

# ServiceMASTER<sup>®</sup> Clean

**Sullivan Insurance And MassNAHRO  
Affiliated Local Housing Authorities  
Continue To Rely On ServiceMaster  
Assured For Loss Mitigation**

**Newsletter**

**Spring 2007**



Veterans Way Housing Authority Complex in Gloucester.



Fire, Smoke, and Odor Damage Affects Structure and Contents Inside Housing Authority Unit.

As a result of our longstanding marketing efforts with insurance agencies and our memberships in both the **Connecticut and Massachusetts NAHRO (National Association of Housing and Redevelopment Officials) Chapters**, ServiceMaster Assured Restoration has seen a recent increase in our ability to close commercial losses in the local housing markets. As our local marketers **Leslie McDonald and Gus Pribnow** continue to make the phone ring, our commercial marketers are better equipped to complete the sales by implementing our friendships and memberships with many different types of industry associations including NAHRO. Most recently, we teamed up with the **Sullivan Insurance Agency** and the **Gloucester Massachusetts Housing Authority** in remediating a fire loss that resulted in heavy fire, smoke, and odor damages to one of their town house units. After removing all odor sources from the unit, all of the structure surfaces were dry sponged, wiped down with a cleaning and odor neutralizing agent, and thermal fogging odor control technologies were implemented. The result was that we were able to mitigate all structure with the exception of the source room and saved both the insurance company and insured thousands of dollars in tear out and reconstruction costs. **ServiceMaster Assured is a QC3 certified commercial loss responder, ServiceMaster Clean's highest level of commercial loss certification.** This guarantees you exceptional services not only in your residential lines but commercial lines as well.

## There's Something in the Air-Odor Control Products

How do odor masking, odor neutralizing, and odor pairing agents work?

**Odor masking** is the process of overwhelming the sense of smell with a pleasant fragrance. Introducing a citrus spray into the air for example masks any unpleasant smells.

**Odor Pairing** is the matching up of a specific odor causing molecule with a complimentary molecule. This pairing then causes the bad smelling molecule to be undetected by the nose since part of the bad smelling molecule is tied up with another molecule.

**Odor Neutralizing** is a process that introduces chemicals like acids and alkalis to odor causing molecules. An example would be that Vanilla becomes undetectable when an alkali is introduced. Ammonia is neutralized when an acid is introduced.

Structure fires cause smoke that is heavily acidic. Introducing an alkali cleansing agent and rinse neutralizes the acids in the soot so that the result is a clean and good smelling surface.

Mike Kerner; ServiceMaster Clean Senior Scientist

"The battle is not to the strong alone, it is to the vigilant, the active, the brave" Patrick Henry

## Our Commitment To You, Our Valued Partners...

We at **ServiceMaster Assured Restoration** believe that it is not just enough to ask for your business, we **strive to earn it**. We understand that as our industry continues to grow and your choices for service partners are expanding that we need to work harder. That is why **we work hard every day** to dedicate ourselves to the activities and organizations at the local level that are important to you. (and us.) **We are dedicated** not only to working with you in the field, but to stand side by side with you in the every day efforts in and around our communities that enrich all of our lives. We are proud to be **active members** in a majority of our **industry trade and civic associations**. We are honored to have your continued support and to that end, this is just a sampling of what we have been up to this Spring. See you out there, and **thanks again**.

March 18-PLRB National Convention-Atlanta, Georgia	May 20-21-MassNAHRO Convention-Falmouth, Mass.
March 24-PIACT Convention-Ledyard, Connecticut	May 24-ConnNAHRO Maintenance Expo-Wallingford, Conn.
March 29-SNEAPPA Spring Meeting-Buzzards Bay, Mass.	June 11-IIARI Golf Outing-Greenwich, Rhode Island
April 25-Blue Book Contractors Extravaganza-Boston, Mass.	June 13-PIAAFHCI Golf Outing-Holyoke, Massachusetts
May 1-2-Providence Business Expo-Providence, Rhode Island	June 14-16-Crawford Contractor Connection Annual Convention-Phoenix, Arizona.
May 10-CTAA Golf Outing-Bloomfield, Connecticut	June 21-SNEAPPA Summer Outing-Hamden, Connecticut
May 15-NECEA Golf Outing-Glastonbury, Connecticut	June 28-ConnNAHRO Summer Outing-Meriden, Conn.

### Another Satisfied Customer Letter...

Mr. McAnanly,

I thought that you would like to know that we received superior work from very professional individuals who packed, moved, and unpacked one of our tenants recently. Your employees answered all of our concerns and we couldn't be more pleased with the results. Thank you for your constant support during this ordeal.

Sincerely,  
Cheryl Bryer  
Executive Director  
Plainfield Connecticut  
Housing Authority

### MASSACHUSETTS C.E. CLASS SCHEDULE FOR 2007

Sept. 26-RANDOLPH: Errors and Omissions; Commercial Lines Gaps and Solutions.  
October 3-WEST SPRINGFIELD: Insurance Fraud; Personal Lines Gaps and Solutions.  
October 16-ROCKLAND: Contractors Liability; Additional Insured Crisis  
October 18-MARLBOROUGH: Errors and Omissions; Personal Lines Gaps and Solutions.  
October 23-HYANNIS: Personal Lines Gaps and Solutions  
October 24-RAYNHAM: ISO 2000 Homeowners Policy; Personal Lines Gaps and Solutions.

### CONNECTICUT C.E. CLASS SCHEDULE FOR 2007

Sept. 4-SHELTON: Elements of Contracts; Flood Insurance Course.  
Sept.12-CROMWELL: Elements of Contracts; Flood Insurance Course.  
Sept. 18-WILLIMANTIC: Elements of Contracts; Flood Insurance Course.  
Sept. 20-N. HAVEN: Flood Insurance Course; Employment Practices Liability.  
Sept. 25-NEW LONDON: Flood Insurance Course; Errors and Omissions.  
October 2-SHELTON: Law and Ethics; Flood Insurance Course.  
October 17-MANCHESTER: Flood Insurance; Law and Ethics.

#### CONGRATULATIONS TO THESE RECENT CONTEST WINNING AGENTS!!

- ST. PATRICK'S DAY - **Natasha Dillon - Shimkus, Murphy & Lemkuil, Inc.** - \$50.00 Gift Certificate-Grant's Restaurant/Bar  
- **Michelle Muldoon - Mancuso & Nowak** - \$50.00 Gift Certificate - O'Connor's Restaurant
- MOTHER'S DAY - **Nancy Kassien - Pinnacle Group, Inc.** - \$50.00 Gift Certificate - Ruth's Chris Steak House  
- **Dale Hanna - Gaudette Insurance** - \$50.00 Gift Certificate - Cock & Kettle  
- **Rochelle Crowell - Hunter Insurance** - \$50.00 Gift Certificate - Longhorn Restaurant
- FATHER'S DAY - **Patti Smith - Ferguson & McGuire Insurance** - \$50.00 Gift Certificate - Bria Day Spa.  
- **Karen Rolashevich - Earl Athue Insurance** - \$50.00 Gift Certificate - Outback Steak House  
- **Paulette McIntyre - Gardiner Whitely Boardman Insurance** - \$50.00 Gift Certificate - Pub 99



800-675-1333  
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**ServiceMASTER®**  
**Clean**

860-953-3590 Hartford, CT  
888-377-5414 New Haven, CT  
401-351-0700 Providence, RI  
888-377-5414 Springfield, MA  
508-757-0700 Worcester, MA.

Save  
The  
Date!!

Annual Family and  
Friends Day at the  
Pawtucket Red Sox

Tuesday August 21!!

Watch Your E-mail  
For the Details !!

COMING SOON!!

