

Callen CONNECTION

October 2014

"The salesperson and installation crew were very professional and well organized. I am very happy with the results of my project."

— Timothy W., Waukesha

Innovative Use of Space Creates a Beautiful, Functional Kitchen

When Ellen and Ruben found the perfect home at the right price in Wauwatosa, they snapped it up, knowing that the kitchen was in need of a total makeover.

As with older housing inventory, the kitchen was closed off from the rest of the house, with doors leading to a back hallway and dining room. Laminate countertops, linoleum, and an old-style vent fan in the wall were some of the not-so-charming features the homeowners wanted to eliminate. They also really desired that the refrigerator be relocated from a back hall closet!

The couple received a referral from a family friend who had used Callen and highly recommended them. "We met with designer Marie Vos Owens and told her what our needs and wants were and she made it happen," Ellen said.

Marie began by eliminating doorways so that the kitchen fully opened to the dining room/family room. Removing the antiquated wall fan left room for a window. But since that would be in back of the stove, Marie's solution was to install glass block to let in natural light, yet wouldn't be damaged by the heat from the stove.

"We didn't want to get rid of any windows, but we wanted to use the walls for as much counterspace as possible. Marie was very innovative about the glass block and she also had an innovative solution for a window that was set very low," Ellen said.

The window was lower than the countertop, so rather than having the expense of replacing the window to make it smaller, Marie designed around it, pulling the cabinets forward three inches creating an interior "window well" with a large sill that can be utilized for flowers or herbs. It is finished off in the back so when viewed from the exterior, it looks like a reverse window planter.

"When Marie was designing the space, she definitely took the fact that my husband and I want to work in the kitchen together, little things that I would never have thought of, like the ways doors swing open so we can work without having them hit us in the face," Ellen said. "She thought of everything to utilize as much space as possible so that we could both be in the kitchen at the same time. She also suggested a microwave drawer instead of above the stove. We really like that because we can have cabinet space and we don't have to deal with the microwave."

Usually remodeling jobs in older homes come with a few surprises, like frayed wiring or hidden water damage. This job, however, had a pleasant



AFTER

surprise. The homeowners really wanted hardwood floors and were prepared to take on the expense. But when the layers of linoleum and tar paper were pulled up, it revealed maple hardwood. Ellen and her husband were delighted to have the hardwood as well as keeping some of the character of the original house.

"Our experience with Callen was fabulous," Ellen said. "We were living in Chicago until the end of summer so Callen built a timeline that would accommodate us moving into a finished kitchen. One of the best things about Callen – besides Marie, and she was phenomenal – was their ability to stick to that timeline.

"That was one of our favorite parts of the experience is that things were done when they said it would be done. And, of course, the design," she said. "I credit Marie for fantastic ideas in getting everything we wanted in the kitchen and fitted correctly."

7th Annual Refashion for Life Charity Fashion Show A Huge Success

The seventh annual "Refashion for Life" held on Wed., Aug. 20, was a great success, as more than 250 people attended the event, generating significant contribution for CommonGround Ministry/Elena's House in Wauwatosa, which provides physical, spiritual, and emotional support to people infected with and affected by HIV/AIDS.

Thanks to all those that supported the event by attending, sponsoring, and contributing.

Look for information next spring on the eighth annual Refashion for Life.



"This was one of the best experiences I've ever had with a contractor."

— Jeff R., Brookfield

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



Helping his customers solve problems and establishing long-term relationships is a major benefit of Lance Dahl's job as a Callen exterior product specialist. "I really enjoy working with and helping people," he said. "I like that I see customers years later and they ask me how my family is doing. That is the most enjoyable part

of my job – meeting new people and developing new friendships."

Lance began his career in the industry 16 years ago as a commercial window glazier. "I did window replacement on high-rise buildings, schools, factories, and such. That started me in the window business and then I started my own company," he said.

But being a business owner means wearing many hats and Lance decided he preferred working directly with customers. He joined Callen's team in 2013.

"Callen is the best company in the industry and that is what I really wanted to do – to be able to offer the best possible product to my customers," he said.

His certifications include Lead Safe Certified, Installation Masters Certification for window and door installation, and Vinyl Siding Institute certification.

Although he enjoys golf and trap shooting with his son, he doesn't have much time for leisure.

When he is not at Callen, he is a firefighter with the Kenosha Fire Department, and is a certified paramedic. He is able to make both jobs work with firefighters' hours of 24 on the job and 48 off. "I didn't become a firefighter until I was 31. I like it because it is public service helping people," he said. "It's what I do here at Callen as well."

Lance is married to Deb and they have a blended household with Haylie, 17, Caitlin, 15, Cameron, 14, and Erin, 13. Their child together is Eve, age 6.

Proud dad Lance couldn't help but mention that Eve will be in a fund-raiser fashion show, "This Is How We Roll," to benefit spinal research. Eve herself has brittle bone disease and has endured many surgeries. "But she is smart and happy and does well in school," he said.

He also gives kudos to his wife. "The most influential person and the best person I know is my wife. She is the rock everybody leans on and the glue that holds everything together. I wouldn't be able to do what I do without her."



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



Infinity Windows \$10,000 Sweepstakes

You still have time to sign up for 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 – 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 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.

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

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