



Green Care



Parking Lot Maintenance



Snow Removal

DENTCO 2004-2005 Trade Show Schedule

October 17-19, 2004

IFMA
Salt Palace Convention Center
Salt Lake City, UT
www.ifma.org
Booth # 1728

February 27-March 2, 2005

SPECS: A Chain Store Age Event
Wyndham Anatole
Dallas, TX
www.specsshow.com

April 17-19, 2005

PRSM Show
Mandalay Bay Resort & Casino
Las Vegas, NV
www.prsm.org

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THE NATION'S 1st EXTERIOR SERVICES MANAGEMENT[®] COMPANY

• OUR MISSION •

To organize a team of the most talented and dedicated people, whose purpose is to provide support for change and continued growth. We will be regarded by our corporate peers as the benchmark of the exterior services industry, combining world-class service and customer-focused support.



PARKING SHOULDN'T BE
A CONTACT SPORT!

SNOW REMOVAL, PARKING LOT MAINTENANCE, GREEN CARE

For more information, visit us online at www.dentco.com or call 800-993-3689. We guarantee the quality of our services and the safety of our equipment. DENTCO provides Exterior Services Management to corporations and institutions nationwide. For more information, visit us online at www.dentco.com or call 800-993-3689. We guarantee the quality of our services and the safety of our equipment.

DENTCO

Summer PRSM Ad 2004

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Early Planning Eliminates Winter Retail Operations Chaos

The sun is shining, the flowers are in bloom and all the chills of wintry weather are long behind us. Despite the heat and humidity of these summer months, it's time to start thinking snow and ice removal. Summer is unquestionably the best time for facility, regional and grounds care managers to commence discussions, specification development and procedure for winter's operations. Plans established during the summer months are consistently most successful, as they produce carefully considered, strategic specification and snow response plans.

Regardless of the size of your facility, number of locations nationwide or amount of snowfall that is typical for your region, a well-developed "Snow and Ice Control Plan" is essential for safe ingress and egress, operations efficiency and cost-effective exterior facility management. Now is the ideal time to assess the strengths and weaknesses of last year's plan and refocus your retail operation's specifications and snow response procedures to ensure saved time, money, manpower and potential liability in the upcoming winter months.

Gearing Up

The extreme unpredictability of winter storms, coupled with the hazardous conditions caused by such weather, creates a necessity for a thorough, detailed snow response plan. Further, additional planning time ensures procurement of quality contractors with service time availability, and provides them the opportunity to become familiar with your properties' needs and develop a service strategy that will guarantee customer satisfaction and safety. It may be beneficial to include national, regional and district-level managers in the strategic planning process to guarantee consistency in service expectations, priorities and processes across numerous locations.

Good winter maintenance, founded by proactive summer planning and implementation offers the following benefits:

- Reduced overall maintenance costs
- Reduced sweeping costs
- Decreased frequency and severity of accidents
- Raised levels of service
- Increased equipment life
- Overall reduced material use
- Environmental impact lessened

Coordination is the Key to Success

Snow removal at commercial sites is a process that involves a great deal of coordination between the customer and the contractor. The following list provides key points to discuss when coordinating the removal of snow from your property with your contractor:

- The property boundaries of your site need to be clarified
- Specify where to plow the snow and designate areas to pile the snow
- Discuss the clearing of both private and municipal sidewalks as this is usually not included in the snow removal process
- Loading and hauling snow off-site
- Discuss when to plow snow during non-business hours

Plowing Ahead: Developing a Snow and Ice Control Plan

The first step in developing your snow and ice control plan is to be aware of your properties. The best method of staying up-to-date with your locations nationwide is to develop and maintain a "clean list" that clearly identifies which locations are the company's responsibility and which may be subject to lease terms, franchising or outside ownership and responsibility.

It's essential to examine your site maps and most recent site surveys with your Quality Assurance Manager (QAM) to identify locations of sensitive exterior assets and determine areas of high priority for facility service. Snow and ice removal procedures require specific logistical preparation in the form of site staking to prevent damage, accidents and additional costs to certain exterior assets, such as gas meters, hydrants and curb lines and to decrease the possibility of lost customers and litigation.

With the help of your QAM, identify the areas which pose the greatest risk to your customers and employees and receive the greatest foot traffic. Clearing pedestrian areas that are not accessible by tractor or plow, such as stairs and ramps, may be considered higher priority for retail operations than lots and driveways, as they are crucial to the safe ingress and egress of customers. Your QAM will also perform a site assessment to determine the areas of top priority in the sequence of operations. By color-coding your maps, areas requiring urgent attention are clearly defined and can be methodically managed in an emergency snow event, concentrating foremost on the safety of your customer and the conduct of your business.

A detailed written response plan must be developed once the scope of the plan and service expectations have been outlined. Specifications and procedures outlined in the snow response plan must be extremely thorough in order to avoid operational chaos and injuries. A detailed snow removal plan typically includes, but may not be limited to:

- Determination of services provided and acceptable service completion
- Specified equipment and tool use
- Sequence of snow removal operations
- Specification of contractor service situations/response (i.e. predetermined date, certain amount of snowfall, etc)
- Scope of records to be maintained
- Parties to be notified
- Materials used and occurrences (i.e. ice melters and applications)

These predetermined detailed specifications and procedures allow for a quick response in any winter emergency situation. Be proactive and have your snow and ice removal plan finalized before the end of the summer!



The Evolution of Snow Removal

Originally, local residents were responsible for shoveling their own sidewalks and streets.

- In 1862, Milwaukee became the first city to use a snowplow. It consisted of a plow attached to a cart and was pulled by a team of horses.
- In 1913, the basic street snowplow was replaced with motorized dump trucks and plows. Cities began using caterpillar tractors equipped with plow blades, steam shovels, cranes and railway flatcars to remove snow off the streets.
- In 1920, the Barber-Greene Snowloader was successfully used in Chicago. The new machine rode on tractor treads and was equipped with a giant scoop and conveyor belt that carried the snow away from the street.
- By 1925, the popularity of the motorcar resulted in the development of the motorized salt spreader. These were used as a primary tool in combating slick roads and sidewalks.
- Shopping centers, office parks and industrial centers created the demand for smaller customized equipment. This resulted in the development of smaller plows and snow blowers.
- Retail facilities recognized the importance of quick and efficient snow removal to combat loss of business during the debilitating winter months. A new market for Exterior Services Management companies like DENTCO opened up and resulted in retail stores outsourcing their snow and ice removal services. Experts now come on-site with their own fleet of snow removal equipment to clear landscapes, parking lots and sidewalks for customers.

Today, DENTCO services over 117 million square feet of parking lots and 5 million square feet of sidewalks, which is over 2800 acres total!

Welcome to Our Team!

Robert Czajka - Quality Assurance Manager

It is a pleasure to announce that Robert Czajka will be joining the DENTCO team. Bob has accepted a position as the QAM for Illinois and Southern Wisconsin. Bob is a seasoned professional with more than 22 years of green industry management experience. Bob has managed both commercial and residential properties to include all aspects of landscape maintenance, snow removal, and irrigation.

Teresa Phelps - Director of Sales

We are pleased to announce that Teresa Phelps has accepted the position of Director of Sales and will have direct responsibility for the organization's sales growth initiatives and practices. Teresa has more than 22 years of sales and management experience in the service industry.

WINTERS PAST TIMELINE 1888-2003

March 1888

Blizzard of '88

Three days of constant snowing left New York City in a dormant state by halting all means of travel. Temperatures plummeted well below zero degrees Fahrenheit and huge gusts of wind left the area covered in 2 to 4 feet of snow.

Traveling is halted! Horse-drawn sleigh
Source: Historical National Weather Service Collection

January 1922



The exterior of the Knickerbocker theatre after the interior collapsed
Source: NOAA Historical Photo Collection

The Knickerbocker Storm

The weight of the freshly fallen snow tragically caused the Knickerbocker Theater's roof to collapse killing nearly 100 people.

January 1967

Blizzard of 1967

Several record-breaking storms slammed the west coast of Lake Michigan. Chicago was hit the hardest resulting in the complete shut-down of the city.



Paralyzed Expressway in Chicago
Source: Historical National Weather Service Collection

March 1993



Eul Shoats, AK 1993
Source: Historical National Weather Service Collection

The Blizzard of the Century

The "Blizzard of the Century" affected Mid-Atlantic States from Alabama to Massachusetts. Snow fell at the rate of one to two inches an hour in some regions.

February 2003

Presidents Day Weekend Blizzard



Mid-Atlantic and northeastern states were pummeled with 44 inches of snow.

Washington DC, 2003
Source: WeatherBook.com