

ServiceMASTER® Clean



Annual Family and Friends Day



At the Worcester Tornadoes

And the Pawtucket Red Sox

Newsletter

September 2005

ServiceMaster Assured Restoration would like to thank everyone who joined us at our Annual Family and Friends Day. This year we hosted two such events at the local ballparks. The first outing was held on August 2nd at Fitton Field (Hanover Park) on the campus of Holy Cross University and the new home of the Worcester Tornadoes baseball team. The evening started with a private pre-game picnic buffet under the tent near left field with photo opportunity visits from "Twister", the team mascot. Promotional souvenir spirit hands were also handed out to motivate the crowd during the middle innings. We were joined by two hundred guests from the insurance industry and their families.

on a beautiful summer night to celebrate the team's inaugural season and cheer the home team on toward victory. The second outing was held at the home of the Pawtucket Red Sox at McCoy Stadium on August 24th. This event was hosted in conjunction with Safelite Auto Glass represented by Carla Chapasko who along with Leslie MacDonald of ServiceMaster planned this special day to say thank you and celebrate our partner relationship with the insurance community. Similarly, the evening started with a summer barbecue at the corporate pavilion in center field and then our nearly two hundred guests enjoyed the game in the dedicated bleacher and lawn sections with family and friends



Ray Plante of Hanover with wife Lynn and children



Our Insurance Industry guests enjoying the game



Dave, Nick and Jim of ServiceMaster at the Tornadoes game



Leslie of ServiceMaster and Carla of Safelite at the PawSox

Don't Wait to Mitigate!



Above and below are photos from a recent mold remediation claim we performed to a finished basement as a result of a water damage in which quick response and professional mitigation did not take place. In this particular claim, all the walls, ceilings and carpeting required to be removed. Additionally, a large quantity of the insured's contents were so badly damaged that they could not be salvaged. Initially a water damage occurred due to a hot water tank failure. By not promptly calling in a qualified mitigation specialist, such as ServiceMaster Assured Restoration, mold damage resulted. This led to remediation costs that exceeded the carrier's coverage cap of \$10,000. The insurance industry average cost to mitigate a water damage is less than \$1,400 when proper protocols are followed including rapid response. Mold can potentially grow on structural materials within 72 hours of a water damage that is not properly addressed by a restoration specialist.



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Katrina: ServiceMaster Clean's Response

The major TV and Radio news sources have been reporting that Katrina left behind a path of destruction significantly greater than the southern regions of Louisiana and Mississippi could have even conceived. As the access to these devastated areas is increased, we begin to see glimpses of the types of restoration efforts that will be required to bring businesses and families back to a functioning and viable state. Behind the scenes ServiceMaster Clean has had a Home Office core team working closely with the insurance companies to access what can and should be done. The franchises have been kept abreast of the service needs and how best to provide additional support services to the affected areas. In the midst of great uncertainty, the ServiceMaster Clean franchises are answering the call.



“Hurricane Katrina”



“Floating casino that broke away in Biloxi, MS”
(note the bottom hull structure)



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