

Callen CONNECTION

February 2015

I replaced nine windows and I now have Marvin Infinity windows. A fabulous crew worked to make all windows perfect.
— Jane R., Wauwatosa

Callen Receives Five Remodeler Awards

For the 15th consecutive year, Callen won five awards in the Milwaukee/NARI-sponsored 2014 Wisconsin Remodeler of the Year Awards (WRA).

The award won, a description, and a before and after photo of each project follow:

Kitchen \$30,000 - \$60,000: Silver Award

As with older housing inventory, the small kitchen was closed off from the rest of the house. The strongest desire was to relocate the refrigerator from the back hall closet to the kitchen proper, open the kitchen to the dining room with a snack bar, increase counter and storage, and keep materials and design with the character of the 1920s-built house.

With the refrigerator relocated to the kitchen, its former closet-like space was transformed into a closed-door pantry.

Painted cabinets with a five piece, flat panel door style were used, appropriate to the age of the home and economical. Granite counters were selected for

durability and neutral color palette, while a granite Blanco sink was also selected for durability and value. The homeowners wanted hardwood flooring and after the linoleum was removed, maple hardwood was found underneath layers of tarpaper.

It was patched as needed, sanded, and finished in a color to blend with the existing oak dining room floor. This was a great cost saving and perfect for the era of the home.



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Kitchen \$60,000 - \$100,000 Silver Award

The homeowners wanted the kitchen and surrounding rooms in their traditional colonial home to become more modern, lively, and upbeat. They envisioned their house as their permanent, long-term home, and needed an open layout between the kitchen, dining room, and living room to make their space work.

To create an open floor plan, the wall between the kitchen and the dining room, as well as a load-bearing wall between the kitchen and living room, were removed. The new layout is centered around a new kitchen island with a breakfast bar, while cabinet and countertop space were both roughly doubled. A built-in tech drop zone allows for easy, organized charging of electronics.

White painted trim and white 6-panel doors with oil-rubbed bronze hardware were added throughout the first floor, while a new tigerwood floor modernizes the space.



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Addition Over \$250,000: Silver Award

The homeowners of the 1925 Craftsman-style home were tired of the cramped quarters of their second floor. With an additional 300 square feet of space, the master bedroom features a sitting area, walk-in closet and luxury master bath with soaking tub, walk-in shower, linen cabinet, and double vanities. In addition, two bedrooms plus a second full bath with soaking tub and separate shower comprise the space.

The oak floors on the first floor were carried through to the second floor, with recessed and decorative lighting installed, along with a balustrade in the Craftsman style for more natural light in the stairway.

The exterior was finished with Mill Run siding, with aluminum downspouts, fascia, and cornice detail matching the existing structure for a seamless transition.

Kitchen \$30,000 - \$60,000: Bronze Award

The goal for this busy family was to better utilize their square footage, create a space for gathering, and construct functional storage options.

The range becomes a focal point accented with decorative tile and the custom built wine cubbies complete the built in wine refrigerator below. Building a pantry closet in the corner provided space for “catch all” and large items.

The 9' x 4' island houses a microwave, cookbook storage, tray storage, pots & pan storage, drawers for utensils and spices and a trash/recycle bin. Crisp white maple cabinets and oil rubbed bronze fixtures and hardware are right at home in a country colonial.



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Residential Exterior Under \$100,000: Bronze Award

The two-story brick and cedar home built in 1991 had windows typical of new construction - wood windows with cedar trim on the exterior. The home has more than 70 windows and a decision was made to replace 64 window units and two patio doors.

After reviewing window options, the homeowners liked the benefits, features, and options of the Infinity Fiberglass Replacement Windows by Marvin, as the windows would not mold, mildew, warp or rot, and they could be stained to match their existing oak woodwork around the rest of the home.

A full-frame replacement was done, which included the removal and replacement of the sash and frame which was rotting, plus the casing along with all of the trim. If a full-frame replacement were not done, the severe rot occurring with the home's sheathing would not have been discovered, which would have led to the home's drywall being adversely affected.



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Employee Spotlight – Kathy Mooney



Visitors to Callen’s Brookfield Showroom will recognize the smiling face and helpful presence of Kathy Mooney. As our customer service specialist, Kathy is often the first point of contact, making visitors feel welcome and able to answer questions about our product line.

When she is not working, Kathy is devoted to taking care of her 2-year-old grandson one day a week. She also enjoys going out to dinner with her husband, knitting items for others, reading, walking her dog, and biking when she can. “I’m always open to anything new,” she said.

She has always had an interest in sailing and when presented with the opportunity to take lessons from a friend, she excelled, winning second place in a sailing race at the South Shore Yacht Club. “That was huge to me because I just completed a basic sailing course and then I got to crew on a 42-foot boat,” Kathy said. “They let me man the boat and that was awesome. Of course, I had a lot of help, but it was a great experience. To go from a two-man boat to a 42-foot boat was incredible!”

Kathy put her sailing adventures on hold as she raised her three children, while also working outside the home. “I had different priorities,” she said, adding that she was one of the most vocal cheer moms for her daughter’s high school pom team.

Kathy’s two youngest are now at UW-Madison and UW-Milwaukee. Her son and his wife both are health care professionals.

Kathy established her customer service foundation in 25 years with AT&T. She and her husband reside in Franklin.

As a note long overdue, I wanted to officially state how pleased we were with the overall project and quality of the work done. We receive many compliments on the siding and the new door. We are so very happy with how well everything turned out.

— Jane R., Wauwatosa



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

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Thank you to all customers who have done business with Callen since 1986!

Make a Referral to Callen and Collect Rewards!

Congratulations to Andrea and Andrew Clark of South Milwaukee for being selected at random from those that made a referral to Callen during the second half of 2014. Their reward was a new iPad.

Would you like a little extra spending money? How about 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.



Keep Current with the Callen Blog

A few times each month, 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.



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.

53rd Annual Milwaukee/NARI Home Improvement Show: Thursday, February 12 – Sunday, February 15, Wisconsin Exposition Center at State Fair Park

Racine Home Expo: Saturday, February 28 – Sunday, March 1, Racine Festival Hall

91st Annual Realtors Home & Garden Show: Friday, March 20 – Sunday, March 29, Wisconsin Exposition Center at State Fair Park