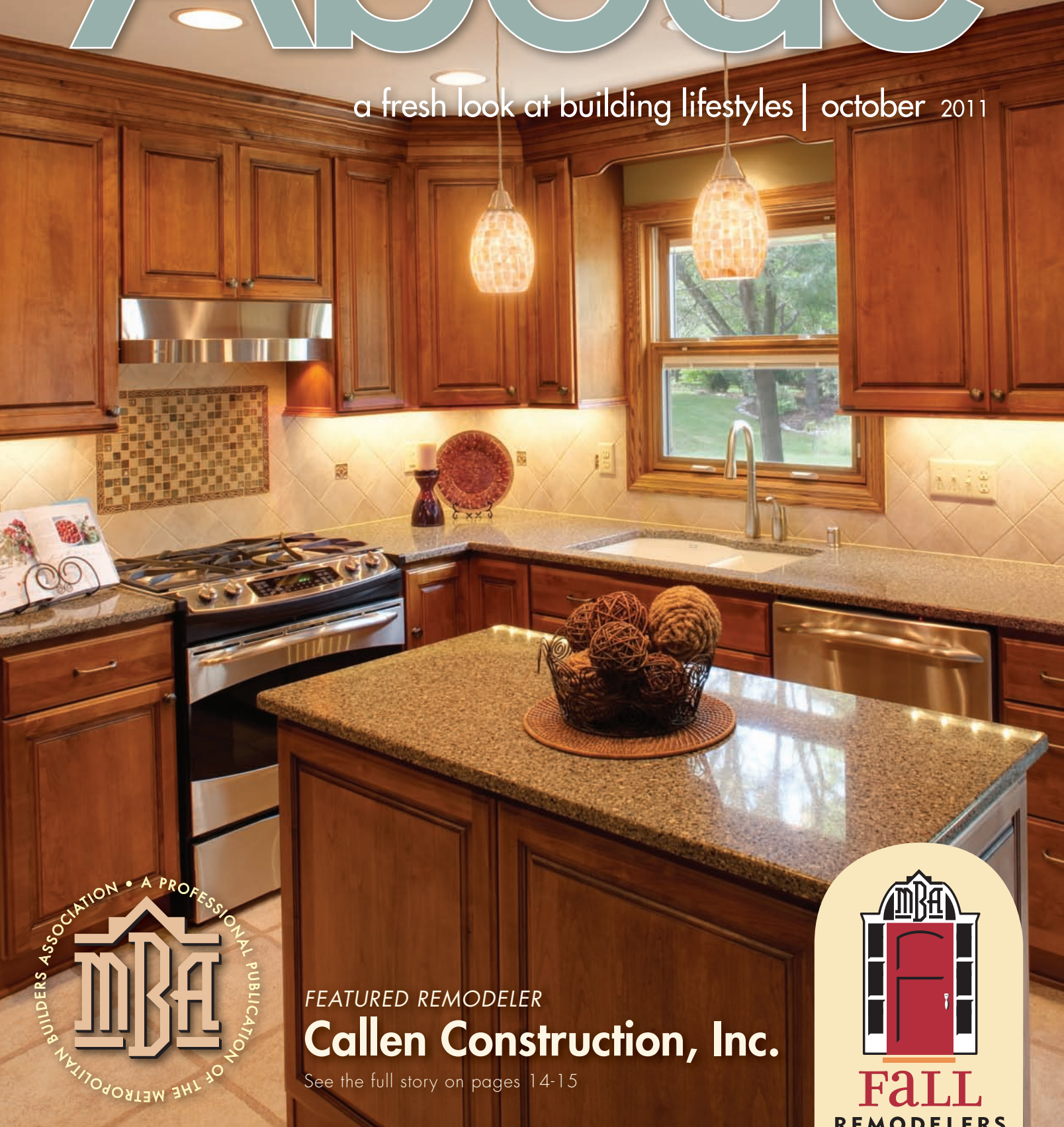


Aboode

a fresh look at building lifestyles | october 2011



FEATURED REMODELER

Callen Construction, Inc.

See the full story on pages 14-15



OFFICIAL FALL REMODELERS TOUR GUIDE INSIDE - PAGES 29-35



Celebrating 25 Years of Remodeling Excellence

By Diane Norante

On April 29, 1986 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, Inc. In the ensuing 25 years, Tom and Phil Callen, together with a staff that has grown to more than 50 employees, have had the privilege of completing projects for thousands of southeastern Wisconsin homeowners.

Ask Tom or Phil about the secret to their success, and they'll say it's simple. They care about people. "We wouldn't be able to celebrate 25 years without the strong relationships we have with our customers, employees, and affiliates," says Tom. "Callen Construction is not an individual effort. It is a *group* effort that has flourished because we demonstrate a commitment to families and community in everything we do."

"We chose to use our name when we started Callen Construction, Inc. because we wanted to be held to a higher standard," added Phil. "It's our family name. We don't want to do anything to tarnish it. It also explains why Tom and I have similar standards. It's how we were raised."

One of the cornerstones of Callen Construction is their commitment to community. You'll find them at Muskego's Country Christmas, Home Building & Remodeling Expo, and as a sponsor of the Channel 10 Auction and Community High School. In addition, they recently hosted the fourth annual Refashion for Life® and Callen's Cottage serves as the information booth in the Cultural Village at Milwaukee's Irish Fest. Callen Construction is also a member of the Chambers of Commerce in Muskego, Brookfield, and Hales Corners.

On a personal level, Tom is involved with the MBA, the NARI Foundation and serves on the Board of Directors for NARI, as President of the Friends of St. Patrick, and Vice President of the Ancient Order of Hibernians Foundation. Phil is also involved in his community, but is quick to point out that he doesn't do community work because of his business; rather, his business allows him to do it. "When you have two daughters growing up in a church you get involved in different things. I've been on several different mission trips in the United States, Mexico, and Honduras," said Phil. "My wife and I are also presidents of the Ulster Project in Milwaukee. We bring Protestant and Catholic youth from Belfast to the US for the month of July. It's about peace and reconciliation. They come and live with area families and spend time doing service work around Milwaukee. Once a week they have a discovery process and they also have a little fun." Phil also serves as a chef once a month when he helps cook all the fish for a St. Vincent DePaul meal program that serves the lower south side of Milwaukee.

Thanks to Callen's solid track record, more than half of their business comes from past customers, referrals and friends. It isn't unusual for Tom and Phil to run into customers when they are out in the community. "We've had some really nice run-ins with customers," said Tom. "The majority of them come up to you and say hello. That speaks volumes about the relationships we have built over the years."

"We send all of our past customers three newsletters a year. In every newsletter we thank them," said Tom. "All of our customers are important to us. In fact, we recently had a customer who we worked with about fifteen years ago come in with a question on his Marvin window. Within two days we were able to get him the answer he needed."

Over the past twenty five years, Callen Construction has grown to offer two specialized divisions, The Callen Design Group and Callen Home Exteriors. That means that they have all the dreams you have for your home covered, inside and out. While the

Giving Back to the Community!



Channel 10 Auction Sponsor



A Country Christmas

Callen Design Group breathes new life into your home's kitchen or bathroom, personalizing your floor plan to your distinct lifestyle and personality. Callen's exteriors division revitalizes your home's windows, doors, roofing and siding, bringing you the updates and curb appeal that you desire.

Throughout the design and construction process, the Callen Design Group cultivates an environment where questions should be asked and ideas shared. The process enables you to have the living space you want in a way you can trust. Callen listens to what you want and need. What you need to enjoy your life not just when everything is done, but during the process of getting there. You will be able to see, touch, and feel the wide array of products in their showroom, and initial discussions on your ideas, vision, and budget for the new space will take place.

"When we started this company, we wanted to be different. Our idea is that when you make a sale, it's not the last time the customer sees you. We're there for you every step of the way, managing the installation and even on the final walk-through. Most important, we offer a five-year workmanship warranty," said Tom. "It all comes down to caring, trust, and service. Being able to service our clients even for minor issues long after the sale is important to us. As we celebrate 25 years in business, it's truly our relationships with customers that have gotten us to where we are today."



Visit CallenConstruction.com to learn how our family-owned, award-winning firm has been transforming the homes of your friends and neighbors throughout southeastern Wisconsin.



Our Customers Say...

"This is our second renovation with Callen I have recommended you several times. Your employees are very helpful and have a wonderful sense of design. We are very happy." S&A K. - Milwaukee

"Everyone involved in this project was professional and committed to providing quality products and services. We appreciate their dedication and love how the project turned out." J&J K. - Oak Creek

Introducing... our New Callen Design Group Cabinetry by Jay Rambo.



The Callen Design Group is proud to announce we are now offering Callen Design Group Cabinetry by Jay Rambo. Since 1953, Jay Rambo has been manufacturing fine quality, hand-crafted, custom cabinetry. The company continually strives to incorporate the finest materials and construction techniques available. Jay Rambo is proud to have been awarded the Environmental Stewardship Award.

Let the Callen Design Group help you create your custom kitchen or bath with its own distinctive and unique touches.

Visit www.callendesigngroup.com to see this beautiful cabinetry in our Products Tab.

Visit Callen's Infinity Showroom in Brookfield



Sendik's Towne Centre
18905 W. Capitol Drive
Brookfield, WI 53045
Next to Haute Taco.

Open Monday-Thursday
11 am to 7 pm,
Friday 9 am to 5 pm,
and Saturday 9 am to 2 pm.

The Infinity® Replacement Window from Marvin showroom in Brookfield's Sendik's Town Centre displays Infinity's full line of fiberglass windows and patio doors in addition to in-wall displays of siding, roofing, entry doors, and gutter protection. You will also see a full kitchen on display, a fireplace remodel, and distinctive landscaping/hardscaping displays by Terra Firma Landscape and Halquist Stone.