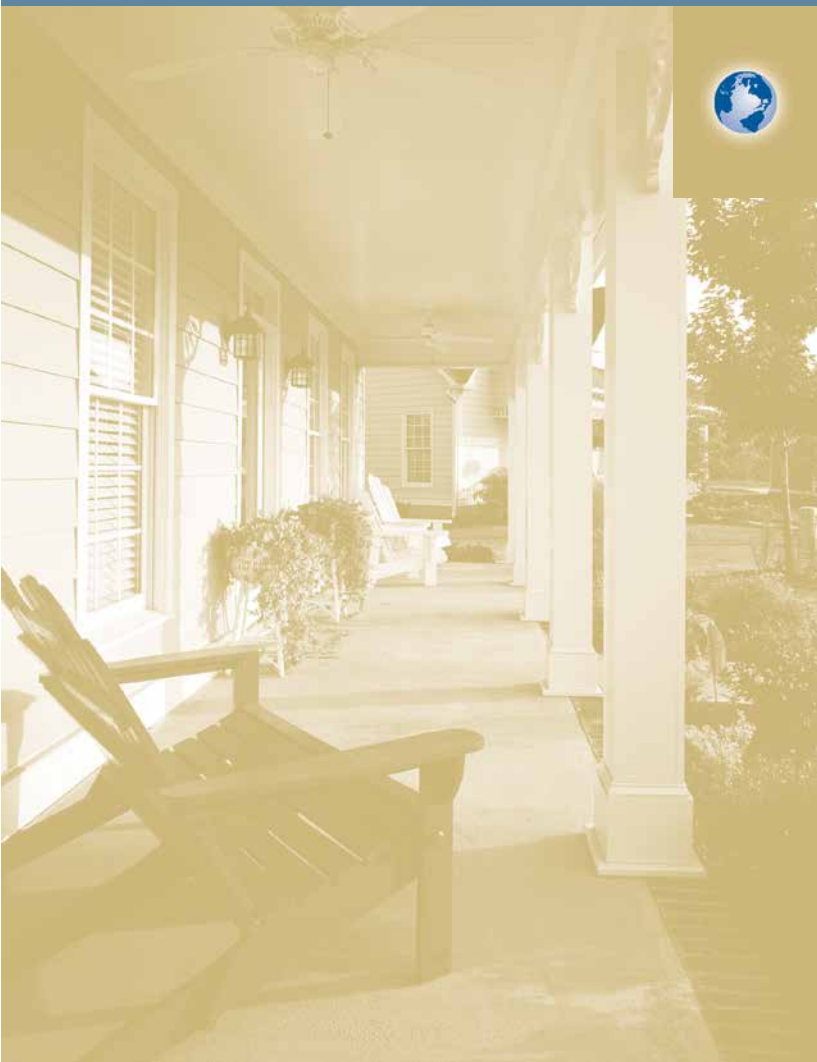


# BUILDING ON TRADITION



**BIG<sup>®</sup>**  
BUILD IT  
GLOBAL INC.



# OH! LOVELY WALLOONA, FAIREST OF ALL

*the inland seas, Oh! Lovely Walloona, ... thy laughing ripples kiss the shore*  
– Grace Hemingway

**LIFE AT WALLOON LAKE** is a sweet story. A story of lackadaisical days on the porch, mid-day and midnight strolls along the lakeside, swimming and boating, finding that fishing hole before breakfast and most of all, quiet. For those of us that live here permanently or temporarily, the environment surrounding us plays a key role in how we choose to unfold our story. At Build It Global, we believe in helping people to enhance and enjoy their physical surroundings so that they can add to this tale daily and establish their very own feeling of place.

Walt Breidenstein, grandson of Mildred and nephew of Walt Masters, has returned to Walloon Lake to apply his professional worldwide project management experience locally. Walt, through his role as CEO of Build It Global, will continue the local tradition of Master's Boat Works' reputation of integrity. The family has been part of the community for almost a hundred years and is committed to bringing you quality and value.

Build It Global offers superior program management that provides unequalled quality in home maintenance, renovation, remodeling and construction services. These services are both cost- and energy-efficient, which means that money is saved not only in the initial cost of the project, but also in the monthly operating expense for the life of your real property investment. These cost savings mean that you can focus less on the financial aspects of your days and focus more intently on how you want the setting of your life story to play out in Northern Michigan.



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Description of images can be located on back cover.



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# WALT — THE MAN

Gregg Smith, Publisher's Corner, Northland Press, Thursday, June 5, 1972

## WALTER MASTERS, JR. IS GONE.

All the eulogies in his wake can never adequately express the impact his friendship has left on those who were fortunate enough to know him.

Life dealt him a whammy.

He was a spastic paralytic—the result of an injury to his spinal during birth.

He never had much of a chance. But what little that fate bestowed upon him, he cultivated and nourished into a memorable span of 52 years—until he was killed by cancer, last week.

For more than a quarter of a century, he owned and operated Master's Boat Works, at Walloon Lake. For the past 15 years, he was completely paralyzed and a coterie of helpers serviced Walt wherever he went.

He had to be fed. He had to be clothed. He was so totally paralyzed that his every movement had to be supervised by the entourage of helpers who waited on him day and night.

All that Walt had left, from the progressive effects of his birth injury was his fine, resonant voice, his hearing, his appetite, and above all a great brain of genius proportions. His last years on this earth were an increasing burden—but he never complained to anyone, about anyone.

At the end, cancer had even robbed him of his voice. He could only whisper.

Walt has a real appreciation of the foibles of humanity.

As a senior at Petoskey High School in 1938, Principal Frank Jacobs suggested to him that, in view of his handicap, it would be possible for him to obtain a scholarship at Central Michigan College. Walt had excellent grades.

"I'll think about that," Walt told the principal.

A few days later he was back at Jacob's office.

"I don't think I'll accept that scholarship," he said. "It's because I don't feel that I'm handicapped. I think that my paralysis is actually an asset. I'm not handicapped, I'm privileged.

"I have the privilege of having a challenge that other people do not have."

Thus Walt turned down a free ride to college. Due to the difficulties of moving around, his education was understandably spasmodic.

Recalling Walt's high school days, classmate, Bob Donaldson said:

"We used to carry his books, and some of the boys would help him walk up and down the corridors. He could still walk a little then. And he rode a bicycle and he later drove his own car. But we all knew that his affliction would become steadily worse.

"Sometimes he'd take a bad spill from his bike. He'd never swear or cry. The most that he'd concede to pain was a groan and a facial grimace."

During World War II, Walt got a job as an inspector at the Ford Motor Company—a job that he could have had for the rest of his life. But he had the business to take care of back in Walloon—and his

mother to look after, too. His father had died of cancer.

While in Detroit he made the acquaintance of several Mexicans and he learned to love their temperament, their foods, and their language. In addition to taking night courses at Wayne, he studied Spanish on the side.

Someday he planned to visit Mexico—and he made it—after the war. Through a business acquaintance, he made contact with the Nunez family, and from that first Mexican vacation, there came a string of young Mexican and Cuban boys—who came to live with Walt, aid in caring for him, and assisting his faithful male nurse "Red" Lenitch in his chores. Walt aided them financially in attending college in Petoskey.

There was Carlos, and Rennie, and Peppi, and Benjamin, and Raoul, and on and on—perhaps eleven young men were all part of Walt's stable of aides. He talked to them in Spanish—for they dearly loved the musical lilt of that language.

Walter's widowed sister Mrs. Mildred "Dude" Breidenstein came to supervise Walt's household as well as aid Walt's mother in her last years.

Her vivacious personality did much to help Walt in his last weeks here.

Always an imaginative practitioner of the practical joke and the rib. Two years ago Walt had a great deal of fun with Rev. Richard Deters, SJ, Cincinnati, Ohio, a prodigious angler who regularly fished Walloon. When Rev. Deter's car accidentally was pulled into the water during a launching operation, Walt ribbed him endlessly about the terrible language he must have used as his car sank below the waves—even though Walt wasn't present when the incident occurred.

My wife and I had made a practice of seeing Walt about every week, when it was discovered that he had cancer—shortly after the holidays.

Just a week ago, we saw him for the last time—alive.

We knew the pain must have been excruciating. Every few minutes someone had to shift his wheel chair, and hand him more pain pills. He could only whisper.

And as we left him for that last time, he whispered:

"Thanks again for coming. And when you see Deters, tell him that I'm leaving ahead of him because I got to fix it up with St. Peter for him. He's going to have a hard time getting in for that awful language he used when his boat sank."

There was a smile on his face, even though it was crooked from the vast pain. That was Walt. Always putting in a good word for someone—regardless of who they were—or what they were. Walt, the man who never had a complaint against life—in spite of the raw deal he had.





# THE VALUE OF TRADITION CONTINUES

**BUILD IT GLOBAL INC. (BIG®)** is developing the world's first peer-to-peer virtual e-business matrix that is revolutionizing program management and project finance in the residential, commercial and industrial construction and fabrication industry. BIG's mission is to become a premier project facilitator by providing innovative consulting, construction and financial services. This technology-based solution offers a unique collaborative commerce environment for individual homeowners, real

property developers, oil & gas operators, renewable energy assets and project sponsors throughout the entire construction value chain.

BIG has designed services and solutions to complete a project on-time and on-budget through effective program management techniques. Super energy-efficient building methods in all of our construction services insure cost savings throughout property ownership.

All aspects of the construction lifecycle are targeted for energy-efficient design:

- Insulation
- Windows
- Heating & Cooling
- Lighting & Electrical
- Appliances
- Landscaping

In any size project, we show that basic principles of cost-effective, energy-efficient construction and program management are the same. From homeowners seeking an energy audit that outlines a simple money saving solution to local governments or industrial customers seeking improved risk management and mitigation with reduced overall financial burden, BIG can provide complete management and financing solutions.



**IN THE SPIRIT OF WALLOON LAKE FOLKLORE AND TRADITION,** many will remember the stories Uncle Walt would tell about the 120 acres we owned on the tip of the North Arm. The famous "Gator Den" that Walt used to visit with family and friends on the weekend to look for the "Buckerlus". The picture of the Gator Den (top left, circa 1965) where guys were keeping it accessible and navigable by float boat. The buckelrus is a combination of a buck (head), walrus (body), and peacock (tail). It was created by a lighting bolt, and was used to keep guard over the Master's Boat Works so the children and teenagers would not cause mischief.



"Buckelrus at the Gator Park"  
paintings by, Dean Whittaker, artist,  
February 26, 1963

## OUR SERVICES

### GENERAL REPAIR AND MAINTENANCE SERVICES:

- Home Winterization
- Home Inspections
- Power Washing
- Mold Identification, Removal and Restoration
- Excavating, Sand, Gravel and Topsoil
- Snow Removal

### COMMERCIAL & INDUSTRIAL FABRICATION SERVICES:

- New Construction
- Remodeling
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- PFD & P&ID In AutoCAD
- 3D Modeling In AutoCAD Inventor
- Front-End Engineering Design
- Processing Equipment
- Instrumentation & Controls
- Electrical - UL & IEC Standards
- Stainless & Carbon Steel
- ASME Welding
- Start-Up And Testing

### QUALITY DESIGN AND ENERGY-EFFICIENT REMODELING SERVICES:

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- Blinds, Shades and Carpet Installation
- American and Italian Bathrooms
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- Seamless Gutters
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- Steel Or Asphalt Roofing
- Cultured Stone, Brick and Block
- Concrete Work
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- Generator Power Back-Up Installation

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- Construction Contract Management
- Building Systems Approach
- Custom And Semi-Custom Design-Build
- Residential and Commercial
- Exclusive Energy-Efficient Design
- Cost-Efficient Additions
- Energy-Efficient Appliances
- Energy-Efficient Boilers And Furnaces
- Structured Wiring
- Smart Home Design
- Septic Tank And Field Installation
- Pole Barns and Garages
- Energy-Efficient Mortgage Referral and Financing

### REAL ESTATE REPRESENTATION AND DEVELOPMENT:

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- Appraisal and Evaluation
- Environmental Consulting
- Re-Zoning Assistance
- New Urbanism Site Planning And Design
- Road And Water/Sewer Placement
- Renewable Power Resources
- Distributed Generation Power Systems
- GIS, Topography and Survey
- Highest and Best Use Evaluation
- Investment and Commercial Lending





**GREAT LAKES  
SEAMLESS GUTTERS  
& QUALITY ROOFING**



*"Our mission is to offer our  
Residential, Commercial and Industrial  
customers a professional and reliable  
job from start to finish."*  
Joe Breidenstein, President

For over 20 years now, Great Lakes Seamless Gutters & Quality Roofing has been able to offer you the best products available for rates 20-40% lower than our competitors! Instead of buying costly prefab products, we custom-make our own on-site with portable roll forming machines. This has made us a very strong competitor in the industry, and we quickly became the #1 choice for all seamless roofing and seamless gutter needs!

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No Seams or Screws Exposed! All products are available in Alum/  
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let's change the world!

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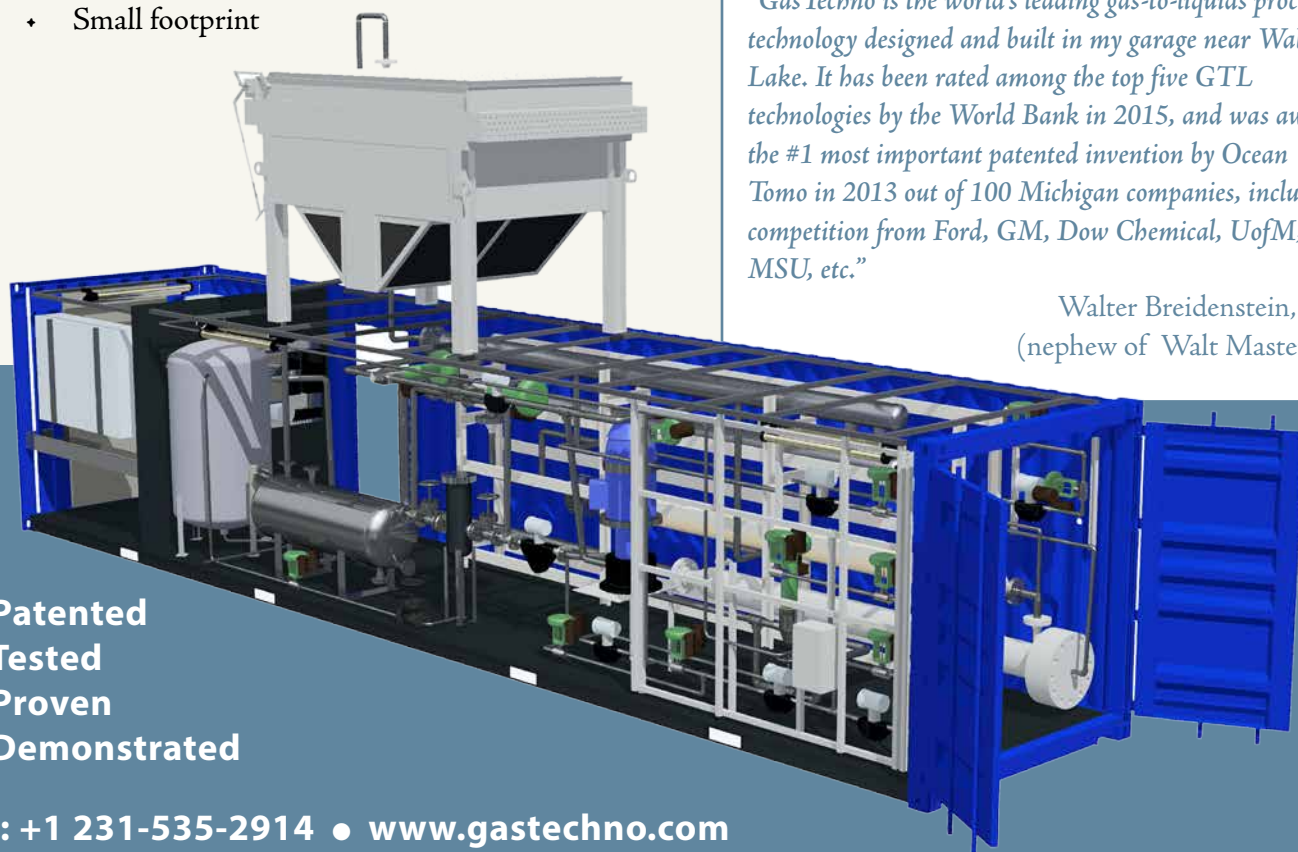
GEF offers the Micro-GTL®, Mini-GTL®, Methanol In A Box®, GTL In A Box® and small scale GasTechno® process technology which provides an excellent environmental compliance solution while converting flared gas into high value, commercially saleable liquid fuels and chemicals.

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Walter Breidenstein, CEO  
(nephew of Walt Masters, Jr.)



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**PAGE 2 & 3 IMAGE DESCRIPTIONS:**

1. Masters & Hass Boat Co., Walloon Lake
2. Mastercraft Speedboats
3. Walt Masters, Sr.
4. Mastercraft 6-Person Boat
5. Mastercraft Races & Docks
6. On the water, approaching the dock
7. Walt Masters, Jr., before accident
8. Mildred "Dude" Breidenstein and Ladies of the village
9. Walt and friends
10. Walt and Mexican assistants

