

# Callen CONNECTION

September 2010

AFTER

## Exterior Makeover Takes Home from Nondescript to Belle of the Block

The Oak Creek home of Christine and Brad Flagge had plenty of potential to be a stunner, but it was well hidden under a plain aluminum exterior that hadn't changed since the early '90s when the home was built. But after a total exterior makeover, it was transformed to the best looking home on the block under the direction of Callen Construction exterior specialist Tim Leigler.

Prior to the remodel, the Flagge's were at a crossroad – whether to build a new home in another location or stay where they were and make improvements. Because they liked their neighborhood, cul de sac location, and school district, they decided that they would make their current home what they wanted it to be.

Tim had previously worked with the Flagge's on installing skylights and a storm door, so he was at the top of the list for the couple to call for ideas on what they could do to make their house stand out from the rest.

"The object was to make the house look unique in the neighborhood," Tim said. "They were tired of looking like the rest of the houses on the block and were ready to leave behind the yellow aluminum and white cedar trim and go with a more sophisticated look. They also needed to address a leak that was coming into the kitchen. The root of the problem was the roof and the right way to install the replacement was to rip the old one off."

Tim and the Flagge's met several times at their home and at the Callen Construction Showroom, as they discussed design ideas and material selection.

Construction began from the top down as the new GAF-Elk Timberline shingles were installed. With this new roofing system, the Flagge's received a 40-point independent, factory inspection after the roof installation was completed, plus material defect and workmanship coverage and a transferable warranty. Next came Marvin Infinity Replacement Windows. Two bays were replaced and the original double hungs were replaced with Marvin's cottage-style design, which allows for the meeting rail to be positioned above the sight line, important to the Flagge's as they liked to view their children's outdoor activity.

After the windows came the siding: Mill Run™ six-inch insulated vinyl siding on the lower level and Mastic Cedar Discovery™ shake siding with a cedar grain texture was chosen for the upper level. "Cedar Discovery shake on the second story changed the whole look of the house," Tim said. "We looked at the various shakes and Cedar Discovery shake worked best with the lines of the house."

Christine also liked the idea of a stone façade. The stone's shades of browns, charcoals, and rust accents complemented the colors of the siding and roof.

"We used a blend of colors, textures and style to bring out the beauty of this home's design," Tim said. The finishing touch was the Waudena Pre-stained Steel Entry Door, that featured decorative art glass and sidelite that tied into the overall look of the new design. Lastly, new soffit, fascia, and gutters were added.



BEFORE

### *Featured Articles*

Nondescript to Belle of the Block ...1

Small Space – BIG Look!! ...2

3rd Annual "Refashion for Life" A Huge Success ...3

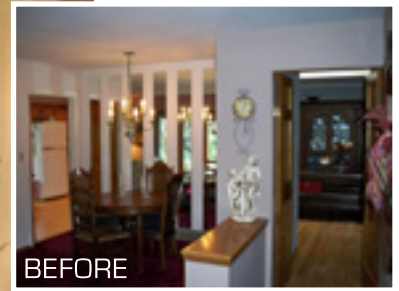
Make Life Easier with the Gutter Topper® ...4

GAF/Elk Takes Worry from Choosing a Roofing Contractor ...4

New Callen Website ...4

Deadline Is Near for Energy Tax Credits ...5

Fall 2010 Seminars Scheduled ...6



## Small Space – BIG Look!!

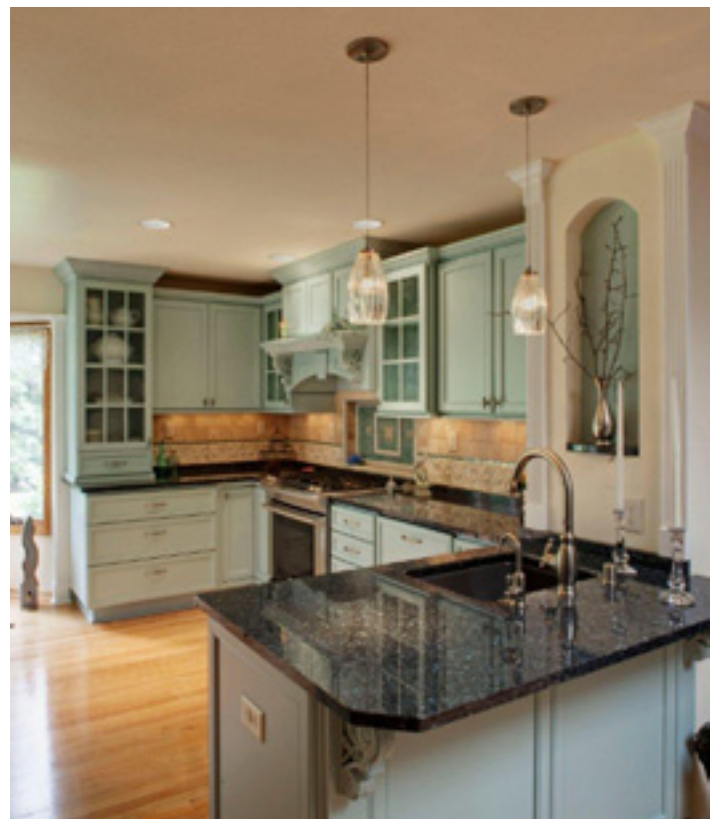
Geri Graves' dream kitchen pays homage to elegant homes, and is full of charming details without sacrificing modern conveniences. While she loves to cook, and is very pleased with the LG and Jennair appliances, she wanted a kitchen that she would be happy staring at! So the design had to appeal to her sense of aesthetics as well as its functionality – beautiful colors, elegant components, rich and whimsy in its details. Walls, doorways, and soffits were all removed and changed to make way for her vision.

The kitchen is as sensible as it is beautiful. The glam started with the Starmark cabinet line – the Bethany door style with upgraded drawers and Acanthus crown moldings, in Aegean Mist, creating a cabinet look that is fresh, open, and clean-lined in its feel, and was set on beautiful, existing hardwood flooring. Decorative panels on the dishwasher, gridded glass cabinets, and an elaborate hood complete the sophisticated look. The color is highlighted by pewter handles, rain glass in the doors, and granite counter tops in Blue Pearl. The back splash design is a combination of traditional and contemporary elements – a six-foot, highly textural, Romanesque tile produced by Jeffery Court Designs, with shimmering iridescent circular glass tiles and glazed accents pieces, awash in a field of warm toned stone.

An arched “niche” with a granite shelf added to the sink wall, back painted to mimic the cabinet coloring, dressing the wall and adding dramatic flair. German crystal pendant lights dropping down above the sink add a glamorous point of lighting. A doorway was closed off, and a new archway created, so the refrigerator and microwave could be moved to the other side of the room. This allowed for increased cabinet and counter top “real estate,” as well as a more inclusive feel in the room by being able to wrap the cabinet color around all the kitchen walls.

In the end, the owner now has an indulgent place she looks forward to going to, and creating meals in, every day.

You are invited to view this home as part of the 2010 MBA Fall Tour, October 9 – 10.



## 3rd Annual “Refashion for Life” A Huge Success

Callen Construction announced that the “Refashion for Life” fashion show fundraising event benefiting CommonGround Ministry/Elena’s House had net proceeds of more than \$27,000. The benefit took place on Thurs., July 8, at the Callen Showroom and company grounds in Muskego.

Proceeds will be used to 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, a donation will be made to the National Kidney Foundation of Wisconsin, which conducts programs in research, professional education, patient and community services, public education and organ donation.

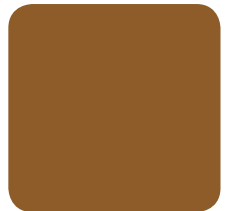
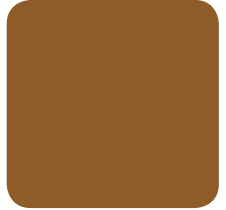
Callen Construction co-owner Tom Callen said the event allows people to see how fashion is found in what people wear, as well as how they renovate their home. “The new and repurposed clothing and the various home improvement components available enabled us to show attendees how to create a look that works for them in what they wear and where they live,” Callen said. “This Show provided ways for people to enhance their wardrobes and homes in an economical and environmentally-friendly way.”

The event featured a fashion show that combined the latest in late summer and fall fashion wearables in conjunction with fashionable products for the home, including countertops, cabinetry, plumbing and light fixtures, flooring, and hardware. In addition to the runway show, there was a silent and voice auction that featured entertainment and sporting tickets, boutique certificates, and more. Saz’s Catering provided Hors d’oeuvres, plus there was music by Mr. Lucky Light.

The Kohler Company and the Forest County Potawatomi Community Foundation also served as presenting sponsors, and M Magazine was the media partner. The following companies also served as sponsors of the event:

- Beauty (hair salon)
- Becker Technology, Inc.
- Bliffert Lumber
- Diamond Electric
- Diversified Insurance Services
- Fastsigns – Greenfield
- Hale Park Lumber
- Infinity® Replacement Windows from Marvin
- The Marek Group
- Saz’s Catering
- Ron Sonntag Public Relations, Inc.
- StarMark Cabinetry
- 21st Century Tile
- United Products Corporation
- Wauwatosa Wallboard

Mark your calendars for the Fourth Annual “Refashion for Life” on Thursday, September 22, 2011. You won’t want to miss the fun!



## Make Life Easier and Less Stressful with the Gutter Topper®

As the final lazy, crazy, hazy, days of summer wind down, now is the time to implement a solution to that inevitable autumn chore – cleaning the gutters, a task that is dirty, time-consuming, and potentially dangerous.

For years, Callen Construction has been helping homeowners in southeastern Wisconsin enjoy the freedom from gutter cleaning as the area's exclusive provider of Gutter Topper®, the most advanced gutter protection system available.

With Gutter Topper, water flows through while screening out leaves, twigs and other debris. Made of durable aluminum, Gutter Topper has a patented clip system that attaches to existing gutters and it comes in a dozen colors to match any colored roof or trim.

A leading consumer magazine recently ranked Gutter Topper highly and was the first



recommended surface tension system. Gutter Topper can also stand up to intense rain, wind, and weight. Independent testing proved that Gutter Topper withstood winds of up to 110 mph and handled downpours of up to 22-in. per hour. And when it comes to snow or ice, Gutter Topper held up to 1,200 lbs. of weight per square foot.

Callen Construction's exterior specialists are available to answer any question you may have about the Gutter Topper system and can demonstrate how Gutter Topper Eliminates Gutter Cleaning Forever ... Guaranteed!™

And, as part of Callen Construction's value-added service, when you order Gutter Topper, we'll clean your gutters for free before installation.

Call us today about Gutter Topper and let us help you have one less chore to do this fall.

## GAF/Elk Takes the Worry from Choosing a Roofing Contractor

Callen Construction was recently awarded 2009 Master Elite™ Excellence Awards from GAF-Elk, one of only 31 contractors in the country to receive all three of the awards offered.

Callen Construction received the Consumer Protection Excellence Award, the Training Excellence Award, and the Installation Excellence Award. The three awards recognize Callen's dedication to helping consumers better understand their roofing options, its commitment to training and continuous improvement, and product installation with a high level of quality. Callen Construction was also required to have a clean record – with no installation complaints – and to follow up on punch list items.

Offering the strongest and safest roof warranty in America, GAF-Elk offers homeowners peace of mind, as it provides a 40-point independent, factory inspection after the roof installation is completed, along with material defect and workmanship coverage and a transferable warranty.

Working with Callen's Home Exteriors specialists, homeowners receive advice that saves them money and avoids hassles. You will get the overall style and feel that you desire, including assistance in color selection, learning how the installation of a high-performance roofing system enhances a home's overall performance.

Call Callen Construction today to learn how a new roof system can give your home a new look and save you money.

## New Callen Website

Callen Construction recently updated its website – [www.callenconstruction.com](http://www.callenconstruction.com) -- to make it easier for clients and prospective customers to get information on the company's Design Group and Home Exteriors divisions. In addition, there is an updated project photo gallery, showing a variety of completed renovations on an assortment of project types. We invite you to spend a few minutes on the site and see how Callen may assist in enhancing your home's beauty and functionality.



## Deadline Is Near for Energy Tax Credits

Time is running out for homeowners to take advantage of the federal tax credits for energy efficiency, which includes replacement windows, doors, and roofs. The credit, up to 30 percent of the amount spent with a \$1,500 cap, has an installation deadline is December 31, 2010.

“The end of the year may seem a ways off, but homeowners should call us now to schedule their replacement needs,” said Mike Wood, Callen Sales Manager. “It’s a good idea to visit our Muskego and Brookfield showrooms to see the variety of replacement windows and door options we offer. We want to make sure all our customers who want to take advantage of the tax credit get their order in to ensure installation is completed by the end of the year.”

Wood added that homeowners don’t have to replace all the windows and doors in their home to qualify. “It doesn’t need to be a replacement either,” he said. “Installing a new window where there wasn’t one previously (such as in an addition) would qualify.”

To be eligible for the tax credit, products must have the Manufacturer Certification Statement or Energy Star Labels. Windows and doors must have a U-Factor and Solar Heat Gain Coefficient (SHGC) less than or equal to .030.

Callen Construction offers Infinity® Fiberglass Replacement Windows and Patio Doors from Marvin, which exceeds Energy Star qualifications. Infinity window and door features include Ultrex®, a fiberglass material eight times stronger than vinyl and three times stronger than wood, the Everwood woodgrain finish that looks, paints, stains, and feels like wood, and a lifetime limited warranty. In addition, Infinity windows are easy to operate and wash, plus they allow more natural light to enter the home. They provide more durability, home comfort, and enhance energy efficiency.

The Waudena line of fiberglass and steel entry doors available through Callen also qualify for tax credits, including all entry door systems without glass and entry door systems with external or internal grids or privacy glass. “Although there are a wide variety of entry door systems, all the Callen exterior specialists can advise homeowners on the door which best suits their needs, including those doors that meet the tax credit criteria,” Wood said.

For homeowners considering a roof replacement, Callen offers the tax-credit eligible GAF-Elk roofing. GAF-Elk’s Timberline® Cool Series in Antique Slate, Barkwood and Weathered Wood Shingles use specially-designed roofing granules that have greater reflectance than traditional shingles. This minimizes the transfer of heat to the space below and keeps your home cooler in the summer.

Contact Callen Construction today to see how we can help you get your tax credit before the deadline passes!

*Note: Homeowners should keep all documents and receipts to verify their purchases at tax time.*



### Out and About

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

**Milwaukee/NARI Fall Home & Remodeling Show:** Friday, September 17 – Sunday, September 19, Wisconsin Exposition Center at State Fair Park

**Wine and Dine Wisconsin:** Saturday, October 2 – Sunday, October 3, Frontier Airlines Center

**MBA Fall Remodelers Tour:** 12045 W. Stevens Place in Franklin, Saturday, October 9 – Sunday, October 10, 11:00 a.m. – 5:00 p.m. each day

**Holiday Folk Fair International:** Friday, November 19 – Sunday, November 21, Wisconsin Exposition Center at State Fair Park

**MBA Home Builders Expo:** Thursday, January 6 – Sunday, January 9, 2011, Frontier Airlines Center

**Milwaukee/NARI Home Improvement Show:** Thursday, February 10 – Sunday, February 13, 2011, Wisconsin Exposition Center at State Fair Park

**Greater Metropolitan Association of Realtors Home & Garden Show:** Friday, March 25 – Sunday, April 3, Wisconsin Exposition Center at State Fair Park

**Milwaukee/NARI Spring Home Improvement Showcase – A Tour of Remodeled Homes – Residence TBD:** Saturday, May 14 – Sunday, May 15, 11:00 a.m. – 5:00 p.m. each day

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



PRSR STD  
US POSTAGE  
PAID  
MILWAUKEE, WI  
PERMIT NO. 1382

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

**Brookfield Showroom**

Sendik's Towne Centre  
18905 W. Capitol Dr.  
Brookfield, WI 53005



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



Kitchens  
Bathrooms  
Lower Levels  
Attic Conversions  
Interior Living Spaces

## Fall 2010 Seminars Scheduled

Callen Construction and the Callen Design Group will host a series of design seminars in October at the company's showroom, S63 W13131 Janesville Rd. in Muskego. The seminar schedule is as follows:

**Wednesday, October 20**

**6:00 p.m.:** Dawn Klodd, of the Callen Design Group presents, "How Much Should a Good Bathroom Cost?"

**7:00 p.m.:** Lisa Van Strien, of the Callen Design Group presents, "Countertop Materials: What's New and Exciting?"

**Saturday, October 23**

**9:30 a.m.:** Janell Rasper, of the Callen Design Group presents, "How to Save Thousands on Your Next Kitchen or Bathroom"

**11:00 a.m.:** Jim Matt of JJJ Carpets and Bruce Klainot of Mannington presents, "Flooring Choices: Looking Great and Working Hard"

**12:30 p.m.:** Paulette Willms, of the Callen Design Group presents, "Kitchen & Bath Designs that Function, Look Good, and Feel Good"

Reservations are required. Call 414-529-5509 or e-mail [info@callenconstruction.com](mailto:info@callenconstruction.com) to reserve space to attend a seminar(s).

## 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](http://callenconstruction.com) homepage to sign up.

## 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:

- March: Bonnie & Jay Refling, Greenfield
- April: Julie & Michael Logan, New Berlin
- May: Marcia & Pete Watson, Pewaukee
- June: Donald & Steve Case, Brown Deer
- July: Terrie & Steve Howe, Oconomowoc

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).