

Restoration Newsline

PLANNING AHEAD

While we only hope to see good things come about in a new year, it is always a good idea to plan ahead for the not-so-good things—like fire or water damage—that are always an unexpected and unwelcomed disaster. This year, take the time to be "Ready for whatever happens." Preparation and review will help get you through anything in 2023!

The SERVPRO Emergency READY Plan (ERP) will help you ensure you and your facility are prepared. The ERP is a comprehensive document containing critical information about your business, including emergency contacts, shut-off valve locations, and priority areas. In the event of an emergency, the ERP can help minimize business interruption by having an immediate plan of action in place for your facility.

Whether it is a small water leak, a large fire, or an area flood, having a plan in place may help minimize the amount of time your business is inactive and get you back in the building following a disaster. Don't wait until disaster strikes—resolve to be ready today. Call your local SERVPRO franchise for more information about the ERP! ■

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The Restoration Newsline (RNL) turns 15 years old this year! The publication was first introduced in 2008 as a tool for local franchises to connect and communicate with centers of influence in their local sales territory. What started out as a humble, bare-boned printed marketing brochure has evolved over the years into a fan favorite digital marketing resource.

The RNL adds another layer of marketing to clients and customers on a monthly basis with its digital issue. If a SERVPRO marketing representative does not have the opportunity to visit with you in-person, sending the RNL via e-mail provides a consistent check-in letting you know that you, your business, and your customers are top of mind.

Within the four-pages of a Newsline issue, readers can expect to find useful information related to the cleanup and restoration industry, preparedness tips, service line spotlights, franchise "feel-good" stories, themed word searches, and maybe even a cookie recipe or two.

This month we are reflecting and celebrating the last 15 years of the Restoration Newsline, starting with this throwback collage [below] of how the issues have evolved in appearance over the years. We've come a long way! Each new year brings the opportunity for new beginnings, and we're excited for the adventure ahead. ■



IN THIS ISSUE of the Restoration Newsline:

- THE RNL TURNS 15!
- SERVPRO FIRST RESPONDER BOWL
- ARE YOU WINTER READY?
- HINDMAN, KENTUCKY REBUILD



ARE YOU WINTER READY?

In addition to conducting regular home maintenance, protecting your pipes from freezing is equally as important. Even a tiny crack in a pipe can spew hundreds of gallons of water causing flooding, damage to your furnace, and serious structural damage. It also presents an immediate potential for mold growth.

The three central causes of frozen pipes are quick drops in temperature, poor insulation, and thermostats set too low. By taking the following preventative measures, you can help reduce the risk of frozen water pipes this winter.

- Insulate your pipes. Exposed pipes are most susceptible to freezing.
- Seal any leaks that allow cold air inside. Look for air leaks around the electrical wiring, dryer vents, and pipes and use caulk or insulation to keep the cold out.
- Let water drip. Let warm water drip from a faucet overnight. ■

SERVPRO FIRST RESPONDER BOWL

2022 NATIONAL WINNERS



Cpl. Phillip Zonn



POFC. Geobani Guerra

Prince George County Police Department

We are honored to be able to continue our partnership with ESPN, to recognize some amazing first responders across the country during the SERVPRO First Responder Bowl.

On December 27, 2022, SERVPRO hosted the fifth annual SERVPRO First Responder Bowl at SMU's Gerald J. Ford Stadium in Dallas, Texas. The University of Memphis Tigers faced off against the Utah State University Aggies.

Nationwide, SERVPRO franchises were asked to submit the name of a first responder from their hometown to be considered for special recognition at the SERVPRO First Responder Bowl.

This year, SERVPRO honored Cpl. Phillip Zonn and POFC. Geobani Guerra of the Prince George's County (Maryland) Police Department.

Zonn and Guerra were both separately traveling home from their shift when they approached a vehicle that had been involved

in an accident. The two officers bravely worked together to cut the unconscious and injured driver free from the burning vehicle before it was engulfed in flames.

"SERVPRO sponsors the First Responder Bowl to recognize the brave men and women—mission-driven public servants—who run toward danger to protect and serve the people in their communities," says Rick Isaacson, CEO. "Our SERVPRO teammates see the work they do up close every day. We clean up properties after their work is done and work alongside them immediately after hurricanes, wildfires, and other disasters. By witnessing their long hours, commitment, and sacrifice, our SERVPRO franchises have made it a point to give back to them."

In addition to the SERVPRO First Responder Bowl honorees, SERVPRO also recognized first responders at 13 other college football bowl games this season. ■



In its inception, the Newsline publication came in two versions: the *Restoration Newsline* (RNL), which catered to insurance professionals and commercial property industries, and the *Residential Newsline* (RSNL), which was geared towards homeowners.



In the early years, the RNL was offered strictly as a printed marketing brochure. Today the RNL is primarily consumed in its digital version.



Each RNL issue is color-themed using SERVPRO's staple green and orange colors.



Hindman Elementary School in eastern Kentucky sits just in front of Troublesome Creek, which lived up to its name when it flooded the rural school with six feet of water right before the school year was supposed to begin.

"It's the one school in the community that they have and it's gone. Everything they have is gone," recalls Jeff Smith, franchise owner of SERVPRO of North Lexington, who was one of the responding franchises to the loss. "They just built a brand-new gymnasium last year—brand new floor, brand new bleachers and it's just completely gone. I think when you see how this [flood event] touched everybody in the community, I think that's what separates it."

The flood took with it every book, chair, and desk in the building but what was left in its wake was the opportunity for SERVPRO teams to flood the area with hope and with compassion.

"I think that's exactly what we are founded on," Smith continues, "The SERVPRO brand is founded on taking care of the everyday house, the every day flood. We've evolved into the commercial presence that we are today. When you come to a small community like Hindman, you see it the most."

This sentiment is echoed by

franchise owners, Ramy Malka and Ronnie Pack who focused on buying lunch for families at local restaurants as they were overseeing projects in the area.

"When we come into these [affected] towns typically there are projects all across the board and we physically cannot touch every job. So when we go to these restaurants and hear families share their stories of loss and devastation and how the flood has impacted them—that's the least we could do is buy their meal," says Malka. "When you get an opportunity to help them, it's fulfilling, way more than any other project could be. It's nice to see you can bring a smile to their faces even for just that moment. We are extremely grateful to be able to do that."

And in a time-worn place that's known for its kudzu and mountain music more than its wealth or status, its compassionate gestures, like those, that have the greatest value. ■



Why take the risk? Call a SERVPRO® franchise professional.
Working to make it "Like it never even happened."



As seen on CNN, Headline News, Fox News,
The History Channel, HGTV, DIY,
Food Network, NBC Sports, and CBS Sports.



- Celebrate
- Cheers
- Confetti
- Countdown
- Midnight
- New Year
- Party
- Resolutions
- Sparklers
- Streamers

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With more than 50 years of industry experience, SERVPRO is a leader of fire, water, mold, and other specialty cleanup and restoration services. Our network of more than 2,050 franchises has responded to property damage emergencies ranging from multi-million dollar large losses to those suffered by individual businesses and homes. Providing coverage in the United States and Canada, SERVPRO has earned the trust of major insurance companies, commercial clients, and countless homeowners.

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SERVPRO® SYSTEM SERVICES
RESIDENTIAL & COMMERCIAL

Restoration:

- Water Removal and Dehumidification
- Fire, Smoke, and Soot
- Mold Remediation
- Construction
- Catastrophic Storm Response
- Document Drying

Cleaning:

- Bioremediation and Vandalism
- Ceilings, Walls, and Hard Floors
- Air Ducts and HVAC
- Deodorization

* Services vary by location
* 24 hour emergency water removal

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