

# Callen Connection

“Everyone we interacted with was friendly and professional. They were very responsive to any questions we had throughout the process. We really appreciated having a schedule that was followed too.”

- Beth & Tom S.,  
Oconomowoc

DECEMBER 2016

## Thank You for 30 Amazing Years

On April 29, 1986, Tom and I started a professional journey that has brought us more fulfillment than we could have imagined. Two brothers who both had experience in different sides of the home improvement and remodeling industry decided to combine that knowledge and passion to form Callen Construction, Inc.

Over the last 30 years, we have had the privilege of completing projects for thousands of southeastern Wisconsin homeowners. Tom estimates we have done more

than 12,000 individual remodeling projects, and close to 50% of our business comes from repeat customers, friends, and referrals. More importantly, many of those clients have become our friends.

In 2016, Callen Construction has more than 45 employees, is replacing windows and remodeling kitchens for the children of our first clients, and supports wonderful programs that make our communities prosper.

Our 30th year in business has again been a tremendous success. We unveiled a commemorative 30th anniversary logo that has been used throughout the year, participated in a wide variety of community activities, including local farmers markets, and completed hundreds of home improvement and remodeling projects. In addition, we hosted the ninth annual Refashion for Life fundraising event, raising the most funds in the event's history.

All of this is possible because you, our employees, and many others have allowed us to practice our company mission – “We genuinely care for people, our customers, and their homes. We believe in the philosophy, Quality Craftsmanship Works.”

I want to take this time to reiterate that any success we have achieved comes from everyone at Callen treating customers with respect, as well as your home as their own. While our employees come to us with skills, we make sure they know the fundamentals of giving our customers the best possible remodeling experience. It may sound simple, but we emphasize the basics of working with the customer, the please and thank you's and helping the customer out. Through these efforts, we've created a team where everybody has one thing in common – they believe in the company, the work they do, and their fellow co-workers.

Thank you for allowing Callen Construction to be your home improvement and remodeling company. We look forward to working with you on your next project.

May Peace, Joy, Hope, and Happiness be yours during this Holiday Season and throughout the New Year.

- Phil Callen, Jr.



## Callen Extends Winter Installation Sale

Callen has extended its offer to enjoy the comfort of Infinity fiberglass replacement windows from Marvin, which are beautiful in design, durable, stainable, while saving on installation.

As a factory-trained Marvin dealer, with all Infinity fiberglass replacement windows installed by experienced professionals, Callen is providing the following to those that purchase Infinity fiberglass replacement windows by December 31:

- **Half off the installation charge.**
- **A free Low-E glass upgrade.**
- **A certificate for a free furnace tune up by Tri-Town Heating and Air Conditioning.**
- **18-month no-interest financing.**
- **Entry into a contest to win a free Waudena insulated steel entry door, including installation (valued at up to \$2,000).**

In addition to these great incentives, Callen staff will guide you through the window replacement process and provide you with a worry-free, professional experience and a lifetime workmanship guarantee.

**For more information on the Callen Winter Installation Sale, go to Call Callen dot com, visit Callen's Muskego or Brookfield showrooms, or Call Callen at 414-529-5509.**



## Holiday Recipe – 4-Ingredient Pecan Balls

5-minute Prep Time; 45-minute Cook Time

### Ingredients

- 1/2 cup unsalted butter (1 stick), softened
- 2 tablespoons granulated sugar
- 1 cup all-purpose flour
- 1 heaping cup chopped pecans
- 1/4 teaspoon salt
- Optional: Chocolate Drizzle: 1/2 cup semisweet chocolate chips

### Instructions

1. Preheat oven to 275°.
2. Cream together the butter, sugar, and flour with a hand mixer or stand mixer.

3. Fold in the pecans and salt and stir until combined. The mixture will be crumbly but will stick to itself.

4. Roll the dough into small balls (about 1/2-inch across) and place on an ungreased baking sheet. (Consider wetting your hands to keep the dough from sticking to you.)

5. Bake at 275° for 45 minutes.

6. Let cool completely on the baking sheet before transferring to an airtight container. These pecan puffs keep for up to a week on the counter or in the pantry.

7. To make the chocolate sauce: Place chocolate chips in a microwave safe bowl. Microwave for 1 minute. Stir and microwave in 30 seconds intervals until chocolate is melted and can be stirred together. Drizzle melted chocolate over cooled pecan balls or dunk balls in the chocolate sauce.



## Employee Spotlight – Adam Glende

Adam Glende, who has been with Callen nearly four years, has been in the home improvement industry for 12 years, doing both construction and assisting customers with selections of windows, doors, roofing, siding, and gutters.

“I’m an on-the-go person and I enjoy the variety of people I meet every day and seeing the changes they make in their homes,” he said. Adam adds that all the projects he works on are “special projects.”

“I am an educator, as my role is to define how we are going to do the work and explain what materials will be used and why,” Adam said. He explained it is imperative for him to describe how the products will be used in the home to provide the necessary comfort level to the homeowner.

“It is great working with Callen, as I know that the crew will deliver what I promise to the customer,” he said. “The crew provides

a level of trust that I share with the customer and we both know it will be delivered.”

“When you see the massive change to the home and the homeowner is ecstatic, it’s amazing to see,” Adam said. “It’s why I do what I do.”

Adam is a graduate of Minnesota State College-Southeast Technical where he earned a degree in construction management.

When he is not at work, Adam likes being outdoors – hunting, camping, fishing, and staying fit. A native of Winona, Minn., Adam and his wife, Chelsea, reside in Muskego with their two Labs.



## Santa Stops at Callen’s Brookfield Showroom

Santa Claus visited Callen’s Brookfield Showroom in the Sendik’s Towne Centre on Sat., Dec. 3.

Those that stopped in were able to visit with Santa and take a picture, enjoy complimentary refreshments, make holiday crafts, and participate in a coloring contest. In addition, new adult and children’s socks were collected for the Spread the Warmth sock drive for Hope Center in Waukesha.

*Thank you to all that attended and shared holiday spirit.*



**A NEWSLETTER FOR CALLEN CUSTOMERS.  
YOUR BUSINESS IS GREATLY APPRECIATED!**

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### We Put the "Wow" in Home Remodeling

Main Office & Full-Line Muskego Showroom  
563 W13131 Janesville Rd.  
Muskego, WI 53150  
414-529-5509  
www.CallCallen.com

Home Exteriors by Callen Showroom  
Sendik’s Towne Centre  
19115 W. Capitol Dr., Suite 102  
Brookfield, WI 53045  
414-529-5509

Kitchens  
Bathrooms  
Lower Levels  
Attic Conversions  
Closet Organizers  
Interior Living Space

Replacement Windows & Skylights  
Bow & Bay Windows  
Entry & Patio Doors  
Roofing  
Attic Insulation  
Siding  
Overhang & Trim  
Storm Windows & Doors  
Gutters, Downspouts & Gutter Topper®

### 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!

facebook.com/CallenConstruction twitter.com/CallenDesignGal pinterest.com/CallCallen houzz.com/pro/CallCallen



**THANK YOU TO ALL CUSTOMERS WHO HAVE DONE  
BUSINESS WITH CALLEN OVER THE PAST 30 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.



## Earn Cash with Your Referral

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.*



### Out & About - You’ll find Callen at the following area events:

**MBA Home Building and Remodeling Show:**  
Friday, January 13 – Sunday, January 15, State Fair Park Exposition Center.

**55th Annual Milwaukee NARI Home Improvement Show:** Thursday, February 16 – Sunday, February 19, State Fair Park Exposition Center.

**Home, Garden & Landscape Show:** Friday, February 24 – Sunday, February 26, Waukesha Expo Center.

**Racine Home Expo:** Saturday, February 25 – Sunday, February 26, Racine Civic Centre – Festival Hall.

**93rd Annual Realtors Home & Garden Show:** Friday, March 24 – Sunday, March 26, and Wednesday, March 29 – Sunday, April 2, State Fair Park Exposition Center.

Stop by to see us to talk about how we can assist you with your next home improvement or remodeling project.