



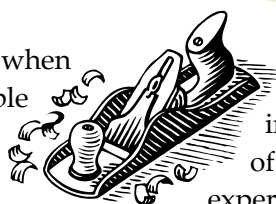
Federal tax credits set to expire by end of year

Putting off that home improvement project? Waiting too long could be detrimental to your wallet.

On December 31, 2010 the federal tax credit, worth up to \$1,500 for energy-efficient home improvements, will expire, leaving procrastinating homeowners out in the cold - or at least chilly from their old, drafty windows & doors.

To ensure your window or door replacement project is eligible for the tax credit benefits, the qualifying product (windows or doors) must be purchased and installed prior to the expiration date of 12/31/10. If you are considering a replacement project and you wish to benefit from the program contact us immediately, as time is running out.

The first rule of thumb when purchasing new sustainable windows and doors is to



Planely Speaking...

by Peter Schrader

It's stimulating when an unsolicited positive experience inserts itself into our day. It doesn't matter if it is a small thing, or even if it is the result of any one of several initiatives we are actively working on; when it is experienced it is uplifting. One of these incidental experiences took place as I

noticed the arrival of a striking new wall plaque celebrating our inclusion in the *Qualified Remodeler Magazine's* Top 500 Leaders for 2010. And I was encouraged again on the following day as my eye was drawn to this new plaque now prominently displayed in our showroom and paired next to a second new plaque, this one acknowledging our selection to *Remodeling Magazine's* Remodeling 550 for 2010. When small yet good things like this take place with reasonable frequency they become much like gifts of inspiration.

Our company, and each one of us that are a part of this company, have been receiving unique assistance, call them gifts, from some very special people. Let me explain.... during one of our monthly marketing meetings we launched an idea to use Talk 1300 AM Radio to reach their audience of listeners. We intended to present ourselves and the construction services we offer in the hopes of finding new business. What evolved was a series of unrehearsed live interviews with some of our clients and the radio personalities. The interviews feature our clients speaking about their remodeling experiences with Schrader and Company. Edited to 60 second spots, one spot airs each hour during business hours, Monday through Friday. **To Dale, Lucy and Jim, Andrew, Edwin, Jeff L., Jeff B. and Patrick, you have honored us immeasurably** with the warmth of your kindness and depth of your generosity as expressed in the wonderful comments you made in describing your experiences with us. We thank you for these gifts, gifts that we find priceless.

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THINK. BUY. LOCAL... *Keeping Our Communities Strong*

Schrader and Company has joined with the Chamber of Southern Saratoga County and several community associations to support the Think Local and Buy Local initiative. Through our support of the program collectively as a group, we have the ability to highlight and promote the many unique and valuable small businesses located right in our backyards. Creating a strong awareness within our local communities for continued growth.

Why should you buy local? Here are ten reasons why...

10. **Keep Money in Our Community** - Significantly more money re-circulates locally when purchases are made at locally owned businesses.
9. **Support Community Groups** - Non-Profit organizations receive an average 250% more support from smaller locally-owned business owners.
8. **Keep Our Community Unique** - Where we shop, where we eat and have fun-all makes our community home.
7. **Keep Recycling Your Dollar** - Locally-sourced products are often "greener" because they don't require use of as much fossil fuel to reach you.
6. **Create More Good Jobs** - Small local businesses are the largest employer nationally and in our community-providing the most jobs for residents.
5. **Get Better Service** - Local businesses often hire people with a better understanding of the products they sell and take more time to get to know YOU!!
4. **Invest In Your Community** - Local businesses are owned by people who live in our community and have much invested in our community's future.
3. **Put Your Taxes To Good Use** - Buying local contributes to our community's tax base.
2. **Encourage Local Prosperity** - Buying local strengthens area businesses, service providers and employees.
1. **It's the Right Thing To Do** - Your family, friends, neighbors and acquaintances rely on you! Help us keep our community strong.

Next time you're out shopping look for these decals in the window of any local shop that signifies the merchant is a proud supporter of the Think Local and Buy Local initiative. Additionally, for a full list of program supporters visit www.thinklocalandbuylocal.com



Have you heard us on **Talk 1300 AM...**
if not tune in to hear us today!

TALK 1300 AM
THE CAPITAL DISTRICT'S TALK RADIO





It's becoming that time of year. Soon you'll be cozying up next to your fireplace enjoying the warmth and glow of the flames. But there's one thing missing, the perfect surround.

Did you know Schrader and Company handcrafts mantels?

We design, fabricate, and finish each mantel to **your** desired specifications. The mantel exemplified to the left is cherry with a natural clear finish in the Shaker style.

Visit our website, www.schraderandco.com, to view additional photos of Schrader-built mantels.

Special Delivery

Keep your eyes peeled for our 1937 Ford Pick-up Truck as it makes special deliveries to our jobsites around the Capital Region.

When you do see us out and about, take a digital photo of us and email it to info@schraderandco.com. We'll add them to a soon to be created page on our website titled "Fan Photo's."

We will be collecting photos from our friends and clients showing us hard at work. You often capture our company's image in an unique fashion and we'd like to highlight and share these images. Please submit all photos in JPEG format to info@schraderandco.com.



Recipe Corner - CURLY'S BEER CHEESE SOUP

This recipe is from Curly's Pub located in Lambeau Field, home of the Green

INGREDIENTS

Bay Packers. A traditional Wisconsin soup, made with Wisconsin Cheddar cheese and beer. Topped with shredded Cheddar cheese and a rye bread crouton. A great fall treat... especially when tailgating.

INSTRUCTIONS

Yield: 8 servings

1. Sauté carrots, onion, celery and garlic in butter until tender. Whisk flour into sautéed vegetables and allow to cook for 1 minute while whisking constantly.
2. Add beer to vegetable/flour mixture and whisk until all the flour has dissolved into beer. Add water, chicken base and heavy cream. Bring to a light simmer. Turn down burner and allow to cool for 15 minutes.
3. Add cream cheese, sour cream and American cheese slices.
4. With a burr mixer, puree vegetables until there are no large pieces and the American cheese, cream cheese and sour cream are completely melted. Add remaining cheese using a whisk.
5. Season to taste with salt and pepper. Serve Hot.

- 1/4 cup carrot, diced
- 1/4 cup onion, diced
- 1/4 cup celery, diced
- 1 teaspoon garlic, minced
- 2 tablespoons butter
- 2 tablespoons flour
- 2 (12 ounce) cans beer
- 4 cups water
- 1/4 cup chicken base
- 2/3 cup heavy cream
- 1/4 cup cream cheese
- 1/4 cup sour cream
- 10 slices American cheese
- 1/3 cup cheddar cheese, shredded
- Rye bread croutons

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Schrader and Company

• INCORPORATED •

PROFESSIONAL REMODELING, CABINETMAKING, AND MILLWORK

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“Is my project Home Care and Maintenance?”



We are often asked, “What services, other than repairs and maintenance, are included within your Home Care and Maintenance program?”

This is a great question because there are literally hundreds of “small projects” that can be completed within our Home Care system. Our “Home Care” service is meant for smaller, simpler, more straight forward projects that do not require detailed estimates and specifications and can typically be completed within a day or two.

Below are a few examples of our most popular services. For a more comprehensive list please visit www.schraderandco.com/homecare.

AGING-IN-PLACE

- Access and egress ramps
- Grab bar installation
- Handheld shower heads
- Handrail installation
- Lever door knobs
- Shelf to drawer conversions

INTERIOR

- Painting
- Child proofing
- Exhaust fans
- Minor insulation
- Bathroom accessory installation
- Pull down attic stairs

EXTERIOR

- Shutters
- Pressure washing
- Mail box installation
- Fences, gates, and lattice
- Awning installation & removal
- Weatherproofing

Visit www.schraderandco.com/homecare to download a FREE copy of our Home Maintenance Checklist or call us today at 399-1881 for more information or to schedule your next project with us!

