

CALLLEN Connection

Product quality is excellent, but I can get that from many others - service is what I buy.

- Judy and Erich S., Fox Point

DECEMBER 2017

A Christmas Greeting

"Chestnuts roasting on an open fire, Jack Frost nipping at your nose. Yuletide carols being sung by a choir, and folks dressed up like Eskimos."

Everyone knows this holiday classic, made popular by Nate King Cole and sung by countless other entertainers. It's in that spirit that we reflect on 2017 and another successful year for Callen Construction. Words cannot express our appreciation for all our customers who have demonstrated their support to the company over the years.

I often reflect on all that has gone into building our company and I come back to one common theme - the mission that my brother Tom and I established when we founded Callen Construction in April, 1986 - "We genuinely care for people, our customers, and their homes. We believe in the philosophy, Quality Craftsmanship Works." On behalf of those that comprise Callen, we promise to continue to maintain our focus on providing a remodeling experience that we can be proud of and you can enjoy.

As you prepare for this Christmas Season, I encourage you to keep the following in mind.

- Christmas is a festive time; a time for family gatherings and renewing old friendships.
- Christmas is a time to be thankful for all the gifts we have received over the past year.
- Christmas is a time for religious celebration.

- Christmas is a time for Santa Claus, his elves, sleighs, and reindeer.
- Christmas is a time for getting a tree and decorating it with lights, ornaments, and tinsel.
- Christmas is a time for carolers strolling the neighborhoods.
- Christmas is a time to remember those less fortunate.
- Christmas is a time to pray for peace and joy throughout the world.



From all of us at Callen, we sincerely hope your Christmas Season and New Year is Merry, Happy, and Safe.

Phil Callen and the Callen Construction Team

Ice Damming - An Explanation and Prevention Tips



Ice damming is the result of a continuous cycle where snow on your roof is melted by the sun or heat from inside your home escaping, possibly due to inadequate attic insulation and/or roof ventilation. The ice dam occurs when water runs down to the roof edge where it refreezes, then continues to build up higher until it eventually backs up under your roof shingles. Ice dams can be very dangerous and costly. Plus, some damage may not be easily seen, sometimes for years.

When the outside temperature warms up, the ice buildup will begin to melt. Since the ice buildup has worked its way up under the shingles, the water from the ice melting can work its way into your home, damaging the attic walls, floors, furniture, and eventually your basement. If the ice dam breaks free, it can pull shingles and gutters off with it, and it will damage anything it falls on: shrubs, cars, and people.

Proper roof ventilation and adequate attic insulation are vital to maintaining your home and reducing ice damming. Homeowners can also reduce ice dams by raking the roof with a snow rake to expose the shingles at the eaves. A good rule of thumb is to clear off your roof after every 4-6 inches of snowfall. Snow raking will also lessen the weight on your roof, which will ease stress on the structure and reduce any leaks or weak points.

If the condition of your roof or adequate insulation are a concern, a quick call to Callen Construction at 414-529-5509 will get you a FREE estimate, as well as the knowledge and advice of seasoned professionals.

Callen Cooking Demonstrations to Return

Returning by popular demand, Callen will again partner with Bartolotta's to conduct cooking demos at its Muskego showroom.

The cooking demonstrations are designed to educate attendees on how to prepare new dishes, plus with the demonstrations taking place in Callen's expansive showroom, attendees will see how they can enhance their home's look and functionality.

Keep your eyes and ears open early in 2018 for the official announcement of spring dates. Your taste buds will thank you.



Holiday Hot Spinach Dip

Prep Time: 20 minutes; Cook Time: 20 minutes

INGREDIENTS

- 1 (10 ounce) package frozen chopped spinach, thawed and drained
- 1/2 cup red bell pepper, diced
- 1 tablespoon minced garlic
- 1 (6.5 ounce) jar artichoke hearts, drained and mashed
- 1/2 cup sour cream
- 1/2 cup grated Parmesan cheese
- salt and ground black pepper to taste
- 1/4 cup heavy cream



DIRECTIONS

1. Preheat oven to 350 degrees.
2. Mix together spinach, bell pepper, garlic, artichokes, sour cream, and parmesan cheese. Season with salt and pepper. Mixture will be thick; add cream to thin to dip consistency. Spoon into a 1-quart baking dish.
3. Bake for 20 minutes, or until bubbly. Serve with crackers.

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.



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

PRSR STD
US POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 1382

We Put the "Wow" in Home Remodeling

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Kitchens	Attic Conversions
Bathrooms	Closet Organizers
Lower Levels	Interior Living Space

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, on Pinterest, and on Houzz, plus follow Callen on Twitter.

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THANK YOU TO ALL CUSTOMERS WHO HAVE DONE BUSINESS WITH CALLEN OVER THE PAST 30 YEARS!

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 12 – Sunday, January 14, State Fair Park Exposition Center.

Racine Home Expo: Saturday, February 24 – Sunday, February 25, Racine Civic Center – Festival Hall

56th Annual Milwaukee NARI Home Improvement Show: Thursday, February 15 – Sunday, February 18, State Fair Park Exposition Center.

94th Annual Realtors Home & Garden Show: Friday, March 23 – Sunday, March 25, and Wednesday, March 28 – Saturday, March 31, 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.