

Business Practices

As a snow and ice management professional our snow and ice season preparations never stop. We are always evaluating potential employees based on their dedication to our company service and our values of Honesty, Integrity and Excellence. We maintain a high level of expectation and commitment from all of our potential staff. We expect our employees to be engaged in their own development and offer them tools and training to further their development and understanding of the safety practices as well as operational techniques and technical understanding of safe site management. We leverage our trade organization memberships and the tools they provide to train staff online before subjecting them to real life applications. We utilize tools such as SIMA online training as well as Greenius for our staff education in addition to practical application training. In addition, we are evaluating long range forecast for temperature and moisture trends to make salt purchases, being sure to have ample onsite stock. All equipment is serviced with old worn equipment being replaced. There is no place for down time during a winter event, failing to take proper preventative maintenance leaving a lapse of service is inexcusable.

Professional Relationships

There are many common misconceptions within trade communities, regardless of the profession. That misconception among potential employees is that this cannot be a career choice but is "just a job". Company owners sometimes fall victim to the belief that the only way to find employees is to hire "drug addicts and alcoholics" that there are no other choices to stay competitive on price. The general public can sometimes believe that we're just "plow guys" and many times do not understand the education and training that goes into a professional snow and ice operation. We refute all of these common misconceptions by being educators to our community, our staff, and our clientele. We have a zero tolerance drug and alcohol policy. We leverage online social media platforms to warn our local communities of dangerous icing conditions, explaining and educating how phenomenon such as "flash freeze" occurs, or just giving gentle reminders to be considerate on the road if travel is a necessity. We reach out to our clients via email marketing, preparing them for the upcoming season as well as giving them insight to our long range forecasting potentials. We use services such as certified snow totals for transparency in billing. We promote our knowledge as an industry leader by displaying our SIMA logo on all communications and proudly talk about our commitment and our expectations for only the highest level of service. We are committed to creating raving fans and our residential and commercial business continues to expand due to our word of mouth business as well as our preparedness to take on failing accounts mid season. Our staff is complemented by myself as well as our clients on a regular basis for another job "well done". Everything in our organization sets its sights to be the best including our company name. We invest in our staff and our community; providing days of service, reimbursed employee education expenses, a multitude of in house employee benefits..., therefore they give back in abundance to our company and that is the greatest gift of all. We make it very clear that our staff and our clientele come first, every time, without them none of this is possible.

Personal Experience

On January 7th after a very uneventful start to the season a large coastal storm became energized and blew up into a blizzard over the southeastern [REDACTED] area. Initial estimates for snowfall was 10-12" for our area. I indicated to our staff that I believed that we would be looking at an 18-20" storm as I've seen similar storm tracks intensify many times before. All trucks were fueled up with additional containers stored for potential fuel shortages. At the onset of the storm a pre-application of treated salt was applied to all our commercial properties to prevent surface binding, our shoveling crews pretreated all walkways and our residential clients were notified about the potential for a delay in service with anticipated winds of up to 50 mph. The storm did in fact explode over our area giving us more than a half foot more snow than what was anticipated, also drawing out the length of the storm. It was just before this storm that we picked up two United States Post Office locations in [REDACTED] and [REDACTED] due to an unreliable contractor on site. Our pre-season training and pre-storm preparations allowed us to handle and additional two accounts with no lapse or delays in service despite the extreme conditions. Our sites were maintained perfectly during that storm, so much so that the Post Master General greeted me onsite to personally thank us for our service, he was beyond grateful for our attention to detail and our commitment to service. Our service area ended up with 17.5" of total snow accumulation from that one event with 2" per hour rates of snowfall at times. Our staff never missed a beat and all of our accounts stayed 100% open and serviced during the event. By the end of the storm all accounts were back to black asphalt. After that storm we created a buzz online by thanking our staffs commitment to service with the hash tag #ThisIsWhatAwesomeLooksLike.

SIMA Affiliation

We stand out from our competitors due to our SIMA affiliation. The specialized educational resources make training our staff a much more efficient process, to certify their knowledge before putting them onsite is above and beyond the most valuable part of our membership. It has allowed our company to continue to focus our efforts on clients that expect the highest level of service from knowledgeable and trained professional. SIMA is an indispensable partner in our quest to be the best in our industry!

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

4/17/17

Kaitlyn Wollum
Snow and Ice Management Association
Excellence in Business
10140 N Port Washington Rd.
Mequon WI 53092

Dear Kaitlyn Wollum:

[REDACTED] has been a service partner of [REDACTED] for over four years. Year after year he continues to provide consistent, solid snow and ice management. It is evident that his goal is to keep every contract he is awarded safe and accessible during snow and ice events.

The owner, [REDACTED], is a class act and a family man. He treats every person in the [REDACTED] office with the utmost respect and he treats each customer with the same care. Even during long-duration events or situations that test seasoned veterans, [REDACTED] has always demonstrated poise and stamina. I have had the pleasure of managing [REDACTED]'s area for the past two years formally, and I can attest that the phone calls and the communication is always a pleasure with him. He is wonderful to work with.

[REDACTED] has demonstrated a spirit of excellence not just in what he does for [REDACTED] but for his own personal standard of excellence.

Sincerely,

[REDACTED]

Regional Account Manager

The staff at Well Done Landscapes helped us to survive the winter of 2015 (a record setting snowfall year, more than double our yearly snowfall). John was personable, timely and professional. [REDACTED] [REDACTED] is knowledgeable about effective snow and ice management. We look forward to continue to work with them in the future.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]