

DENTCO®

EXTERIOR SERVICES MANAGEMENT®

LEADING THE NATION WITH MORE THAN 30 YEARS OF QUALITY ASSURANCE!



·OUR MISSION·

We deliver superior Exterior Services Management and customer focused support.



Letter from Kevin Dent

Greetings!

This past winter my hometown reached a record snowfall of 230+ inches. Needless to say, spring was an especially welcomed sight. The Sand Hill Cranes' return from a winter "getaway" in Texas, New Mexico, and Mexico is one confirmation that warmer temperatures have arrived in Michigan, and another "snowbird" is returning home in time to feel the amazing spring and summer weather.

Thank you to all of our Southern neighbors for your continued hospitality as many Snow Belt Americans seek your home towns as refuge from the cold. We invite you to visit our great state of Michigan this summer, so we may return the favor. I know many of you must dread the arrival of triple digit temperatures and near 100% moisture levels as we do with cold and snow, so plan that trip to visit our beautiful Great Lakes State!

On another note, I must express how fortunate DENTCO is for the new and long-term business relationships that have afforded us growth in 2009. We thank you for your faith and trust in DENTCO. Our 98% customer retention rate and current growth trend has energized us to exceed your expectations, as we continue to provide you with superior Exterior Services Management and customer focused support... Guaranteed!

If we have not had the opportunity to meet, I look forward to doing so in the future!

Sincerely,
Kevin

2009 Snow & Ice Management CPs of the Year

We are honored to announce the Snow & Ice Management CPs of the Year, who were selected based upon your positive feedback and our benchmarking of their performance.

- Dr. Lawn Landscape Services
- Miller's Lawn Care, Inc.
- Baer's Garden Center
- Tennant Lawn Service, Inc.
- Carolina Grounds Services, LLC
- F7 Snow Pro's, Inc.
- Front & Center Turf Consultants
- Grant Keys Lawn Service
- Rapid Response Snow & Ice, Inc. (dba Elite Property Services)
- New Roots Landscape, Inc.
- Travis Lawns
- Charles D. Stahl Sales & Service

PRSM '09 Festivities

At PRSM '09, we held two raffles for an opportunity to win a limited-edition miniature bronze sculpture of Punxsutawney Phil. And the winners were....



Traci Clark & Todd Agnew, Advance Auto



Theresa Greene, Petsmart

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2009 Trade Show Schedule

Bank Facilities Forum
Sept. 12-15, 2009
Hyatt Regency Hill Country Resort
San Antonio, TX

PRSM Mid-Year Conference
Oct. 14-15, 2009
The Fairmont Hotel
Dallas, TX
Booth #TBD



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The Honey Bee

On a trip to the grocery store you find yourself in the produce section, marveling at all of the vibrantly colored fruits and vegetables. After selecting a few

Macintosh apples, you head to checkout. Upon exiting, you remove a crisp apple from the bag and take a bite... This, is just one of the many plants that require the honey bee's pollination, and unfortunately your enjoyable encounter with the Macintosh apple may soon be a thing of the past. Within the last 35 years half of the United States' honey bee population has vanished. With honey bees pollinating over 30 percent of plant life (flora, fruits and vegetables) some of our favorite produce could be in danger.

Within the last 35 years half of the United States' honey bee population has vanished.

The cause of this persistent and rapid vanishing act is still unknown. The honey bee is endangered by many elements: viruses, parasites, fungi, environmental conditions, pesticides and more. Since the onset of the honey bees' disappearance in the 1970s, two contributors have been named: 1) The Tracheal Mite killed thousands of honey bees by lodging itself in their breathing tubes; 2) Varroa, wiped out numerous feral and controlled bee colonies by leaching their blood. While a cure for Tracheal Mites has been found and used successfully, the same cannot be said for Varroa. The pesticides, Fipronil, a broad spectrum insecticide attacks the nervous system, and Imidacloprid, a neuro-active insecticide modeled after nicotine, have also been associated with the population decline and "colony collapse syndrome". While honey bee

villains of the past may not be completely curable, they differ from the cause of recent vanishing colonies because they were detectable.

In Northern Croatia an estimated five million bees died in a 48-hour period during 2007. In the same year, a Polish bee keeper association reported a 40 percent loss, while hundreds of colonies have been lost in Spain.

While the cause of the honey bees' disappearance in Europe may be different than the U.S., the indicators look almost identical. It has been hypothesized that the culprit may still be our overuse of pesticides. As 2009 progresses and the U.S. becomes more and more "organic-conscious", reducing the use of pesticides should be a cinch. As noted in the Texas Environmental Profiles, options to reduce pesticide use, by as much as 66 percent, include growing pest-resistant crops, crop rotation, using beneficial insects and scouting fields to determine pest populations. All of these actions are known as Integrated Pest Management (IPM).

Honey bees are not necessarily the most efficient pollinators. Bumble bees and blue orchid bees trump honey bees on time and speed in pollinating, however, honey bees are the most important pollinator because of their masses and dedication – a single honey bee colony can pollinate over one million plants within a day's time. A second characteristic that is unique to the honey bee is its commitment to pollinating a seed; it will revisit the same plant multiple times in order to ensure pollination. In conjunction with their hardy attitude and love for large colonies, honey bees are easily transportable and can be relocated as needed without disruption of their lifestyle.

A similar disappearance occurred in the late 1800s, and it has been hypothesized that this event may be cyclical in nature and we are reaching the peak. If this is the case, Mother Nature will do her job and the honey bees will re-populate again. If this is not that case, a few months from now, this buzz worthy information might be unnecessary, as the honey bee may no longer exist.

Did You Know?

Since 2000, DENTCO has...

- Taken over 2,207,000 digital pictures of our customers' locations
- Recorded over 1,154,000 service verification transactions

At DENTCO, we take ownership and responsibility for our customers' locations to ensure their curb appeal.

*We go on site. You go online.
And that makes all the difference.*

Adverse To Risk; Who Isn't?

Remove risk from your snow removal program for better service.

Professional snow removal companies want to deliver best-in-class service 100% of the time, regardless of the storm event's intensity or timing, and this requires thorough preparation. These providers employ better business practices, streamlined processes, cost management strategies and advanced equipment to better maintain customer locations and avoid litigation issues. Furthermore, they use invoicing systems, show proof of insurance and respond to calls 24/7. The scope of work and ultimate goal is:

Remove the snow and ice from my property to create a secure environment, and ensure safe ingress and egress for my patrons and employees.

Managing & Preparing for Unpredictability

Mother Nature is incalculable, and developing a scope of work that fulfills this goal during any wintry event requires significant logistical planning, as well as adequate resources. Picture this scenario, a storm event on Monday produces freezing rain at 4AM throughout the morning drive and results in 8-inches of snow accumulation by 9AM. However, on Tuesday the event brings 2-inches of total accumulation with a storm beginning at 8PM. To many, these events just sound like nasty weather, but logistically they are dramatically different and vendors must have the resources to efficiently handle both.

As professional service providers establish their short and long-term preparations for the season

and reminisce of previous winters, they are frequently inundated by financial investment and risk-related questions, many of which are incalculable...

- Will this winter's accumulation be under, meet, or exceed our annual 46" average?
- How much salt and other ice control products should I stockpile?
- Is there a chance we could have another winter like last, when we had 185% of our annual average? How can I plan appropriately? It was difficult to keep up at times, should I buy another truck and hire more people?
- My dealer says I should commit to an extra loader at \$5,000 a month now, but it is only July. Some of my locked-in agreements cost me money last winter because we had almost twice as much snow, and I was not compensated. What if it doesn't snow this winter? My business is suffering, and I need to reduce my financial risk.

Although frequently faced with financial risk, these providers remain competitive by basing their planning on the area's average annual snowfall. If they plan for more, idle resources result in significant additional expense, but if they plan for less, then their ability to deliver quality, timely service is inhibited. Similarly, providers often encourage customers to establish snow removal contracts during the summer months because this enables better budgeting, resource accumulation and overall logistical planning to support great customer service.

Establishing The Agreement

So, what's the agreement with your vendor – by the event, by the day, by the month, by the winter season, by the service, 1-inch trigger, 2-inch, 2-4 inch bracket, 5-8 inch, etc.? There are many options; however, the best agreements will balance the risk between you and your service provider, resulting in a win-win relationship that hopefully extends over the long-term.

In today's current economic situation, many

property managers gravitate towards seasonal agreements where a set price for the winter season is established. This type of program is highly beneficial for the customer because it enables better budgeting and removes their risk of heavy winter invoices that exceed the snow and ice control budget. On the flip side, this type of agreement is a financial risk for service providers who must manage capital expenditures and overhead based on annual average snowfall. Much like your business, supply and demand dictates this process. Mother Nature is a very unpredictable business partner and supplier of product.

In support of customer needs, many service providers are beginning to embrace a modified version of the seasonal agreement. This new type of seasonal contract better balances the risk for customers and providers, creating a win-win relationship. Although this is a seasonal contract with a lump sum fee that is based upon the area's average annual snow accumulation, the contract also includes a clause for an additional pre-negotiated rate when higher than average annual snow accumulation results. Most importantly, the risk is balanced...Customers benefit from a pre-planned budget (guaranteed costs) and premium service throughout the season, while providers benefit from a contract that ensures their fixed costs are covered and they still have the ability to guarantee premium service should the winter be extreme.

Ultimately, it is imperative that you and your service provider discuss all options, and establish an agreement that creates a win-win for both parties – you can rely upon a pre-budgeted amount and ensure the safety of your locations, while your provider's fixed costs will be covered and they can continue to provide the top notch, timely service to your locations.

