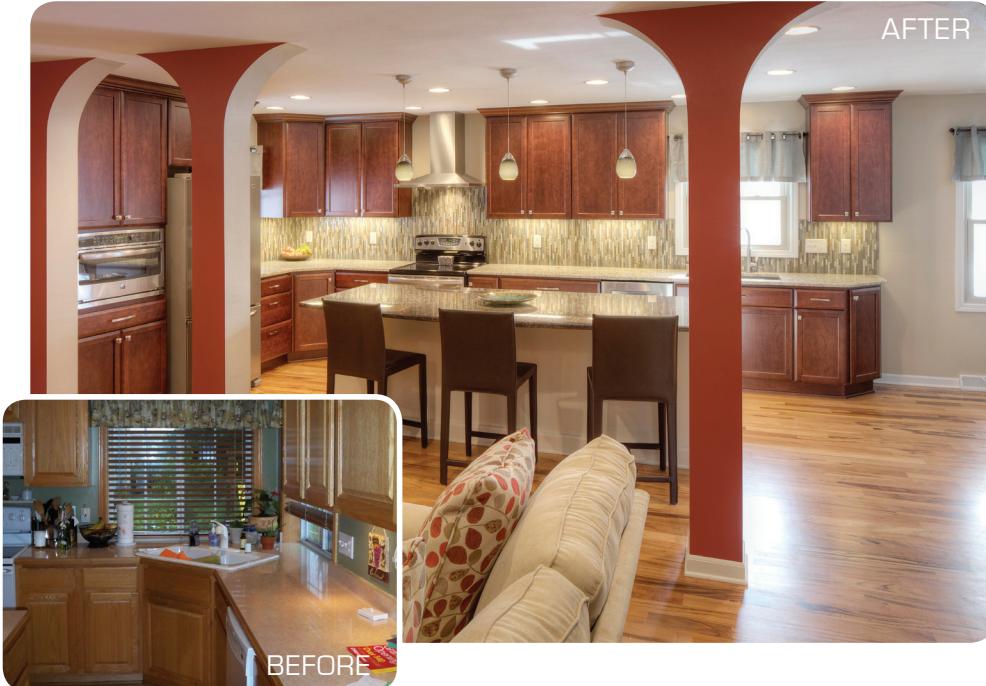


# CONNECTION

# Callen

June 2014



## Too Small Kitchen Transformed into Showpiece

For kitchen remodels, the driving forces are almost always the same – space, function, and storage. New Berlin homeowners Jessica and Ryan Stamm were no exception and they had specific ideas of how to grow their kitchen to accommodate specific needs.

"Our goal was to have more space for entertaining and so we decided to remove two walls that block the kitchen in and separated it from the living room. We wanted a more open concept without moving," said Jessica.

The Stamms chose Callen for the work because of their previous experience with Callen designer Paulette Sodemann. "We worked with Paulette in 2009 to do our family room," Jessica said. "We had great success with that so we decided to go with Callen again with this bigger project."

The remodel began with wall removal between the never-used dining room and kitchen. The second wall between the living room and the kitchen was load bearing to support the second floor and the roof load. Paulette creatively added two columns that were met by beautiful soffit archways, which secretly housed the HVAC to the second floor.

The new kitchen is lined with cherry cabinetry and a large 8-ft x 4-ft. island includes a beverage center and room for seating, supplementing the dinette seating. A pleasing contrast to the cherry was the island's white varnish tint. White also was used to trim windows and baseboards throughout the main area. All interior doors were removed and updated to white six-panel, while granite countertops and glass/stone backsplash added shine and shimmer. Tigerwood, an exotic species known for its beautiful grain and dark vein striping, was chosen for flooring throughout the main level – foyer, powder room, kitchen, living room, and dinette.

Lighting was an important element of the project, so the recessed kitchen lighting was carried through to the living area. "That way, both spaces can be lit up properly when entertaining," Paulette explained.

Other updated spaces included a drop zone area for keys and mail with USB ports for charging devices, and the powder room was refreshed with a new pedestal sink and toilet.

"My favorite part of the remodel is the open concept and the tigerwood floors," Jessica said. "Everything is spacious and we have more natural light. When we entertain, everyone always gathers in the kitchen and now we have an overflow area. Paulette heard our needs and did a great job planning our remodel."

## Enter the Infinity Windows \$10,000 Sweepstakes

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

Callen, an Infinity® from Marvin Premier Partner, will assist southeastern Wisconsin homeowners register for the nationwide sweepstakes, with one \$10,000 grand prize giveaway held on June 2, 2014, and a second grand prize drawing conducted on Dec. 1, 2014. Visitors to Callen's website – [www.CallCallen.com](http://www.CallCallen.com) – can enter the drawing, with one entry per household.

Each \$10,000.00 grand prize will consist of a package of Infinity Replacement windows and/or patio doors, available through Infinity's standard catalog product offerings, 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 showroom, S63 W13131 Janesville Rd., or Brookfield showroom, 19115 W. Capitol Dr., Suite 102, for an entry form or visit [www.CallCallen.com](http://www.CallCallen.com) for complete entry details.

## To All Callen Customers:

After 28 years as Co-Founder and President of Callen Construction, Inc., I have retired.



Trying to determine what and how I was going to write this letter was a task in and of itself. There are so many highlights to discuss. Here are just a few.

- The excitement of the initial sales in Menomonee Falls, Sussex, Milwaukee, and Whitefish Bay;
- The conversations, relationships, and friendships I have made with many of you; memories of which will last forever;
- The move from a 350 square foot office in Franklin to an 800 square foot space in Muskego in 1988;
- Building a 2,500 square foot addition to the Muskego office in 2006;
- Watching our associates grow in not only their positions but also in life; getting married, having kids, and watching their kids grow into young adults;
- Going from having a manual typewriter, to the joy of an electric typewriter, to having a desktop computer, not to mention a tablet and smart phone;
- Having customers point us to growth areas. A great example is once carpenters were hired to install premium wood windows in 1988, customers soon asked us to do interior work for them. Today our kitchen, bath, basement, attic, and addition business is at the same level as our exterior business.
- None of the above would ever have been accomplished without hard work, a strict adherence to our founding principles of Caring, Trust, and Service, and the belief by you, Callen customers, in the way Callen Construction conducts its business.
- I will continue to have discussions with my brother Phil about the business on a regular basis, and my work with the Milwaukee/NARI Foundation will continue on behalf of Callen.
- There is great pride in the industry recognition I have received, great pride in the awards the team at Callen has achieved, and an even greater pride in the relationships that we have made with thousands of customers over these past 28 years.
- Thank you for believing in me; thank you for believing in us!
- Sincerely,

*Tom Callen*

Tom Callen

# Callen Recognized By Infinity® From Marvin As Premier Partner

Infinity® from Marvin has once again named Callen a Premier Partner.

"Infinity® Replacement Windows monitors customer feedback to identify and recognize partners that share our goal of complete customer satisfaction," said Dan Marvin, Infinity® Business Manager. "Callen Construction has displayed industry leading expertise in customer education, product installation, customer support, and customer satisfaction. We look forward to working with Callen to bring homeowners in southeastern Wisconsin the very best window and patio door replacement experience."

"The Callen staff is excited to receive this recognition by Infinity® from Marvin for the second consecutive year, as dedication to the customer is a major component of our business," said Phil Callen, company owner. "Like Marvin, we are a family-run business, and it is terrific to partner with a company that has the same commitment of serving the customer, while being devoted to our employees and our community."

## Callen Ambassadors Needed



Over the past few years, we have had great success in recruiting Callen customers to serve as "Callen Ambassadors." These individuals work at various home shows and events, including the Wisconsin State Fair, promoting the benefits of completing a home improvement and remodeling project with our company.

If you are friendly, energetic, and interested in a seasonal, part-time, paid position that allows you to meet new people, please contact Christi Pryor at 414-529-5509 or christi.pryor@callcallen.com.

## Employee Spotlight



If your remodeling project included an addition, kitchen or bath, then you may know Leo Orozco. Leo is a lead carpenter for Callen and has worked for the company for 14 years.

With all that carpentry experience, Leo said he gets a lot of phone calls from family and friends about DIY projects. He will give advice, but after a hard day on the job, he is content to let them do their own work.

Favorite leisure time activities include relaxing in his backyard, firing up the grill, fishing, and playing in a recreational baseball league.

Leo has a son, 23, and a daughter, 17. He resides in Milwaukee with his wife, Carmen.



**A newsletter for Callen customers.  
Your business is greatly appreciated!**

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Storm Windows & Doors  
Gutters, Downspouts & Gutter Topper®

## E-mail 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](http://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 27 years!

## 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.

## Make a Referral to Callen and Collect Rewards!

- Would you like a little extra spending money? 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 quarterly, national prize drawing with a chance to win prizes, including an iPad.

Visit [www.referralrewardsprogram.com/callen](http://www.referralrewardsprogram.com/callen) for complete program details or contact Christi Pryor at 414-529-5509 or [christi.pryor@CallCallen.com](mailto:christi.pryor@CallCallen.com).

## 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 benefiting Elena's House :

Wednesday, August 20 – Callen Muskego Showroom

### Milwaukee/NARI Fall Home & Remodeling Show:

Friday, September 19 – Sunday, September 21, Wisconsin Exposition Center

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