

# CALLLEN Connection

“The design concepts were just what we were looking for and the project management was superb. We are absolutely delighted with the project results. Thanks to all the Callen folks for their diligence and attention to quality.”

- Jane and Bob S., Hartford

APRIL 2018

## A Recipe for Family Gathering



Tracy and Jerry, the owners of this Muskego home, desired a kitchen large enough for all to help with the cooking, with ample storage, a dining area included in the space, and most importantly, it needed to

be unique. This included getting rid of “oak everywhere,” which was a top priority for the project.

Callen designer Doreen Schofield, CR, CKBR, had several ideas on how to achieve the objectives set forth. One solution was to open the wall to the dining room, which provided the additional space within the kitchen for multiple people to be working on food preparation. In addition, the range was relocated and the island was expanded,



including a prep sink, to accommodate multiple cooks.

A bank of tall cabinets on the perimeter wall contain an assortment of organizational features that increased storage space, while the new floating snack bar is perfect as an in-but-out-of-the-way gathering place.

Doreen included a variety of features to allow the kitchen to reach its full potential. Pantries and cabinets have pull out trays and internal organizers, which offer abundant storage. The new luxury vinyl plank flooring runs parallel with the island, creating a cohesive line integrating the kitchen and dining room into one area.

Creating a unique space was achieved by combining glasses, stainless steel, multiple wood tones, and stone throughout the kitchen. The glass tile backsplash marries the stainless steel/frosted glass cabinets to the dark maple cabinets, while several tones of the Natural Pine luxury vinyl plank helps accent the Champagne maple island. The chrome and glass pendants are a unique focal point and operate on a dimmer for task or ambient lighting. Contrasting quartz countertops enhance the repetition of strong rectangular shapes and provides a suitable surface for a rigorously used kitchen.

While the kids regularly comment on how much fun it is to cook in the new space, Tracy said, “I love that everything has a place in the cabinets.” According to Jerry, “I wanted a unique space and I got it!”

Callen received a Silver Award for this project in the Residential Kitchen \$60,000 - \$100,000 category in the Milwaukee NARI-sponsored 2017 Wisconsin Remodeler of the Year Awards.



## Save the Date – 11th Annual Refashion for Life

The 11th annual “Refashion for Life” will be held Wednesday, August 22, from 5:30 p.m. – 10:00 p.m. at Callen Construction’s Muskego Showroom and company grounds, 563 W13131 Janesville Rd. The charity event will benefit CommonGround Ministry/ Elena’s House, with Callen serving as the event’s presenting sponsor.

“Refashion for Life” will feature a fashion show combining the newest looks in early and late fall apparel with fashionable products for the home, including countertops, tile, cabinetry, windows, flooring, and hardware.

In addition to the runway show, there will also be a raffle as well as silent and voice auctions featuring entertainment and sporting tickets, boutique certificates, and more. Saz’s Catering will provide small plate appetizers and desserts, with music by the Mr. Lucky Light Syndicate.

Tickets for the 2018 Refashion for Life will go on sale May 1, at an Early Bird of \$30 (through June 30) at [www.refashionforlife.com](http://www.refashionforlife.com). For more information, call 414-453-3890 or email [info@refashionforlife.com](mailto:info@refashionforlife.com).



## Callen Needs You!

Over the past few years, we have had great success in recruiting Callen customers and friends to serve as “Callen Ambassadors/Promoters.”

These individuals work at various home improvement shows and events, including the Wisconsin State Fair, promoting the benefits of completing a home improvement and remodeling project with our company.

If you or you know of anyone that is friendly, energetic, and interested in a seasonal, part-time, paid position, please contact Christi Pryor, Marketing Manager, at 414-529-5509 or [Christi.Pryor@CallCallen.com](mailto:Christi.Pryor@CallCallen.com).

## Callen Earns 2017 Angie’s List Super Service Award

Callen recently announced it has earned the service industry’s coveted Angie’s List Super Service Award for the ninth time in the company’s history. The award honors service professionals who have maintained exceptional service ratings and reviews on Angie’s List in 2017

“Being once again recognized by Angie’s List with a Super Service Award represents the dedication to quality service by all Callen employees,” said Phil Callen, owner. “Since 1986, we’ve worked with our clients to create the home they desire with our unique approach to service. This award shows that our emphasis on providing the best products and service to our customers is appreciated.”

“The service providers that receive our Angie’s List Super Service Award demonstrate the level of excellence that members have come to expect,” said Angie’s List Founder Angie Hicks. “These pros are top-notch and absolutely deserve recognition for the trustworthy and

exemplary customer service they exhibited in the past year and overall.”

Angie’s List Super Service Award 2017 winners have met strict eligibility requirements, which include maintaining an “A” rating in overall grade, recent grade and review period grade. The Super Service Award winners must be in good standing with Angie’s List, pass a background check, record a current trade license attestation, and abide by Angie’s List operational guidelines.

Service company ratings are updated continually on Angie’s List as new, verified consumer reviews are submitted. Companies are graded on an A through F scale in multiple fields ranging from price to professionalism to punctuality.



## Employee Spotlight – Kevin Hooker

Kevin Hooker, who was born and raised in Adrian, Michigan, joined Callen in February 2018 as an Exterior Products Sales Specialist.

At Callen, he will work with clients on a variety of exterior needs, including windows, doors, roofing, siding, and gutters, helping homeowners find the products that best meet their needs. Kevin recently completed training at Infinity University, where he learned about the array of products offered through Infinity from Marvin Fiberglass Replacement Windows.

A resident of the Colgate, Kevin has an adult son that resides in Adrian. He is a sports nut, especially Big Ten Conference sports. Kevin, who enjoys playing, coaching, and officiating volleyball, is also a supporter of American Cancer Society Relay for Life events and the Walk to End Alzheimer's.

Kevin and his husband Scott have two dogs, a Jack Russell named Jaki and Sherman, a Rat Terrier.



## Callen Schedules Cooking Demos

Bartolotta Restaurant Group chefs return to Callen's Muskego showroom later this month and in May. You have an opportunity to view a cooking demonstration and taste a three course sampling along with wine pairings.



### Choose from one or both of the following demonstrations:

- Saturday, April 28: 10:30 a.m. - 12:30 p.m.\* featuring Chef Juan Urbieto from Ristorante Bartolotta.
- Saturday, May 19: 10:30 a.m. - 12:30 p.m.\* featuring Chef de Cuisine, John Raymond from Lake Park Bistro.

The cost of one seat is \$25, but we are offering two seats for \$40, so please bring a friend. Check or cash payment only. Call 414-529-5509 for reservations. Space is limited.

We look forward to having you attend.

\*Please arrive by 10:15 a.m. so the chefs can begin promptly at 10:30 a.m.



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

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

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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, 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.



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

**Wisconsin State Fair:** Thursday August 2 – Sunday, August 12, State Fair Park Exposition Center

**The Callen Cottage at Irish Fest:** Thursday, August 2 – Sunday, August 19, Henry Maier Festival Park (Summerfest Grounds)

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