

Callen CONNECTION

August 2014

Callen employees are friendly and professional. The crew who came to put in my windows cleaned up so nicely. I think it was cleaner after they were done."

— Jennifer and Peter L., Wauwatosa

69 New Windows Add Beauty and Enhance Function

The wood windows on Marlene and Russ Tilsner's 1991 two-story brick and cedar trim home were rotting. "When you were in the master bedroom and the wind was blowing, you could hear and feel it coming through the windows," Marlene said.

The Tilsner's home has more than 70 windows, and they knew that they needed to replace the vast majority of them. "My husband is an engineer and he's very meticulous," Marlene said. "He had done quite a bit of research and he liked the quality of the Infinity Fiberglass Replacement Window and the ability to match the window trim to the oak that was throughout our home's interior."

Once the decision was made to replace 69 windows, the Tilsner's were looking forward to how the look and feel of their home would be improved. "Everyone at Callen was very flexible in working with us," she said. "The process was explained in great detail, and they were very good at letting us know how the product would blend with the rest of the home. Everything was checked and double checked, and it put us at ease."

The home's sunroom underwent a significant transformation. "There were more than 20 windows and two sliding doors that were replaced," Marlene said. "The team leader and the crew worked together to make subtle changes that made everything fit together. What they did in that room was wonderful."

The Tilsner's were so pleased with how their window installation project was progressing that halfway through they decided to have Callen install new gutters on their home, along with the Gutter Topper protection system.

Installation was done over a four-week period, with the project being completed faster than what the Tilsner's anticipated. "We were very pleased with the end result," Marlene said. "Everyone we worked with was fantastic."



AFTER

My husband expects high quality work and he was very happy. We love being able to show off our home to our family and friends.

"We no longer hear or feel the wind coming through the master bedroom, and we don't hear outside traffic in the house any more," she said. "Plus our heating and cooling bills have gone down. We'll definitely call Callen if we decide to do further renovation on our home."

7th Annual Refashion for Life Charity Fashion Show Scheduled for Aug. 20

The seventh annual "Refashion for Life" will take place on Wed., Aug. 20, from 5:30 p.m. – 10:00 p.m. at Callen's Muskego Showroom and company grounds, S63 W13131 Janesville Rd. The charity event will benefit CommonGround Ministry/Elena's House, with Callen Construction serving as the event's presenting sponsor.

"Refashion for Life" will feature a fashion show combining the newest looks in early and late fall apparel with fashionable products for the home, including countertops, cabinetry, windows, plumbing and light fixtures, flooring, and hardware.

In addition to the runway show, there will also be a silent and voice auction featuring entertainment and sporting tickets, boutique certificates, and more. Saz's Catering will provide small plate appetizers and desserts, with music by the Mr. Lucky Light Syndicate. There will also be cooking demonstrations in the Callen showroom at 7:00 p.m. featuring Thermador Appliances sponsored by Grand Appliance and TV, as well as a dance showcase in the showroom and on the runway stage by Fred Astaire Dance Studios of Greenfield professionals.

Bjorn Nasset, fashion expert for Goodwill and creator of Fashion Farmboy, will coordinate the fashion show and serve as the emcee. Fashion show participants include Barcelona Artful Living, Fashion Farmboy, J. Hilburn, Lela, Urban Laundry, and YouphoriClothing.

Tickets are \$40 and are on sale at www.refashionforlife.com. Parking and free shuttle service is available at Saint Paul's Lutheran Church, S66 W14325 Janesville Rd., (just west of Callen's Muskego showroom). There is no parking available on or around the Callen showroom grounds.

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 nonprofit organization funded through the contributions of individuals, organizations, and foundations.

For more information, call 414-529-5509 or email info@refashionforlife.com.



Keep Current with the Callen Blog

Each week, a Callen associate posts a blog on an area of Callen's specialization in the home improvement and remodeling industry.

We encourage you to visit CallCallen.com and click on the Blog icon on the home page to not only see the newest blog, but review past blogs, as the content is divided by product category for ease in finding the topic you want to review.

Employee Spotlight



A passion for design and quality construction is what drives Dave Clark, CGR, CAPS, SENCD (Certified Designer). Ever since he took his first drafting and architecture design class at Cedarburg High School, he was destined for a career in construction and remodeling.

His philosophy is to partner with his clients and have them be part of the design team. This partnership ensures that all their expectations are met or exceeded as they develop their desired project.

"I like the interaction with homeowners and taking what they want to do and making it a reality," he said. "The more challenging the project, the more I enjoy it."

Dave is recognized as an expert 3D modeler in southeastern Wisconsin. He is proficient in Auto CAD and Chief Architect, enabling him to take his clients on a virtual walk-through of their project in 3D with true colors, textures, and products.

He also is a Certified Graduate Remodeler (CGR) and a Certified Aging in Place Specialist (CAPS). He especially enjoys helping individuals with disabilities find design solutions to fit their needs.

He has worked for Callen since 2000, except for a brief time when he was in Lake Geneva. "Callen has a true family atmosphere and Tom Callen and Phil Callen are great people and genuine in the way they treat others. That's why I was excited to come back here and work again."

Dave, who has won kitchen, bath, and building addition awards, has had his work highlighted in various media outlets and he served as a judge for Professional Remodeling Magazine for "Best of the Best."

Referral Winner Announced

Congratulations to Gerry and Michael Schwabe of Hartland, winners of an iPad, for being selected at random from those that made a referral to Callen during the first half of 2014.

Would you like a little extra spending money? Would you like to win an iPad? At Callen, we're making it really easy for you to earn cash.

Here's how it works:

For every referral you provide that meets with a Callen representative for a home improvement or remodeling project, you will receive a \$50.00 Visa debit gift card.

When the referral results in a purchase, you will receive an additional \$100.00 Visa debit gift card.

As an added "thank you," you will be entered into a semi-annual prize drawing for a chance to win an iPad.

For complete program details, contact Christi Pryor at 414-529-5509 or christi.pryor@CallCallen.com.



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Email Updates Available

Callen 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 callcallen.com homepage to sign up. Also, visit Callen on Facebook, Pinterest, Houzz, and follow Callen on Twitter!

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Thank you to all customers who have done business with Callen over the past 28 years!

Callen Launches New Website



Callen recently completed its own renovation project, as the company updated the company website www.CallCallen.com.

The update site features a complete company overview and information on the product and service offerings available, including kitchen and bathroom planning guides, photos of recently completed projects, and information on where you can find Callen in the community.

You are also able to access the Callen blog, Houzz, Pinterest, Twitter, and Facebook pages, along with the Callen YouTube channel, from any page on the website.

Be sure to visit the updated site and let us know how we can assist you with your next home improvement and remodeling project.

Infinity Windows \$10,000 Sweepstakes

Callen is participating in the Infinity® from Marvin Replacement Windows "Built for Life" Sweepstakes, with one more winner receiving \$10,000 in Infinity products.

Callen, an Infinity® from Marvin Premier Partner, will assist southeastern Wisconsin homeowners register for the nationwide sweepstakes, with the second \$10,000 grand prize giveaway conducted on Dec. 1, 2014. Visitors to Callen's website – CallCallen.com – can enter the drawing, with one entry per household.

The \$10,000.00 prize consists of a package of Infinity Replacement windows and/or patio doors, and include installation services. Each prize package will be installed in one single-family residence, which must be owned by the winner.

Stop at Callen's Muskego, or Brookfield showroom, for an entry form or visit www.CallCallen.com for complete entry details.

Out and About You'll find Callen at the following area events: Stop by to see us to talk about how we can assist you.

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

Refashion for Life Charity Event: benefitting Elena's House – Wednesday, August 20 – Callen Muskego Showroom

MBA Parade of Remodeled Homes: Saturday, September 6 – Sunday, September 7 Kitchen Remodel: 2330 N. 82nd Street, Wauwatosa: Open Noon – 4:00 p.m. both days. \$6 or FREE with a ticket stub from the 2014 MBA Parade of Homes. (<http://www.mbaonline.org/index/events/parade-of-remodeled-homes1.html>)

Milwaukee/NARI Fall Home & Remodeling Show: Friday, September 19 – Sunday, September 21, Wisconsin Exposition Center