

George's Home Comfort Express

The Spring, 2011 Newsletter of George Strohm Incorporated

Letter from George Strohm Inc. President **Tom Strohm**

Welcome to the Spring 2011 Edition of George's Home Comfort Express.

. I'm sure you'll agree that it's nice to put the winter behind us this year. Not only did the snow, ice and wind make life less than fun, but we all suffered sticker shock with the rise of energy costs.

I share your concern, and in this issue of the newsletter, we'll offer some tips that may help you use your home energy more efficiently.

We've noticed a trend in people deciding to invest in home improvements this past year, in particular remodeling of the most used rooms in the home, the kitchen and the bathroom. If you've been thinking about this yourself, my colleagues at Pat Brewer Carpentry and our George Strohm Inc. Master Plumber team will share some thoughts with you on this subject.

It's also no secret that our home improvement industry is advancing in terms of technology and equipment that make our lives easier too.

It's important, for your sake as well as ours that the Strohm team stays on the cutting edge of available resources. One the most important things we do is to make sure the drive for continuing education remains a priority to us year round. We take the mandate of "Let George do it!" very seriously. That slogan is an order from you the customer for us to provide the very best customer service we can.

Our 57 years as a family owned business is also helpful. Experience has its advantages.

Brewer and Strohm Are A Winning Team For Bath and Kitchen Remodeling.

Are we describing you here? You are living in an older Lebanon County home. You are comfortable and do not want to move. But you wish your bathroom or kitchen was more up to date and “user friendly.”

The trusted resource to solve that problem for you is right here in Lebanon County. Patrick Brewer Carpentry, Inc., Cleona and George Strohm Inc., Lebanon has teamed up for hundreds of successful kitchen and bathroom makeovers. Their reputation for quality work is impeccable.

“The process always starts when we sit together as a team with the homeowners, to discuss their wants and needs. There is never an obligation until the homeowner says “Let George (and Pat)do it!” says Patrick Brewer, “We specialize in the room design and cabinetry work, and the George Strohm master plumbers plan their work to make it happen. We’ve been doing this together for many years. Kitchens and bathrooms are a specialty of ours, and we have the happy customers to prove we are a great choice for you.”

Tom Strohm adds, “We are great listeners. The initial meeting with the homeowner always results in an agreement on the vision of the room and the features that are most important to the homeowner. Many seniors are upgrading to deal with accessibility situations. We know exactly what to do about this, and our experience makes it happen in a very cost efficient way,”

“Our Team goes to great lengths to work within budgets that are agreed upon at the beginning of the project. There are many options for materials for countertops, fixture choices, and flooring for instance. We are on top of the industry for choosing the right material for each situation,” says Brewer. “Pricing can also vary depending on the location with in the room of the sink or toilet, for instance” adds Strohm,” we have the experience to figure out options which help with budgeting the plumbing aspect of the job.”

“We value the trust we have received from all of our great customers over the years” say Pat and Tom, To say thanks, each new bathroom or kitchen remodeling project for the rest of 2011 will start with a Free \$500 value granite top and quality faucet upgrade.

Check out our Strohm/Brewer TV spot on the website.

Simple Ways To Cut Your Electric Bill

It's not breaking news now. We all are dealing with the rate increases for electricity that are putting a strain on our household budgets. The higher cost also increases our motivation to be more efficient in our use of electricity at home. Here are some tips for you to consider:

1. **Window Blinds** – Each window with a blind keeps heat in during the winter and heat out during the summer. The quality of your window panes can affect home energy costs as well.
2. **Heat Pump and Air Conditioner location** – Annual cleaning is the best way to keep your system running efficiently year round. Be conscious of changing filters regularly. And Let George do it for regular maintenance.
3. **Switch to LED bulbs** – They are more expensive, but over the life of the bulb they more than pay for themselves in both long life and usage of many fewer watts of electricity.
4. **Shade trees** – Evaluate your property. Shade trees help keep your home cool in the summer without making your a/c work as hard. Wind can be a factor too. Evergreens are great at wind resistance.
5. **Solar Assisted Water Heater** – If you are due for a new water heater, consider a solar assisted water heater. Ask us for recommendations. Great energy saver! It's also a good idea to drain some water out of the water heater from time to time. Ask us for some instruction.
6. **Inspect your weather stripping and caulking** – The more leaks in the home, the higher the energy cost.
7. **Dishwasher use** – Make sure the dishwasher is full before you use it.
8. **Doors closed** – Be aware of keeping doors and windows closed to minimize a/c or heating escapes that increase your bill.
9. **Furniture placement** – Are your heating or a/c vents blocked by furniture? Move the furniture.
10. **Programmable Thermostat** – Let your thermostat regulate the temperature in the house so it maximizes efficiency without trading off comfort. Ask us for advice.
11. **Computer** – Turn it off at night, unless there is a reason to leave it on.
12. **Feather Test** – Hold a feather up to the window. Does it move with a breeze? That's a sign to consider weather stripping or caulking.
13. **Room not in use** – Close doors and vents in all rooms that are not in active use. Our best advice is to consult us first.
14. **Insulation** – Is there enough insulation in the attic? Heat rises into the attic, a "heated" attic is wasteful. You should have 6" to a foot of insulation in the attic to maximize efficiency.
15. **Travel tip** – When you travel, unplug appliances and machines that are not needed until you return. Turn off the a/c too.
16. **Bedtime** – Always check to make sure the TV and stereo and the lights are all turned off. It's easy to forget.
17. **Ceiling Fans** – Run them instead of the a/c when it's not really hot outside.

18. **Washing and drying** – Wash full loads and clean the dryer filter after each load. Stop the dryer as soon as you hear the buzzer that the load is finished.
19. **Oven Cooking** – Try to bake more than one dish at t time. Better yet, cook out when you can and keep the oven turned off.

The Making of a new TV commercial

The George Strohm Team is fully trained and qualified to help you in a variety of ways. And we want you to know that.

So we get the message to you regularly via our website, newsletters like this one, plus radio and television.

We have new TV commercials for 2011. Look for them on Comcast cable, or check them out on our website home page.

Production of a TV commercial is a team effort. It starts with a written message (Jack Cantwell, SkyLimit Marketing) message approval (Tom Strohm) and then actual casting, filming and editing (A.R. Dresher Productions).

The project from start to finish takes a couple of months, particularly if you have to wait for the weatherman to cooperate for outdoor shooting.

The commercials are 30 seconds in length. If you need information on anything mentioned in the commercial, please call 273-0843. We are always happy to hear from you.

Troops Supporters Honored

Wanda Bechtold, Founder, and Tom Strohm, President, of the all-volunteer Central Pennsylvania Supports The Troops team, received separate awards for their work with the organization.

The Lebanon Valley Chamber of Commerce recognized Strohm. He received the Chamber's annual "Beyond The Call Award" for outstanding volunteer service to the military. The award was presented at a special breakfast presentation at the Fort Indiantown Gap Military Base.

Bechtold received a special "Women in the Military Award" from the Pennsylvania Women's Hall of Fame at a luncheon ceremony in Lebanon.

In a joint statement, both recipients expressed thanks for the special recognition,

"We're especially pleased, because the awards draw attention to our great cause."

For more information, visit www.CentralPennsylvaniaSupportsTheTroops.com