

BOWA Named Remodeler of the Year by National Magazine

Recent launch of on-time guarantee and documented processes cited among reasons for selection.

BOWA Builders is pleased to announce that the company has been named *Professional Remodeler's* "Remodeler of the Year" for 2006. The award was presented October 20th, to members of BOWA's management team during an awards ceremony at the 2006 Remodeling Show in Chicago.

"This is a tremendous honor for BOWA," said Larry Weinberg, CEO. "Our team has worked very hard to improve our processes and practices over the past 18 years. While our top priority will always be serving our clients and earning their respect, it's encouraging to receive this recognition from our peers."

Professional Remodeler is a national industry magazine that sponsors this competition annually. The prestigious award recognizes the remodeling firm that is



showing the rest of the industry a better way by being excellent in all aspects of remodeling, being highly reputable and employing the best and the brightest personnel. The review committee also sought to recognize the firm that demonstrated innovation in various areas of operations, including design, management, building practices, community relations, client satisfaction and productivity.

When the magazine's editor called Weinberg in late September, he specifically cited some of the reasons BOWA was chosen as this year's "Remodeler of the Year." Among them were BOWA's continued growth, the recent launch of an on-time guarantee program and the firm's newly launched team handbook, which serves to document the company's best practices, construction processes and policies in an effort to better serve its clients.

"I'm excited about what this means for our business," stated BOWA's president, Josh Baker. "I truly am very proud of every member of the BOWA team and thankful for their help in making this honor possible." ▲

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Experience Movies as they were Intended

Design is key to making home theater technology work for you.

Would you believe movie theater attendance has declined each year since 2003? Much to Hollywood's dismay, it's true. In fact, in 2005 moviegoers spent only \$8.8 billion on theater tickets, while consumers spent nearly three times that amount on movie purchases and rentals. With statistics like these, by Nielsen EDI and Digital Entertainment Group respectively, and the Consumer Electronics Association's estimate that 36 percent of U.S. households now contain some kind of home theater, it's clear that consumers are increasingly turning to the comfort of home for their movie-viewing pleasure.

A home theater is an exciting entertainment option that provides the consumer with an immersive viewing and listening experience. As with most products, today's home theaters can run the spectrum in terms of features, performance and, of course, price. Pre-packaged home-theater-in-a-box systems provide a low-cost, do-it-yourself solution for the casual, price-conscious viewer. On the other end of the spectrum are high-performance systems that are custom built and finely tuned by licensed professionals.

"Our clients are continuing to invest



Sightlines, lighting, screen size, acoustical characteristics, and sheer aesthetics are key in creating a space that's comfortable, practical, beautiful and high-performing.

in their homes by adding specialty rooms, such as high-end home theaters," said Rich Cassagnol, BOWA Builders' division manager for Arlington, Alexandria and Washington, DC. "Whether re-purposing an existing room or building a new space, we always recommend that clients engage an accomplished home theater designer who can assess the environment and make recommendations to help maximize both the audio-visual experience and their investment."

Design is the key to creating the ultimate home theater, as it is a complicated collection of interrelated disciplines. Sightlines, lighting, screen size, acoustical characteristics and aesthetics are carefully considered when creating a space that's comfortable, practical, beautiful and high-performing. That being said, an exceptional home theater doesn't need to cost a fortune.

"We're finding that moderately-priced audio systems in an acoustically well-designed space are actually outperforming top-dollar systems in undesigned spaces," said Tom Wells, president and founder of Integrated Media Systems.

As is usually the trend with technology, today's prices for quality audio and video products are at their lowest point in history. In fact, technology components for a custom-built theater for the average discerning customer may cost roughly 20 to 30 percent of what they did just six years ago. While the technology is a start, a builder skilled in theater design and construction, can help to get the most out of such a system.



Soundproofing, which keeps external noise out and movie noise in, and acoustical treatment ensure maximum performance.

But of course, an extreme enthusiast will want to take their home theater to another level to ensure they are experiencing the film as the director intended. The upper echelon of custom-built theaters include projection systems that display DVDs in their native aspect ratio to avoid the black bars on the screen and to mimic what is seen in film scoring studios. These theaters also include "reference" quality speakers and electronics and acoustical treatment to tweak the sound and maximize the performance of the audio. And, for added convenience, one of the latest trends in high-end home theaters is entertainment servers, which are fail-safe hard drives that eliminate the clutter of tapes and discs while providing access to and management of 100 to 2000 movies.

"The bottom line is the custom-fit reclining chairs, specialty lighting, professional-grade popcorn machine and convenient mini bar are worth the price of admission," adds Cassagnol. "But it's the harmony of a well-crafted room and finely-tuned technology that makes the home theater experience come alive." ▲

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I'm Amazed Time after Time

Commentary contributed by
STEVE KIRSTEIN, PRINCIPAL

When I meet with prospective clients, without fail they always ask, "What makes BOWA different?" While my response touches on a variety of topics, I am certain to elaborate on our depth of experience and love of challenges.

BOWA Builders has been in business for nearly 19 years, and collectively our team has more than 1,000 years of construction experience. With credentials like these, it's hard to imagine a construction challenge we have yet to encounter. But, with projects growing in complexity, it seems we're always being tested. This is what excites me about our work, as it has proven to be a great opportunity to showcase BOWA's true value.

When it comes to making the truly complex seem second nature, I am always amazed by our team's ingenuity and expertise. Here are a few examples of recent creative solutions:

- When conditions in a backyard space prohibited the use of a crane or a lift to put a generator in place, our team took a page from the pyramid builders of ancient Egypt. The team created a plane-and-roller system and rolled the machine weighing nearly one ton into place without damaging the surrounding landscape.
- Another project called for lowering a hot tub into a prefabricated stone surround. Again, we weren't able to use a crane, and we didn't want to leave jacks in place within the structure. Believe it or not, the solution was to put the hot tub on blocks of ice and let it slowly melt into place, using warm water to adjust the melt rate as needed.
- A condominium renovation presented a challenge when we found our materials would not fit in the service elevator. Not willing to sacrifice quality by cutting trim pieces into shorter lengths and taking other short cuts, we opted to secure a permit for a busy city street, remove the plate-glass windows and crane all the supplies in – no small feat!

I can go on for hours with stories like these, but the message is always the same. When challenges arise BOWA is eager to draw on our expertise to implement creative solutions that demonstrate our unyielding commitment to quality and our clients' best interests. So, just when you think it can't be done, call BOWA. We'd love the opportunity to lend a hand. ▲

Time to Begin Thinking about Winter Again

With winter just around the corner, it is time to protect your home and family with our winterizing checklist.

Interior

- Check smoke detector batteries.
- Check security system batteries.
- Check carbon monoxide batteries.
- Check and clean fireplaces and chimneys.

Exterior

- Shut off and drain hosebibs.
- Check and clean septic system.
- Caulk and retouch exterior paint.
- Lock windows to keep them square.
- Clean debris from gutters and downspouts.
- Make sure drainage is heading away from the house.

HVAC

- Check and replace air filter.
- Check combustion chamber.
- Check charge on heat pumps.
- Check and replace humidifier filter.
- Clean away leaves and debris from outside units.
- Adjust dampers to favor northern, not southern, rooms.



Media Room Renovation in Potomac, MD

Commentary contributed by
GERALD SMITH, G. L. SMITH ASSOCIATES, INC.

Our client requested a totally new design that maximizes light and opens up views to the patio, gardens and pool. This required significant reconfiguring as the room's original layout was specific to the dark light levels required by the movie-size television screen and related technology.

The challenge was to maintain the same functional requirements, while transforming the room into a light-filled space. Largely, this was accomplished by flip-flopping each functional component in a way that allows for the rear wall to be



After moving the bar to the opposite wall, this area was opened up with three pairs of custom French doors.

totally open with the installation of three pairs of custom French doors.

Decoratively, the room is treated with a neo-Rocky Mountain theme, incorpo-

Large-Scale Renovation in Washington, DC

Commentary contributed by
BILL NEUDORFER, ZARAS & NEUDORFER ARCHITECTS

This project involved the complete interior renovation of a penthouse condominium suite. Since the project was in an existing concrete framed building, the suite's structure and the building's existing mechanical and plumbing infrastructure could not be relocated, which posed a significant design challenge. Ultimately, the new design, which was architecturally crafted to meet the Client's needs and lifestyle, called for gutting and reconfiguring the suite.



The new steam shower, soaking tub, sauna and fine finishes transformed the original master bath into a luxurious at-home spa.

The program required the creation of spaces, which are intimate, comfortable and suitable for a variety of entertaining scenarios. The limestone and wide-plank oak flooring, the paneled fabric walls, and the custom-designed wood moldings all combine to create the intended look of formality, while giving the

rating natural materials and colors that are indigenous to Colorado. A rough-hewn ceiling beam and board treatment compensates for the "chilliness" of the existing high ceilings. The bar that previously blocked the view to the rear yard was relocated to the opposite corner of the room. The new river stone fireplace incorporates a plasma TV above its rough-hewn beamed mantel and is the focus for all of the seating.



The hand-carved moldings and berringbone slate floor add to the rustic charm of the custom bar.

In short, all functional requirements for the room were reallocated to new spaces in a way that allows for the rear wall to be totally opened to the patio and gardens. The transformation was a total success and the Client could not be happier. ▲



The new river stone fireplace incorporates a plasma television above its rough-hewn beamed mantel.

Owner a timeless feeling of comfort and "home."

During the design process, special attention was given to overcome the challenges common to condominium living. For example, every nook was creatively captured for much-needed storage behind "hidden" doors. And, equally thoughtful are the hallways that were designed to provide convenient circulation while doubling as galleries for the Owner's extensive art collection.

The result is a beautiful home with warm, rich details and a keen style that perfectly suit the Client. ▲



The Client's art collection is displayed in creative ways throughout the home, such as these antique panels that cover two hidden storage areas.



Multiple seating areas, a home automation system and fine design detailing combine to make this home equally suited for family use and formal entertaining.