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Parking Lot Maintenance

Snow Removal

# DENTCO®

EXTERIOR SERVICES MANAGEMENT

LEADING THE NATION WITH MORE THAN 25 YEARS OF QUALITY ASSURANCE!

We auditioned hundreds to be our new mascot. And in true DENTCO fashion, it came down to just ONE. Be there when we unveil our new mascot...

**2005 SPECS SHOW**  
February 27-March 2, 2005  
Wyndham Anatole  
Dallas, TX  
Booth #440

**2005 PRSM SHOW**  
April 17-19, 2005  
Mandalay Bay Resort and Casino  
Las Vegas, NV  
Booth #361

Register online to win a FREE MONITOR at [www.dentco.com/monitor](http://www.dentco.com/monitor) or drop by our booth to register and receive a free gift!

## DENTCO® Corporate

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DeWitt, MI 48820-8312

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### · 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.

### Winter for Weeks to Come

By Kevin Dent

Well, Groundhog's Day has come and gone and, once again, good old Punxsutawney Phil saw his shadow atop Gobbler's Knob. So we'll brace ourselves for another six weeks of wintry weather. Of course, this means an added six weeks of snow removal and ice control to ensure safe customer ingress and egress at each of your retail locations - not to mention clear parking lots to keep customer satisfaction high!

But how much faith can we really have in a furry little animal? According to the Punxsutawney Groundhog Club, Phil's accuracy ranks at 100 percent with a record of 94 shadow sightings, 14 predictions of early spring and nine years with no record, all dating back to 1887. That's a pretty rock-solid track record - and the experts aren't offering any complaints against Phil's forecast for 2005! In fact, the NOAA Climate Prediction Center, the *Old Farmer's Almanac* and the *Farmer's Almanac* all agree - it will be a long, cold winter.

**Northeast** - Expect cooler-than-average temperatures with the coldest days in late February. The late winter will bring a snowier-than-normal period with significant snowfall in late February and early March.

**Great Lakes/Midwest** - February and March will be exceptionally cold and snowy, with widespread snowstorms late February through mid-March in the Lower Lakes and Ohio Valley. The Upper Midwest will receive heavy snow in late March. Colder-than-average temperatures should continue into April.

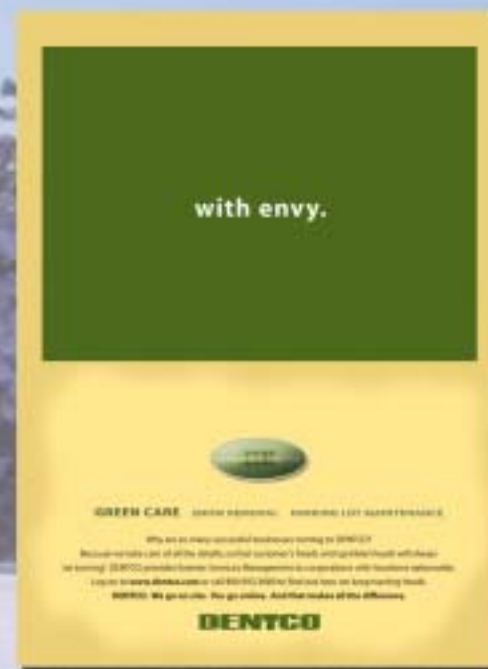
**Southeast** - Forecasted to be extremely cold in February and March in the northern regions, with snow and ice storms in the northern and central areas. The coldest temperatures will occur much later than usual - in late February and early March. The eastern states of the Deep South should expect frequent snow, with February and March among the coldest in history for the region. Even Florida is expected to receive colder-than-average temperatures across the north.

**North Central** - In the Heartland, February and March will be exceptionally cold and snowy. Late February and early March will also be colder than average in the High Plains, as February is expected to be one of the coldest months in history!

**South Central** - This region will see some mercy from the cold temperatures in the second half of February and early March, but not from the snow! Snowfall will be above normal in the north and east, with the heaviest of snowfall occurring in late February. Frequent snow is expected for the western states of the Deep South.

**West Coast and Mountains** - Winter is expected to be milder than average in the Desert Southwest, with temperatures and rainfall well above normal in March. Mid-February and early March may bring some snow to areas of high elevation. The Intermountain region and the Pacific Northwest are forecasted to be near normal in temperature and precipitation with snow in late February and early March. Expect warm and dry conditions the Pacific Southwest, with the coldest and stormiest periods in mid-February.

With these increased forecasts of storms and snow throughout the nation this season, it is important to verify that your exterior maintenance will continue through the extended winter. Safety, satisfaction and curb appeal all hinge on your properties' brand image and maintenance condition during these months of heavy snow and ice.



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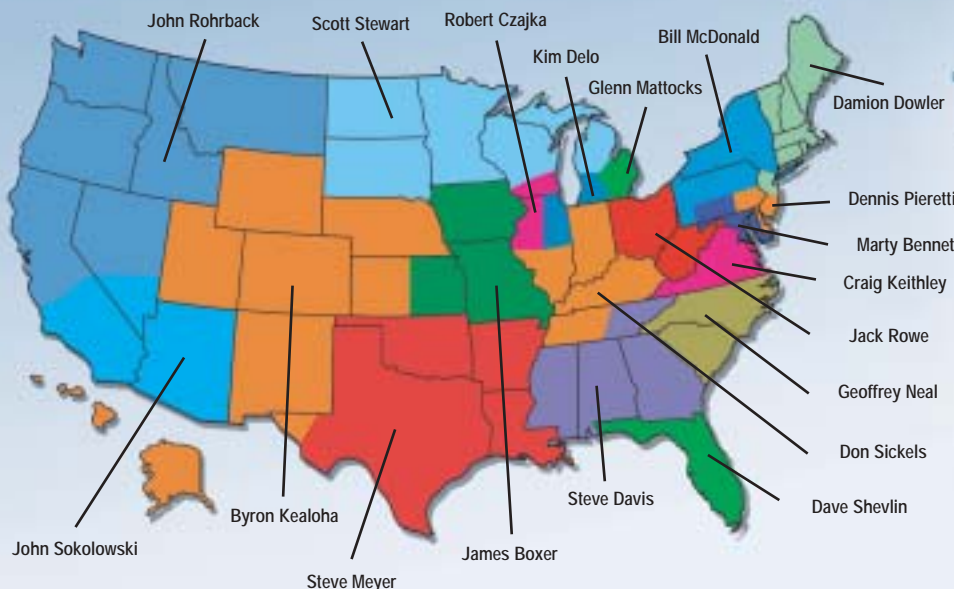
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# DENTCO Quality Assurance Managers Directory

Marty Bennet - Southwestern PA, Western MD  
 James Boxer - MO, IA and Eastern KS  
 Robert Czajka - Southern WI and North West IL  
 Steve Davis - GA, MS, AL and Eastern TN  
 Kim Delo - Southwest MI and North East IL  
 Damion Dowler - ME, VT, NH, MA, CT, RI and Northern NJ  
 Byron Kealoha - WY, CO, UT, NM, NE, Western KS, Western TX and HI  
 Craig Keithley - VA  
 Glenn Mattocks - Southeast MI  
 Bill McDonald - NY, and Northern PA

Steve Meyer - TX OK, AR and LA  
 Geoffrey Neal - NC and SC  
 Dennis Pieretti - Eastern PA, Southern NJ, Eastern MD and DE  
 John Rohrback - WA, OR, MT, ID, Northern CA and Northern NV  
 Jack Rowe - OH and West VA  
 Dave Shevlin - FL  
 Don Sickels - Southern IL, IN, KY and Western TN  
 John Sokolowski - Southern CA, Southern NV and AZ  
 Scott Stewart - Northern MI, ND, SD, MN and Northern WI

For the most current QAM Directory please check online at [www.dentco.com](http://www.dentco.com)



## The Power of ESM

## HAZARDOUS DRIVING CONDITION ALERT

Winter weather conditions are known to pose a considerable risk factor for drivers, but perhaps one of the most hazardous driving conditions occurs during heavy fog. Our local area recently learned just how dangerous dense fog can be for motorists when nearly 200 vehicles were involved in multiple pile-ups in both the eastbound and westbound lanes of Interstate 96 near Lansing in mid-January.

The heavy fog formed as a result of warm air rushing into an already frozen Michigan terrain, bringing afternoon temperatures above 50 degrees in the Lansing area. When the warm and cold air collided, a fog was created that reduced visibility to one-quarter mile. Approximately 100 officers arrived at the site and spent several hours trying to clear the 12-mile stretch of road affected.

It is best to avoid driving altogether when roads are wet or icy, or when heavy fog obscures visibility. If you must drive under such conditions, here are few tips to ensure a safer trip:

- Try to delay your trip as long as possible to let dense fog lift.
- Drive with your lights on low beam. High beams will reflect off the fog making it more difficult to see the road or motorists ahead.
- Reduce your speed to allow better reaction time.
- Avoid crossing traffic or passing other vehicles on the road.
- Use your wipers and defroster.
- If you decide to pull over, pull off the road as far as possible and turn on your hazard lights or parking lights.
- Listen for traffic that you may not be able to see. If you turn down your radio and crack your windows, you may be able to hear traffic ahead before you can actually see it.
- Be patient and maintain safe driving distances.
- If possible, always travel with a cellular phone.

# Retail Store Growth

The rankings are in! *Chain Store Age* has recently released its annual list of the 100 largest U.S. retailers, and the usual suspects are right up at the top of the list. While, in many parts of the world, the retail industry is dominated by niche, targeted stores, America's list is heavily weighted with billion-dollar discount stores and supercenters, such as Wal-Mart and Kroger.

Not only do these companies rank as the largest in terms of revenues and profits, but companies listed on the *Chain Store Age 100* also make up 72 percent of the *Big Builders New Stores* list - which details the top 25 US companies in terms of new store openings per year. Even as the growth rate for shopping center construction slows nationally, the companies of the *Top 100* continue to grow at considerable rates, making it increasingly challenging to maintain the properties within their portfolio and to create a consistent brand image across locations.

### Top 10 U.S. Retailers

1. Wal-Mart Stores Inc.
2. The Home Depot
3. The Kroger Co.
4. Target Corp.
5. Costco
6. Dell Computer
7. Sears, Roebuck and Co.
8. Safeway
9. Albertson's
10. Walgreen Co.

Source: Company Reports/Chain Store Age research  
2003 Top U.S. Retailers

### Top 10 U.S. Retailers by New Stores

1. Dollar General
2. Family Dollar
3. Wal-Mart
4. Walgreen
5. Electronics Boutique
6. Blockbuster
7. Barnes & Noble
8. Dollar Tree
9. CVS
10. Albertson's

Source: Company Reports/Chain Store Age research -  
Big Builders - New Stores

Furthermore, with one company opening what can be hundreds of stores in a year, it becomes increasingly important for corporate level facility managers to be able to establish a level of quality assurance and accountability on new construction sites - which often bring obstacles during the hand-off phase between construction and maintenance. Perhaps this is why a number of these retailers have turned to DENTCO to be their Exterior Services Management company. With guaranteed quality assurance, the ability to monitor their properties online and a comprehensive consolidation process, the retailers are able to focus their energies on the core competencies that place their company at the top of the list!



## CORPORATE CORNER

### What's New at DENTCO

#### Jon Bottum

We are pleased to announce that Jon Bottum has been promoted from a part-time seasonal position to a full-time position as a DENTCO Quality Assurance Coordinator. Jon has three main areas of responsibility supporting our field QAMs. Jon will provide assistance with site inventories and site inspections where and when appropriate throughout the U.S. When Jon is not on the road, he will work closely with his QA team in the development and maintenance of a Contractor Partner database.

#### Angela Hills

Congratulations to Angela Hills for her promotion to Customer Service Manager. Angela possesses the knowledge, skills and leadership potential to continue developing our already outstanding Customer Service team. Throughout her career at DENTCO, Angela has been exposed to and managed significant customer accounts by working closely with other internal departments and keeping both the customers' and our best interests in mind.

#### Lena Sliver

We are very pleased to announce that Lena Sliver has been promoted to Sales Administrator. Lena's previous employment experience in this type of role, combined with her knowledge of DENTCO's processes and philosophies, will be a great asset as she transitions into her new role. She will have responsibility for establishing the initial contact with potential customers and identifying the appropriate decision-making contact. Teresa is very excited about having Lena join her in our sales initiative.