

# Callen CONNECTION

December 2014

**"The workers were friendly and professional and completed the project with great expertise and quality workmanship."**

**— Karen & Bruce H., Muskego**



## A Holiday Wish

This is the time of year that we show our appreciation for those closest to us, and at Callen, we are grateful that you have allowed us to share our knowledge and expertise to help make your home beautiful, safe, energy efficient, and secure.

Thank you for placing your trust in our company. Best wishes to all of you and your families during this Season. May your Holidays be full of joyful memories and honored traditions.

*-The Callen Team*

## Second Story Remodel Creates a Master Suite Haven

After 38 years, Mary Ann and Tom Dyer decided it was time to get the master suite they always wanted – and more.

After having raised two sons in their charming 1923 Craftsman-style home, and now retired, the Dyers considered downsizing. "But we couldn't find anything that would accommodate us, so we decided we either sell the home as is or we remodel and enjoy it, and that was more advantageous to us," Mary Ann said.

"In the original layout, one of the bedrooms was called a bedroom because it had a closet in it," she explained. "At best, you could fit a crib or possibly a twin bed in it. I used it for a sewing room and later as a computer room. The other two bedrooms were long and narrow, but they could accommodate a twin bed, dresser, and desk, so it was comfortable for our sons. Our master was an average size for the era, 12 x 12."

Callen designer Dave Clark oversaw the transformation of the second floor from four small bedrooms and one bath to three bedrooms and two full baths.

Dave's design included turning the three bedrooms at the front of the house into a very spacious master suite, with bathroom, walk-in closet, and sitting area. Another two bedrooms and a second full bath were added at the rear of the house. "We were able to do this because there was adequate floor space

once the walls were removed and by raising the exterior walls at the rear of the second story by seven feet," Dave said.

"The space where our master bath is now didn't even exist before because of the roofline. It's very deceiving because if you look at the front of the house, you would never imagine how it looks inside," Mary Ann said. "Now, it is so much more livable."



The master bath accommodated a soaking tub, walk-in shower, a furniture-style double vanity with raised sinks. Both sides of the stone counters feature a cut out where towels can be hung. "Having a master bath was something we never had and we love it," Mary Ann said.

The original small sewing/computer room is no longer recognizable. "With the sidewall raised, the room is now a reasonably sized 12 x 12," she said. "The other side of the house was an attic and when you opened the door, you ducked because of the roofline. Now my husband has a very nice office out of it. Our kids said to us, 'why did you do this when we lived here?'"

Materials and finishes were chosen to fit the era of the home. The oak floors on the first floor were carried through to the second floor, as well as the same base and casing. The bungalow's first floor had four panel doors (one over three) in a flat panel. To replicate those on the second floor would have been custom, so to keep within budget, three panel (one over two) doors were installed. To create more natural light in the stairway, a half-wall was removed and replaced with a Craftsman-style balustrade.



**AFTER**

"The railing system is gorgeous," Mary Ann said. "That was Dave's idea and we really liked it. We weren't sure about the expense, but it definitely was worth it to have the light and air flow through. Everything was designed so it looks like it was original to the house, except it is not worn out."

Mary Ann said that when she and her husband watch television remodeling shows, there is usually a surprise once the walls are opened up. "We had one of those moments," she said. "When they opened up the original bathroom floor and found that whoever put in the bathroom cut through the 2 x 10s to within an inch of their lives. There was major sistering of the joists and bolting of the joists to bring the framing up to code."

The roofline also had to be corrected. There was a dormer in the middle of the valley, so when it rained, water ran into the dormer and drained on either side of it. To remedy that, the old dormer was eliminated and replaced with a new one. From the exterior, there is a seamless transition from old to new. Mill Run siding, aluminum downspouts, fascia and cornice detail matched the existing structure.

The Callen experience was also something the Dyers were much appreciative of. "I can't say enough about the construction crew with Steve and Ryan," Mary Ann said. "The whole process was relatively painless. They did an excellent job. Everything was very well handled and I can't say enough about their level of communication with us."

"We dealt with another builder when we did our kitchen and bath on the main floor several years ago. We did not go back because there was not any communication. Callen has been fantastic – Steve, Ryan, Dave, – anybody I called I got an immediate response from. It was never, 'we'll get around to it.' They always got back to us. We were just very pleased with the whole experience."

When the project was finished, the Dyers said they wouldn't do anything different – the new design matched their needs perfectly, while keeping with the character of the home.

"This is something we visualized as long as we lived here – we always could see how things might have worked and now we are actually living it. And it is a big difference," she said.

"It is a total transformation and it is fantastic."



# Employee Spotlight – Tracy Grosspietsch



Tracy has more than 20 years experience planning and designing kitchens, baths, basements, additions, and whole-floor remodels, in Wisconsin, Illinois, Michigan, and Iowa. She provides professional planning, design, and remodeling solutions for the entire home that are high on quality, affordability, and style.

“Tracy excels at supervising project planning and design, managing the bid process, and working closely with the construction team,” said Phil Callen, president. “She is proficient at

Tracy Grosspietsch recently joined Callen as a designer. A native of Hesston, Kansas and current resident of Oconomowoc,

communicating with homeowners and construction personnel throughout the entire process, while maintaining the overall project budget. A truly creative individual, Tracy will help homeowners define their style, so that the remodeled space will reflect the individual’s tastes, personality, and desires.”

Tracy has made appearances on TODAY’S TMJ4 “Morning Blend,” and her design projects and perspective have been featured in a variety of print publication, including M Magazine, 30 West, the Chicago Tribune, and Kitchen & Bath Design News. She also earned a top design award from Chicago Home & Garden, and the Houzz online community has voted some of her work most popular.

With a Bachelor of Fine Arts degree in Interior Design from Iowa State University, Tracy is also a Milwaukee Youth Sailing Team Board Member.

## Callen to Host Santa December 6

Callen will host Santa Claus at its Sendik’s Towne Centre location, 19115 W. Capitol Drive, Suite 102 (next to North Star American Bistro) on Sat., Dec. 6 from 10:00 a.m. – 2:00 p.m.

Free and open to the public, children 11 and under accompanied by an adult will be able to visit with Santa and take a picture, enjoy complimentary refreshments, make holiday crafts, and participate in a coloring contest hosted by Snap Fitness Brookfield. Adults are asked to bring a camera to take the child’s photograph, as photography services will not be available.

In addition, Callen will be collecting new and gently used adult and children’s coats for the Milwaukee Rescue Mission, as well as new, unwrapped toys for Toys for Tots.

# Callen

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

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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!

## 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 semi-annual prize drawing for a chance to win an iPad.

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



## 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.

**MBA Building Lifestyles:** Home Building and Remodeling Show, Friday, January 9 – Sunday, January 11, Wisconsin Center

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

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

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