

# Inspired

by Pioneer Craftsmen

Inside you'll find:

## Simple and clean aesthetic

This family's dream of a bright and open atmosphere brought to reality.

## Escape from home at home with these backyard design tips!

Transform your backyard into an oasis to delight your senses.

## PC News

Celebrating our new team members and highlighting personal milestones.



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Welcome Spring 2021! It sure is amazing how a little sun and warmth can inject so much energy into us! What is even more amazing is how quickly so many of you reached out to us to get your projects started this year. Our summer schedule is full and we have just a few select openings for fall projects. As we all hope that these next few months will bring us out of rotating lockdowns and back to better times, we are so thankful for all the trust you have placed in us.

We are celebrating many great accomplishments this year which you will read about in this newsletter. We have an inspiring main floor renovation to showcase as well as helpful mental health tips from some very special clients who we worked with last year to create a fully renovated space for their expanding business, Red Maple Coaching and Counselling Services.

Along with the additional pressures of the pandemic this year, we have had to work extra hard at securing materials for many of your projects, and now, with the demand for construction materials increasing we are seeing prices sky-rocket, and this will have an impact on projects as we head into the fall. It's still a great time to renovate though, as home prices relentlessly tick upwards, investing in your home creates a more enjoyable space for you and your family while also increasing the value of your own home!

I also want to thank the team. Covid presented many challenges for all of us, but we pulled together, worked safely, and created some amazing spaces. Without our talented and skilled craftspeople, we would not have accomplished our goals last year, but here we are, stronger, wiser and ready to create your next inspiring space.

**Jamie**

Jamie Adam, President

## Feature Renovation



# Simple and clean aesthetic

## Challenge:

With a significant life-stage and family milestone underway, this household now had time to reflect on what they truly wanted and needed out of their living space, beyond just the long overdue aesthetic updates. In this homeowners case of sending their child off to the east coast for university in the fall of 2020, it was important to maintain that familiar feeling of “home” for the returning student, and to also design a space that would emphasize the homes very best features. This fresh outlook allowed these happy clients to finally realize the dream renovation of their home of over 20 years.

1

Taking into consideration a desire to have a dedicated area to store and use multiple countertop appliances, the mud room became a walk-in pantry directly off the kitchen. Incorporating a petite coffee bar that is on view from the kitchen when the door is standing open, the open storage remains hidden around the corner.

2

The sunken great room was initially considered an undesirable feature to maintain, however, the challenges in raising the floor were evaluated as too great to overcome due to the favoured location of egress to the deck from the lower point. Unifying this space with floor materials, wall colours, and custom built-ins that tie into the rest of the house, the visual separation was surmounted even though the physical one could not be.

“It surprises me how close it is to my original vision for the space. The Pioneer Process really set the project up for this, and the team was as committed to my vision as I was.”

– The Happy Client







3

The existing wall of built-ins “felt wrong” and the client desired a more symmetrical design of built-ins. After working through some concepts, it became clear that the lack of appeal had little to do with each side differing, and more to do with balance within the greater space. To look at the room as a whole, the original fireplace was considered “centered” on the room – but in reality, with the staircase and furniture layout in context, the center point of the living space was in fact not the middle of the wall.

By shifting the fireplace to the left and extending the walls up to the ceiling to place the Samsung Frame TV above, this created a good sense of balance, leaving room for clean shelves on the narrow side and a built-in media cabinet on the other, and allowed for a cozy reading nook behind the staircase. This shift offered much more comfort for the TV viewing angle, and the ship-lap installed in a chevron pattern that matched the slope of the ceiling gave the vaulted room an even more dynamic focal point.



4

Although the structural components of this space had very little altered, giving fresh purpose to the areas that were not performing well significantly enhanced the enjoyment. The existing “mud room” did not encompass the garage entry door making the transition between the entry and mud room feel unnatural. A partition wall directly beside the door created a feeling of being “boxed-in” upon entry, leaving no floor space for shoes and nowhere to place keys & bags.

By removing the partition wall and unused built-in server in the hall, we were able to create a cabinet closet, including a special spot hidden from view for a few pairs of shoes, and a desired “stop & drop” surface with storage above for everyday items.

# Escape from home *at home* with these backyard design tips!

As we head into our second summer of this pandemic, the main thought that has been on everyone's mind is "where do I escape?" Although we may not be able to escape somewhere exotic, why not create a place a few steps away for you to unwind and forget about the world. Here is our guide on how to design your dream backyard oasis that will enlighten and transport your senses.

**Grab your favourite drink or try a new one** (flip to page 7 for our Feature Cocktail) and sit back and relax! Wind down by pairing great food with great drinks.

**Invest in wireless Bluetooth speakers** so you can jam out to your favourite tunes (or even relaxing nature music for the ultimate experience).

**Add some décor and unique lighting** to elevate the atmosphere. Lay down an outdoor area rug, add some outdoor furniture, and pop in accent pieces like pillows, candles, and outdoor-ready art.

**Outdoor candles are a must**, they not only keep the bugs away but they also effortlessly enhance the ambience.

**Add a privacy wall** for added calmness from noisy neighbours, your own kids, or city traffic. There are several options available to help you reduce unwanted attention, sightlines and noise.

**Get grilling!** The smell of BBQ Chicken (or grilled veggies for all our vegan friends) can take you straight to your happy place! No BBQ? Order in and support one of the many incredible local restaurants Waterloo Region has to offer.

**Build a small garden** to grow your own fresh herbs and veggies.

**Lay some patio stones** for a cleaner look. There are many options available so you can select patterns and styles that match your taste and color scheme.

**Bring some greenery** into your space to really make it feel like you're on an island oasis! There are many plants that can sustain Canadian summers (ie. palm trees) that you can surround yourself with.

Check out our  
Outdoor Projects  
on our website!



## Client Story

*"The halls needed to feel like a walk of dignity."*

# An Important Renovation to Encourage Safe Reflection and Inspire Strength

Written by **Raechel Pefanis**, Owner & CEO of Red Maple Community of Practice, Waterloo

Having done three renovations with Pioneer Craftsmen in the past (and having declared ourselves "Paul's favourite clients" along the way), we got back in touch with Paul Meier in January 2020 with a new project in mind. This time, we wanted to re-purpose a large, 100-year old property in uptown Waterloo, turning an old family homestead into a community of professional practice for those who work within the coaching and mental health space.

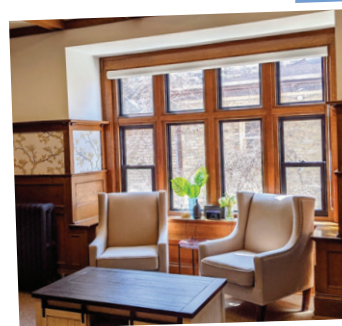
In our first meeting, we described to Paul our vision to create 12 private consultation suites, in which the delicate work of personal growth could occur. Then, on the top floor, we wanted to create a loft for small groups to gather for small group leadership coaching. I explained the need to create a feeling of openness and hospitality so that groups could become unguarded and honest with each other. This renovation wasn't just about walls and ceilings; it was about creating a psychological space in which to reflect deeply, question assumptions, and find inspiration.

Why? Because it is each company's unique culture that drives business success more than any other indicator, a leadership reality that many businesses are beginning to understand. Because of this, I asked Paul to help us create an environment that would make conversations about such topics more comfortable. The hallways needed to feel like a walk of dignity. The finishes needed to signal safety and a relaxed vibe. The suites needed to feel warm, but strong. And then...the pandemic hit.

Well, a big vision can become a heavy thing when you are fighting stalled supply chains and shuttered permit offices! It was obstacle after obstacle, but we were undeterred. In November, we moved into the finished space with about 15 colleagues. Pioneer served us very well, joining me not just as our builder, but as co-creators of a vision I am very proud of. At the Red Maple Community of Practice, we now spend our days carrying out a business that has never been more important. Our gleaming new space is filled with feelings of importance and dignity, and our group of professionals are very happy.

Are you a leader trying to keep your company psychologically healthy right now? Could you use some tips? Consider the following:

- 6 out of 10 employees say that they feel uncomfortable talking to their employer about their mental health. Though it can be uncomfortable, speak up, and **ask employees how they are coping**. Showing care for your workers right now will increase trust and loyalty to the business later.
- In the post-pandemic era, leaders will find that "coaching is the new management." **Start some professional development** now in areas such as how to empower others, burnout, and leading across multiple generations at work. There are new themes to lead within, and leaders must ready themselves now to do so.
- Read. Leaders are busy, and often edge out time to sharpen their minds. **Dedicate one hour a week to learning**, and your investment in yourself will pay you back with interest!





# Eat, Play, and Stay Local

Visit [www.explorewaterloo.ca](http://www.explorewaterloo.ca) to find and create your own local adventure where Covid safety and excitement are a priority! Scan each QR Code for more details.



Catch up with nature or catch up on your book in nature at one of the many incredible parks and trails within the region. With Health Valley Trail in St. Jacobs, Bechtel Park in Waterloo, Huron Natural Area in Kitchener, and the Rare Charitable Research Reserve in Cambridge – a visit to any of these beautiful locations is sure to excite your sense of adventure!



Travelling may be off the table right now, but great tastes from around the world don't have to be! Like our bellies, the region is stuffed with delicious eateries that are ready to send your tastebuds on a vacation with take-out and curb side options.

Deyjahs House of Patties in Waterloo will be Jamaican-ya-crazy with flavor! In Cambridge, the Saffron Indian Restaurant & Bar will transport your senses beyond the boundaries of taste. Why wait for Oktoberfest when you can enjoy authentic German cuisine in Kitchener all year round! Order in from Concordia Club to taste why they have been serving KW for over 130 years!



Pack light for a staycation at one of the oldest hotels in the region, The Walper Hotel in Waterloo. Treat yourself to one of the bright boutique hotel rooms and experience service fit for royalty!



Or visit one of the regions newest at the Staybridge Suites in St. Jacobs! They are eager to provide your well-deserved rest and relaxation from the pandemic chaos, ensuring advanced cleaning procedures for your safety and peace of mind.

## Bee's Bonnet Summer Cocktail Recipe

Welcome to spring with this modified Bee's Knees cocktail. Traditionally made with lemon, the swap with lime shakes it up and turns this delicious number into a great spring sipper that will put a zing in your step.

### WHAT YOU NEED:

2 ounces gin  
1/2 ounce lime juice  
1 ounce honey syrup  
Ice  
Shaker  
Lime wheel

### HOW TO PREPARE:

Make honey syrup by combining 1/4 cup honey and 1/4 cup water in pot. Bring to a boil and stir for about a minute. Turn off heat at set aside.

Add ice, 2 ounces of gin, and 1/2 an ounce of lime juice to a shaker cup (use a mason jar if you don't have a shaker). Add 1 ounce honey syrup. Shake vigorously. Strain into a short glass and garnish with lime wedge. Put remaining honey syrup in the fridge to store for about two weeks.

Enjoy!



Recipe by Christine Dainard, Owner  
and Operator of Buzz Tour Co.

Open your phone  
camera and hover  
to discover more!

We are delighted to introduce you to our two new team members that have joined the Pioneer family. Welcome Sydney Murawsky, who joins our expert crew of Renovation Design Specialists! And welcome back to Sean Demarco, who began his apprenticeship with Pioneer many years ago and rejoins us as a Lead Carpenter!

The Pioneer family wishes to congratulate the anniversaries of Mona Bollenbach, 10 years; and, Grant Erb, 15 years. Thank you both for your incredible tenure of service and commitment to the Pioneer difference!

We'd also like to wish Mona and her husband Al a very warm congratulations on their upcoming 30th wedding anniversary in June 2021. Sydney became a first-time homeowner this year, celebrating a big first for her family even in the middle of a pandemic – congrats on your new home Sydney!



Mona Bollenbach



Grant Erb



Sydney Murawsky

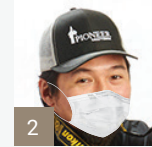


Sean Demarco

## Guess the face behind the mask



1



2



3



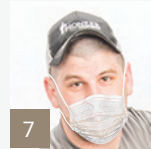
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6



7



8

\_\_\_ Nathan Presley

\_\_\_ John Pesant

\_\_\_ Tyler Weishar

\_\_\_ Juan Carlos Manrique

\_\_\_ Tyrus Nebeska

\_\_\_ Josh De Jonge

\_\_\_ Nicole Kay

\_\_\_ Lee Seabrook

Check your answers and see the smiles behind the masks at <https://pioneer craftsmen.com/about>.

**We're hiring!** If you have a minimum of five years' experience as a Lead Carpenter in residential renovations (including full additions), and are committed to providing excellent customer service, we'd love to hear from you! Please email your resume with references to: [hr@pioneer craftsmen.com](mailto:hr@pioneer craftsmen.com) or fax 519-743-6991



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