



Green Care



Parking Lot Maintenance



Snow Removal

# DENTCO®

EXTERIOR SERVICES MANAGEMENT

LEADING THE NATION WITH MORE THAN 28 YEARS OF QUALITY ASSURANCE!

## TRADE SHOW SCHEDULE:

September 12-13, 2005  
Loews Philadelphia Hotel  
PRSM Summer 2005 - Philadelphia, PA  
Table #10  
[www.prsm.com](http://www.prsm.com)

April 9-11, 2006  
Walt Disney World Dolphin  
PRSM SHOW - Orlando, FL  
Booth #1003  
[www.prsm.com](http://www.prsm.com)

## ARE YOUR SNOW REMOVAL AND ICE CONTROL PLANS IN PLACE?

Don't be left out in the cold! Be an early bird, and call the DENTCO team. We'll help you get all of your snow removal and ice control plans in order to ensure a successful snow start-up this season!

Call today!  
(800) 993-3689



## DENTCO® Corporate

1161 East Clark Road  
Suites 124, 126 & 128  
DeWitt, MI 48820-8312

PRSRT STD  
US POSTAGE  
PAID  
BPS  
34691

## • 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.

## Letter from Kevin Dent

Hello,

It is hard to imagine that fall is just around the corner. This year has certainly flown by for the DENTCO team. As I approach my "50th," I'm definitely a believer in the adage that "the older you get, the faster time passes."

We are blessed to be very busy here at DENTCO, meeting the needs of our #1 priority, our customers. I'm very proud of our team members and their commitment to world-class service and customer-focused support.

If you have not completed your snow and ice control plans for this winter, please remember that "one call can do it all"! We are very appreciative of our many wonderful business relationships.

The entire DENTCO team thanks you for your business.

Sincerely,  
Kevin

## Customer Web Site Improvements

The Internet is an incredible resource for managing customer information and providing you a way to stay abreast of your portfolios. DENTCO was a pioneer and innovator in the use of this technology for Exterior Services Management.

Customer service requires more than just technology, of course. However, it has been an effective tool that has allowed our customers to respond more quickly to issues and enable you to make sound business decisions. Unlike a phone call, visiting the DENTCO Web site provides our customers a first-hand approach to viewing their properties through our extensive data tracking system.

In a broad sense, technology and information is at the forefront of our business. We are currently in the process of improving the customer portion of our Web site. Here are just some of the upcoming changes and improvements being made:

- Improved navigation and a more customer-friendly environment
- Expanded flexibility to scan and review photos
- Enhanced ability to sort and view data via different search criteria
- More efficient tracking of property activity and information
- Greater customer interaction to approve or deny work orders

We have listened to your suggestions and incorporated them into the next version of our customer Web site. We want to empower you by providing better tools, thus allowing more efficient use of your time.

However, in turning to technology, DENTCO has not lost sight of the human element of our business. Our Customer Service Coordinators are always ready and able to answer any questions you may have. We are extremely excited about the upcoming changes and will be demonstrating these changes and enhancements to you in the very near future.

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# The DENTCO Advantage

Our customers are the reason we exist and, in appreciation for our customers, we strive to be unique both in customer service and the world-class service we provide. We are proud to be unique as this is what sets us apart from our competition.

## What makes us unique, you ask?

- Unlike some companies, there will always be a smiling, friendly person at the end of the phone line to take care of you.
- Nice to know, we don't hibernate in winter or take off in the summer, we are here to meet your needs 24/7, 365 days of the year.
- Important to note, we are family-owned and like family we care about our customers.
- Questions in the form of a survey. We take the time to ask our customers what they like or need.
- Unusual in today's world, we follow through on our commitments and pride ourselves on our open communication.
- Enjoyment. We smile when you smile.

Rain or shine, flurries or blizzards, world-class service and customer-focused support is always provided to our customers. When we receive a call from a customer, we are provided with a tremendous opportunity to reinforce and grow the relationship. At DENTCO, unique customer service ensures you always receive:

- 24/7 Live Customer Service Team
- Personalized Attention
- Customer & Industry Knowledge
- Constant & Consistent Communication
- Knowledge of what we can do for you, even if you are not a current customer
- Our dedication to go the extra step by following up on your solution
- A devoted representative asking if there is anything else we can do for you
- Sincere thanks and appreciation for your business



## From the desk of ...

Linda Damer, Director of Human Resources

"We will be regarded by our corporate peers as the benchmark of the exterior services industry, combining world-class service and customer-focused support."

Our mission statement projects this corporate objective - and our team lives by it. As a customer, you might wonder how we consistently ensure such bold proclamations. For starters, we hire talented landscape and snow removal management professionals with a dedication to providing quality services. However, our quest does not end there. At DENTCO® we are committed to furthering our team's knowledge and professional education through training. This summer, our national Quality Assurance team gathered in our corporate office for a three-day training conference.

The focus of this year's conference was three-fold. Our Quality Assurance Managers (QAMs) joined as a united front to share knowledge and best practices, identify industry challenges and develop proactive plans for resolution. Through lectures and open forums our field personnel were able to interact with the corporate operations team to enhance their recognition, understanding and support of our customers' perspectives. When achieved, the

combination of these two conference objectives allowed our national Quality Assurance team to develop strategic goals and objectives for the next twelve months.

We believe the excitement, camaraderie and passion generated from this year's conference will be evident to you as we continue to service you and strive to exceed your service objectives. Just as the knowledge and sharing of ideas amongst our internal team members is important, your input is equally important. Our training conferences are designed with your best interests in mind. Our success can only be truly measured by the degree of your satisfaction. We invite you to share your thoughts relative to quality of services provided. I look forward to hearing from you!



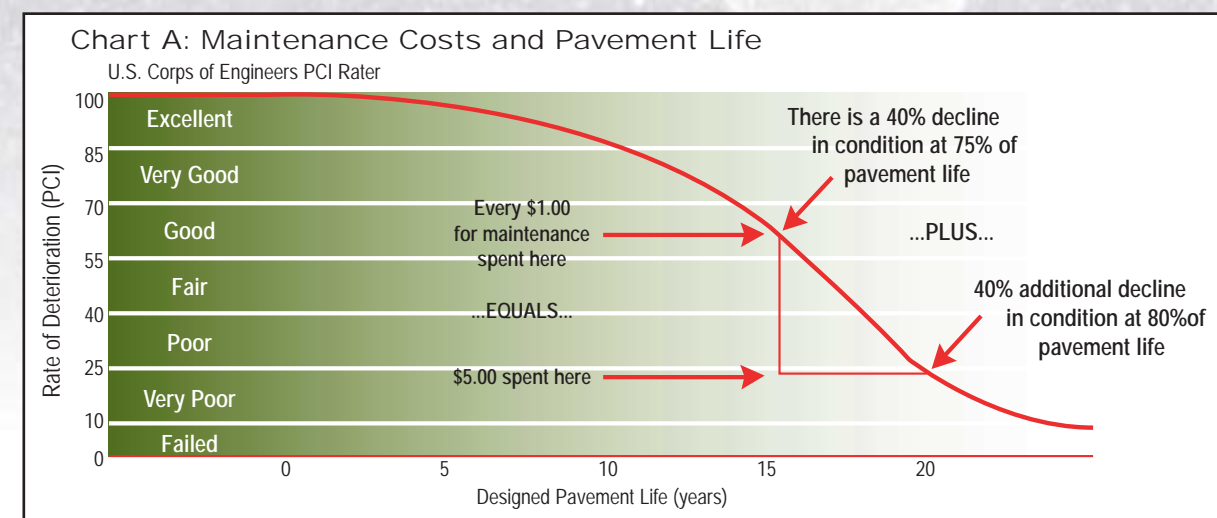
# Maintaining Pavement: Staying in the Black

Many factors influence when, and how frequently, pavement should be scheduled for sealcoating and painting. While there is no set maintenance matrix based on geographic or climatic regions, the generally accepted schedule is for a 2-4 year cycle rotation for seal coating and 1-2 year cycle for striping.

Some helpful bullet points of information:

- Most significant contributors to pavement deterioration: Original construction quality, traffic and heavy loads, petroleum spills, cracks left unfilled, sun and water
- Parking lot life depends on a timely maintenance program. Too little, too late, just increases maintenance costs over a shortened life span
- One dollar spent before pavement deteriorates significantly will cost \$5 after pavement deteriorates, i.e. oxidation, cracking
- Sealcoating increases pavement life by sealing hairline cracks, preventing sun from oxidizing, protecting against oil and gas leaks, helping to retain the flexibility of asphalt, replacing eroded fines on the surface, and easing cleaning
- Sealcoating saves real dollars as unsealed pavement will require repairs starting with the second year and could require a one-inch overlay as often as every seven years
- Pot holes are the result of either an inferior sub base installation or lack of maintenance that allowed water to enter through cracks in surface. Asphalt cracks should be addressed promptly as moisture infiltration is the primary cause of pavement deterioration
- Parking lot painting life will be determined by: the amount and type of traffic, amount of UV light exposure, weather conditions (rain, ice, sleet, snow, sunshine), chemical exposure (petroleum products, antifreeze, coolant fluid, acid rain, calcium and sodium chloride, salt air), and wind-blown sand and grit
- Tropical environments are the most severe on parking lot paints due to intense sunshine and UV light, high humidity, salt air, high temperatures, heavy rains, and strong winds

Please take a look at the below charts which show two similar views of what happens to pavement and the costs to maintain it.



According to Chart A, pavement conditions tend to deteriorate by 40% within the first 75% of the pavement life, yet by the time pavement life is at 80%, deterioration rates skyrocket with another 40% drop in pavement quality. Further, the maintenance and reconstruction costs are intrinsically linked to the age of the pavement, rising significantly as the pavement ages.

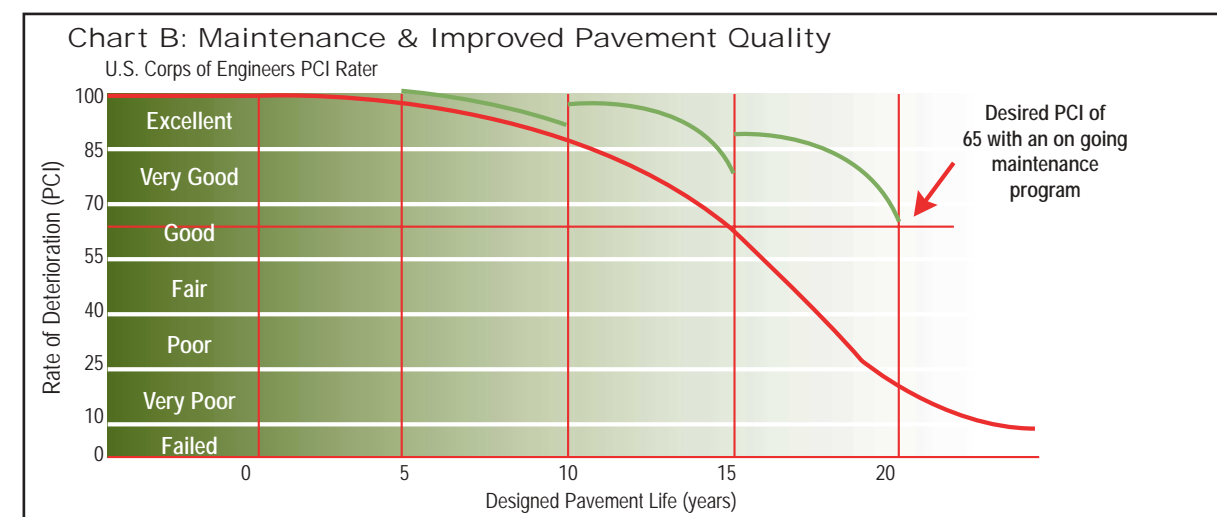


Chart B shows that maintenance (green lines) done at early and regular intervals actually can bring the pavement back to better condition, extending useful life, which reduces life cycle costs.

As both of these charts illustrate, taking a proactive approach to your pavement maintenance will help save you time, money and frustrations in the long-run! Moreover, your dedication to curb appeal will be evident to your valued customers, increasing the aesthetics and safety of your property.