



In the beginning of 2008 we had 7 people working on the internet at TEAM Basement Systems. By December we had 16! We had displaced all other employees from the area that used to be our marketing department. Dan and Amy moved to where the video department used to be, video moved to an unused room between video and Otto's Dry Goods, and the 4 graphics people moved to a new quad we installed outside the Service department. All this to make room for our growing internet department.

This left 16 people working at desks with purple sheetrock walls and a dropped ceiling. (Can you imagine working in such desperate conditions?) We could see that we would continue hiring more and more talented people in our internet department in 2009 and 2010 since the internet is THE biggest marketing opportunity since we came down from the trees. We are and will continue to be leaders in internet marketing.

So we need more space, yet the department seemed crowded. We needed a Wow! Solution – but what?

I (Larry) attended my son Tanner's new school for a tour. It turns out his favorite class was the video production class held in a classroom known as - you guessed it - "The TreeHouse". When I saw it, I knew that was our solution. It had 11 workstations, and was all different levels and wood - it was, well - COOL! The teacher Rick Doyle, had built it himself. He built sets for plays, and explained that play sets were all about making different levels. It worked.

So we got started. We moved the 16 employees to our large training area temporarily for 3 weeks beginning Dec 13, 2008. Then all hell broke loose.

In a compressed "Extreme Home Makeover-like" schedule, all our own employees began work. We ripped the ceiling out, moved the labyrinth of wires and mechanicals above, insulated the roof deck, and sprayed the ceiling black. We have 10 talented carpenters working for us and many volunteers. All the work except the sprinkler system, was done by our own employees – many of which donated their time after hours and on weekends.

We worked from 7 am to 10 pm and sometimes later. We worked hard and long, but we loved it. There were as many as 15 people working on it at any one time.

Carpenters constructed, painters painted, laborers labored, artists created, and it moved forward each day and night. We cut trees down outside and used many recycled and natural materials – including wood from a 60 year old horse barn that was disassembled 2 years ago at my farm.

Creativity abounded and fed off itself. One person would have an idea and another digested it and added to it. It took on a life of it's own, and everyone wanted to help.

Today's TreeHouse has 28 workstations, yet does not look crowded like the previous space. People love working in there and it has become the centerpiece of our company's interior. It truly is "the most unique office interior in North America!"

I would like to thank the 70 people who worked on the project and made history!

The Most Valuable Player was our carpenter Jeff Weaver. Other big contributors were Chris Schmidt and Rob Card of TBF, Ron Canelli of Connecticut Basement Systems (all great carpenters), Mike Lane of Basement Systems, Steven Janesky my older brother, and Julie Morelli. The spirit of teamwork and volunteerism was extraordinary! A huge thank you to all.

We were on the news before the project was ever completed, and on a TV show before our official opening for the press even happened. We expect to get lots of publicity and have happy employees as a result of this truly cool project.

We love to show the TreeHouse off! Who knows, maybe some of our Basement Systems dealers will build mini TreeHouses (or other themes) in their offices!

-Larry Janesky

*Creative Director, Producer – Larry Janesky
& Underwriter*

BUILD TEAM (Mostly Volunteers!)

Treehouse MVP – Jeff Weaver

Treehouse Superstars –
Chris Schmidt
Ron Canelli
Julie Morelli
Steven Janesky
Mike Lane

TREEHOUSE TEAM

Gold – Rob Card Tim Johnston
Mike Delmolino Sam Lane

Silver – Patty Ford Rick Madeiros
Kevin Munn Lou Bemer
Amber Kay Allan Commendatore
Leslie Bieber Mark Domagala
Richard Frye Bob Harkey

Bronze – April Storm Chloe Janesky Jacques Bouchard
Stew Francis Allan Guglielmoni Vedran Tomic
Flip Plancon Terrone Lancaster Rick Janesky
Mark Daconto Fred Davilia Zack Janesky
Larry Dunnigan Bob Graves Adrianna
Ed Canelli Joe Morelli Cubby Canelli
Evan Islam Richard Fencil Claire Lane
Dan Fitzgerald Bill Turner Larry Walters
Rich Silva Martin Liciaga Wendy Vandersluis
Francine Maglione Mike King Katherine Ceddia
Rocky McGlothlin Rich Sodins Ben Tait
Charlene Bieber Daniel Elias Mark Kovaleski
Tanner Janesky Diane Goodman Laura Barber

Thank you!