

# Restoration Newsline

## #BeHumanKind

The hashtag #BeHumanKind was used in 2022 as both a challenge and a celebration of World Red Cross and Red Crescent Day. This day is defined by The International Federation of Red Cross and Red Crescent Societies (IFRC) as "a time to celebrate the spirit of humanitarianism and recognize the individuals who make a difference in their communities." This year, it will be celebrated on May 8th, and is still focused on fostering kindness and thanking those who serve.

Mr. Rogers famously quoted his mother's words when he encouraged people to "Look for the helpers. You will always find people who are helping." These individuals can be people usually associated with helping and heroism, like soldiers, police officers, firefighters, EMTs, electric linemen, emergency dispatchers, doctors, or nurses. They can also be anyone else who exhibits the same selfless qualities. Look for the helpers, be a helper, be kind. ■



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**W**hile driving back from a jobsite, SERVPRO of Chesapeake technicians Summer Cunningham and Sharna Cohen noticed a school bus suddenly pulling over to the side of the road, and then saw the driver exiting the bus, holding her throat. Concerned, they also pulled over wanting to check and make sure everything was okay. It turned out, their instincts were correct, and the driver had pulled over because she was choking on a piece of candy.

Despite this, the driver was still capable of communicating, and requested Summer and Sharna's assistance. Needing no further prompting, the technicians sprang into action. Summer boarded the bus and used the radio to communicate with the school district dispatchers, while Sharna stayed with the bus driver.

Fortuitously, a police officer

was parked nearby, monitoring passing motorists' speed on radar, and had seen the bus pull over. He came by to see if there was anything he could do to help, and if any medical assistance was needed. Between the three of them, they helped keep the students on the bus calm, tended to the driver, and waited for her to recover. Firefighters even stopped by to ensure she was well, and the bus driver recovered without medical assistance.

After she was home, the grateful bus driver called SERVPRO of Chesapeake to express her gratitude that Summer and Sharna stopped to render aid to her in her time of need, possibly even saving her life through their actions.

We have always viewed our technicians as heroes, but these technicians truly lived up to the title with their calm and swift response. ■

## MYTH

Homeowners insurance covers all potential property damage.

## BUSTED

Each policy describes what is covered and what isn't. Outside groundwater entering your home is probably not covered. Sewage coverage may be available, but you may not have elected to pay for it. Mold may not be covered or it may be limited.



## HURRICANE SEASON

Hurricane season begins in the Eastern Pacific mid-May, and lasts through the end of November. Even if you don't live near the coast, it is beneficial to be aware of what your exact hurricane risk is, as well as safety measures you can take to protect yourself and your property.

Ready.gov has some great tips for being hurricane ready. The most important thing you can do is to make a plan, and educate those it impacts. Ensure that your household knows what to expect should a hurricane develop, even if you aren't at home. Have a continuity plan for your business should an emergency strike as well.

Stay tuned to weather alerts for your area and heed watches and warnings as they are made available. For more tips: [ready.gov/hurricanes](https://www.ready.gov/hurricanes) ■



Due to the nature of our industry, SERVPRO has a unique vantage point from which to observe the work, comradery, and sacrifices of the first responders within our communities. SERVPRO CEO, Rick Isaacson said, "Our SERVPRO teammates see the work [first responders] 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."

One way SERVPRO gives back is by being the proud sponsor of the First Responder Bowl, an annual NCAA post-season college football game played near Dallas, Texas which, as the name indicates, honors first responders. This game celebrates and recognizes those in our communities who protect and serve. Isaacson elaborated, saying, "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."

In partnership with ESPN, first responders can be nominated to for a chance to be recognized during a half-time ceremony at a bowl game. There are multiple Honor a Responder award recipients, as well as a SERVPRO First Responder Bowl winner. The first responders nominated for these awards have gone above and beyond in their communities and demonstrated great compassion and heroism. The recipients of the Honor a Responder award will be recognized at select bowl games across the country on behalf of SERVPRO and receive a custom Challenge Coin minted especially for the award, as well as a display case. The SERVPRO First Responder Bowl winners will receive a custom award medal with display case at the First Responder Bowl.

First responders who wish to attend the First Responder Bowl can apply for free tickets to the game in appreciation for all they do for us. For additional information, and to subscribe for notifications on the next First Responder Bowl, please visit [www.firstresponderbowl.com](http://www.firstresponderbowl.com) ■

**SERVPRO**

Cleaning. Restoration. Construction.





★★★  
**HIRING**  
*our*  
**HEROES**  
 ★★★

For those who experience fire and water damage, our SERVPRO green vans and trucks arriving on-site are a sign that the heroes have arrived.

Some of our teammates are heroes many times over, as countless franchises seek to hire veterans as part of their workforce. Many qualities of what helps someone succeed at SERVPRO are the very same ones veterans already excel at: being calm in the face of chaos, leading a team in challenging circumstances, approaching a job strategically, showing compassion to others.

Brian Voss, SVP and Chief Franchise Operating Officer, sums it up best: "Our nation's military veterans are a perfect fit for SERVPRO's MVP culture. These leaders understand what it means to have a mission, vision, and purpose, and they clearly understand the dedication and sacrifice required to get a job done. Their technical skills, professional ethos, and commitment to developing quality teams will directly help our franchisees grow, and they'll help keep SERVPRO at the top of our industry."

SERVPRO is made stronger by veterans, and we are honored to work beside them. ■

# WORD

S E A R C H

C N E E R G Y T M P O S P Z S  
 P I O G D S R P R A U E L D R  
 E F N E N E P E F N F V E R L  
 T M W C L A P R S T L H H E W  
 X J W A O A R C I S H U O S L  
 O S I W R D R O V N W R T T S  
 V S I E V E E J Y K G R E O C  
 H Q X N E A L M B E A I R R B  
 N Z W N P E F X A X L C E E X  
 F Q J X N X A J W Y W A H I Z  
 G O Q S D D S H L R O N V E X  
 W I L D F I R E S M O E J G P  
 M E M O R I A L D A Y W Z Z A  
 Z Q S Y D X M G U M M P C C W  
 A S Y U X K Y I C V S R A T I

- Alert
- Cinco de Mayo
- Green
- Here to Help
- Hurricane
- Memorial Day
- Orange
- Prepare
- Restore
- Spring
- Sunscreen
- Wildfires

## NEVER FORGET ★ EVER HONOR

Memorial Day falls this year on May 29th. As important as it is for us to value those who are currently serving our country and to be grateful to work beside the ones who have served, it is crucial that we honor those who have given their lives for the freedom that we have.

As Elmer Davis said, "This nation will remain the land of the free only so long as it is the home of the brave." Remember our fallen service members with pride this Memorial Day. ■



**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.*

## SERVPRO STORM RESPONSE

SERVPRO specializes in fire and water cleanup and restoration in both residential and commercial properties. In the event of a fire or water damage resulting in the need for restoration or mitigation services at your business or residence, it's reassuring to know that there are local franchises available to respond quickly across the United States and Canada. With over 2,000 franchises in North America, there is always a SERVPRO franchise nearby.

When storm events occur, SERVPRO can mobilize franchises in your community and from across the country to join in large-scale disaster recovery efforts. By combining our expertise, equipment, and employees, we are able to assist in large-scale cleanup.

There is no job too big or too small for SERVPRO to handle. Our teams utilize their extensive training and experience to assess your situation, determine how to best mitigate the problems, and help get your home or office back to "Like it never even happened." ■



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 2,100 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.

Editor: Jennifer Chandler



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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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