



# Fall Sticks n' Bricks Newsletter

## Schrader and Company, Inc. Earns National Recognition

**Inside this issue:**

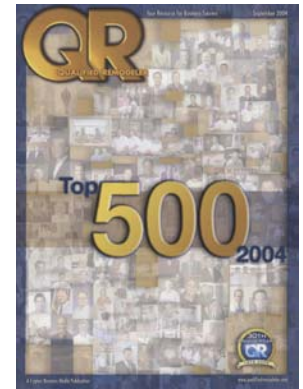
QR Top 500	1
Planely Speaking	1
SAC Web Site	2
Magazine Feature	2
Employee Spotlight	3
Insider Information	3
Company Capsule	4

Schrader and Company is proud to announce that they have been named to the 2004 *Qualified Remodeler* magazine **Top 500 List of Leaders**, ranked at number 442. They have earned this prestigious recognition as one of the nations top industry leaders for the past five consecutive years and for a total of **11** of the **27** year existence of the list.

For the past 27 years, *QR* magazine has been honoring the top leaders within the remodeling industry nationwide by publishing the *QR Top 500*. The annual recognition criteria includes a five tier system for measuring company success and professionalism.

Given consideration is the number of years in business, association memberships, industry certifications earned, community service, and industry awards. Each company is listed by their previous years installed dollar volume of business, which needs to be certified by a qualified third party, and is then assigned one or more stars based on the above criteria. The results are published annually in the September issue of *QR*.

Company founder Peter Schrader comments that "the arrival of the September issue of *QR* is an industry event that is eagerly anticipated by the more serious business owners across the



**QR Magazine September 2004 Cover**

nation. The analysis of data gathered from such a broad base of current and pertinent activity offers me a quick yet relevant view of industry trends".

Printed on  
**MOHAWK**  
Paper  
[www.mohawkpaper.com](http://www.mohawkpaper.com)



### Planely Speaking... By Peter Schrader

**Focused and highly energized**, our hard-working carpenters are actively engaged in constructing several complex yet artistically pleasing "ground-up" structural additions and home alteration projects. At the same time our Project Planners have their drawing boards stacked full of promising future work. Artisans of the highest caliber, our

cabinetmakers are in the early stages of crafting cabinetry for two extensive kitchens, one in cherry for a new home, one in oak for an existing home, and both distinctive in design and selected finish. In balance with this robust hands-on construction activity, those "creative minds" in our business office have recently photographed several of our building projects, produced two new four-color marketing pieces, updated

our Safety Plan and a countless number of office forms, and launched our web site. Even after marking our **first 31 years in business** just last month, it is still an absolute thrill for me to be this closely interlocked with such highly charged positive and constructive activity. I can't wait to come to work each morning and discover the advances our diverse and talented group of professionals will create that day.

**Are you ready for winter? Better yet, is your home ready for winter?**

Check our web site for a winter preparation checklist.

[www.schraderandco.com](http://www.schraderandco.com)



## Schrader and Company, Inc. Launches Website

Schrader and Company (SAC) is delighted to announce the arrival of their new Web site.

The recently created Web site, [www.schraderandco.com](http://www.schraderandco.com), is an informational tool developed by SAC to provide their present and future client's with an insider's view of their company.

The Web site provides a variety of information on all aspects of Schrader and Company, including a description of services available to clients, project history, a tour of the company's showroom, cabinet shop and offices as well as periodic construction updates. In addition, the Web site provides

clients the opportunity to submit questions and comments about current or prospective projects to SAC via e-mail.

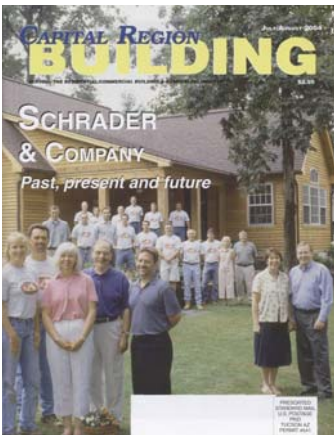
The web site captures much of Schrader and Company's rich history of building activity throughout the Capital Region. "Through the years we have improved hundreds of area homes for our clients and now, with the technology of today, we are able to more effectively share current and relevant information about us, our qualifications, and our diverse capabilities, all made possible with our new web site" says Jim Gordon, Business Manager.



### PROJECT TRACK—Web Site Feature

*Project Track* is a special section of Schrader and Company's Web site that has been designed to give viewers the opportunity to follow a Schrader and Company Design/Build project from conception through to completion.

You can learn more about their Design/Build process and view *Project Track* by visiting their web site at [www.schraderandco.com](http://www.schraderandco.com), selecting the section entitled *Our Work* from the menu bar at the top of the page, and then selecting *Project Track* out of the group at the right of the page.



### Schrader and Company Featured by Regional Magazine

The July/August 2004 edition of *Capital Region Building Magazine* features Schrader and Company's "Past, present and future." The feature includes the cover, a five-page article written by magazine editor Craig Stevens, and several "before" and "after" photographs of recent Schrader and Company Design/Build projects.

The article highlights a variety of aspects that make up Schrader and Company. Included are their products and services, their people, the company's evolution into a "professional" residential remodeling business, their

past and present involvement in leadership positions within the building industry, and their vision looking forward to the future of remodeling.

Company founder and president Peter Schrader speaks about the firm's past, present and future, "We have a good foundation. The recognitions we have received, like *Remodeling Magazine's Big 50* and *Qualified Remodeling Magazine's Top 500*, speak to our past success. Today we are seeing some of our key people taking on more responsibilities within our organizational structure. ... We have an obligation to the people who are earning their livelihood through our com-

pany to do the best we can to prepare for their futures while continuing to provide our customers with the services they have come to expect."

The magazine also reprinted a 1993 interview with Peter Schrader, at which time Peter discussed his view of the future of the remodeling industry. It's a prophetic read. Additionally, included in this issue is an interview with a local New York State licensed architect commenting on his experiences doing business with Schrader and Company, Inc.



## Employee Spotlight - *John Hudson* Marking 25 Years with SAC

Its not often that a company and its people have the opportunity to celebrate a 25 year anniversary with one of their own. At a recent company meeting with all members in attendance, SAC president Peter Schrader recognized John for his 25 years of dedication and loyalty, and stated "One of my secrets for creating such a

dynamic company has been to surround myself with people who are smarter and more talented than I am. John Hudson is an example of that practice". John is justifiably a proud, confident, and accomplished individual, a craftsman of the highest caliber. In his position as a Project Manager, John repeatedly accepts the chal-

lenge of the more complex construction projects with a "can do" attitude. With the mind of an engineer who is well grounded, organized, and logical, John also has the imagination and creativity of an inventor. SAC would not enjoy the reputation it has earned in the marketplace without the knowledge and skills of John Hudson.



## Employee Spotlight - *Brian Taber* Marking 10 Years with SAC

Ten years ago Brian responded to our advertisement for a vacant Project Planner position. Passionate in his conviction, Brian "sold us" on his ability to add value to our company. Already an accomplished lead carpenter, he decided to make a career change that meant he would put down the hammer

and pick up the pen. In the 10 years since that time, Brian has achieved dramatic professional growth. It is with both pride and sincerity that we refer to Brian as a true professional. His daily contributions to SAC are critical to our continued success as he accepts and carries a heavy load of responsibility on our

behalf. Brian is an inspiration to us at SAC as he applies himself to his work with an intense determination that is both focused and persistent. He does this while remaining sincere in his compassionate and caring service of our clients. It is an honor for us to work side-by-side with this true professional.



## Employee Spotlight - *Ron Ricard* Marking 10 Years with SAC

Ron first came into contact with our company in 1993 at a home builders meeting where he met Peter Schrader. It was soon after that meeting that Ron decided he would like to join the Schrader team and become a SAC Project Manager. Ron is a savior in the eyes of many of our clients.

He thrives as an exceptionally good problem solver in a variety of complicated situations. Ron has extensive and diverse experience in the building industry that enables him to be highly competent in many of the trades. Yet his talent is not limited to carpentry, electrical, and plumbing. Often we call upon Ron

to help us in the office with estimating for selected projects. Even with all this talent, Ron is at his best when he is in the presence of our clients. He is a polite man with the manners of a gentleman who allows our clients to be at ease because he is sincere and respectful when working in their home.



## Insider Information

### *Another Year Older*

On October 8, 2004, Schrader and Company, Inc. marked their **31st Anniversary in business**. After founding the company in 1973, Peter and Christy Schrader have nurtured their small home remodeling company into what is today a highly respected,

award winning and nationally known provider of construction services. Beginning their 32nd year in business, Peter and Christy are still active in the day-to-day operations of their professional remodeling and cabinet-making company.

### *New Faces*

During the year we have been fortunate in having four talented individu-

als become members of the Schrader team; in January, Glenn Raymond joined us as a Project Planner; in March, Jim Gordon accepted the position of Business Manager; in May, Ben Cangelieri re-joined Schrader's as our Production Operations Scheduler and Ralph Coppola re-joined Schrader's as a Carpenter in September.





# **Schrader and Company**

• I N C O R P O R A T E D •

Deliver To:

**Schrader and Company, Inc.**

850 Saratoga Road, Box 70, Burnt Hills, NY 12027

phone 518.399.1881

[www.schraderandco.com](http://www.schraderandco.com)

fax 518.399.2338

---

## **Schrader and Company, Inc.**

### **Professional Remodeling, Cabinetmaking and Millwork**

Established in 1973, Schrader and Company, Inc. has been serving the Capital Region of New York State for over thirty years as a full service, Design/Build residential remodeling firm complete with our own cabinet and millwork shop.

We have earned a very positive reputation for our integrity in all business dealings.

Our craftsmen have gained the trust of the marketplace because of their depth of hands-on practical experience, unparalleled craftsmanship, and the very basic fact that they are nice people to have working in and on your home.

As a team of professionals, we excel in the areas of restoration and renovation of early American buildings; complete home or office remodeling; additions of all sizes and complexities; kitchen and bath remodeling; exterior detailing such as new entrances, porches, and decks; and crafting fine cabinetry of heirloom quality.

We have the trade skills, manpower resources, operational systems, and the organizational structure that ensures our ability to confidently complete full quality projects on time, while consistently providing competitive value for every dollar invested by our clients.



[www.schraderandco.com](http://www.schraderandco.com)

