



# ELITE SNOW SERVICES

A Division of Elite Management Associates, Inc.



## Snow Newsletter

Welcome to the fourth edition of Elite Snow's annual newsletter. In our business, we strive to exceed our customers' expectations in terms of service and communication. We hope you find our newsletter simple, concise, and informative.



## 2013-2014 Season Recap

After having a couple of below average snow seasons, last year reminded us once again that Chicago weather is unpredictable.

Here are a few facts from last season courtesy of The Weather Channel:

- **Snow total:** 80.6 inches
- **Ranking:** 3rd snowiest season in history
- **All-time record snowiest winter:** 89.7 inches in winter of 1978-1979
- **Heaviest snowstorm this winter:** 11.7 inches Jan. 4 to Jan. 5 ([Winter Storm Ion](#))

Believe it or not, Chicago has seen worse. Here are some interesting facts:

- 1966-1967: 23 Inches of snow fell on 1/26-27 making it the worst Chicago snowstorm on record (The temp. reached 65 two days prior).
- 1978-1979: 18.8 Inches fell on 1/13-14. This storm is said to have been part of the reason for then-Mayor Michael Bilandic's doomed re-election campaign. Opponent Jane Byrne paints Bilandic as out of touch with the plight of snowed-in Chicagoans. Shortly afterward, Byrne is elected Chicago's first female mayor.
- 1984-1985: Low temp. recorded at -27 (-93 wind chill) on 1/21. The season logged a record 25 subzero days.
- 2010-2011: The Groundhog Day Blizzard drops 21.2 inches on Chicago in two days. Hundreds of people abandon their vehicles on roadways. We all remember this one!



## Upon Customer Request

We offer additional services if you need us:

- **Fire hydrant marking:** We charge \$75.00 per hydrant for professional reflective hydrant markers. The highly visible fiberglass rod attaches to fire hydrants to ensure that emergency crews can locate them at night or in the snow. Send us an email if interested.
  - **Fire hydrant painting:** Over the years fire hydrants can become eyesores on the most beautiful properties. We will review your hydrants and provide a cost to scrape and paint per hydrant.
  - **Property clean-ups:** Standard landscape contracts do not include winter clean-ups such as general trash removal and build-up. In fact, most landscape contracts do not begin until April 1st. The snow usually comes and goes a few times during the winter, but the garbage stays. We will complete this work at an hourly labor rate of \$35.00.
  - **Temporary asphalt patching:** If your property has pot holes, we can make temporary repairs and limit the amount of damage. If we see any major issues arise on your properties throughout the winter season, we will send you an estimate.
- Although snow is our specialty, we also provide a limited menu of seasonal services:
- **Remote/portable watering with water truck:** Pricing is per visit based on the specific need. This includes watering new shrubs, flowers, new turf, etc. Our staff is trained on appropriate watering levels for all types of landscaping.
  - **Site watering:** We will provide all hoses and attachments and will use the customer's water source. Pricing is hourly and depends on size of the job.
  - **Skid steer service:** Our skid loaders may be needed for moving material on-site or light excavating work.
  - **Ground level power washing:** Concrete and building cleaning with commercial pressure washer.

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## Social Media



We continue to build our presence through the use of Twitter. Please follow us @elitesnow. We will send out pertinent information to the Snow and Ice industry. If you have a twitter account, just find and follow us. If you do not, it is easy to sign up and takes less than a few minutes. Search *elitesnow*, follow, and enjoy! Our links for LinkedIn and Twitter are also on our website at [www.elitesnow.net](http://www.elitesnow.net).

## Salt Shortage

Earlier in the season, we sent out a letter to all of our customers regarding the bulk salt shortage. Here is an overview on why the shortage continues from last year:

- Severe weather is the primary factor driving demand.
- 85% to 90% of rock salt is used by departments of transportation (DOTs) and municipalities.
- DOTs often carry over 40% to 50% of their inventory from the previous season. This season, their carryover was less than 5%, causing many DOT orders to be twice their normal preseason fill orders. Estimated annual mining capacity for North America is between 25 and 30 million tons — nearly the equivalent to this year’s DOT preseason orders.
- Salt from foreign countries supplements the U.S. market but is not a replacement for North American-mined salt. Foreign salt requires a minimum of six weeks lead time from order placement to arrival of product, depending on weather, shipping and other transportation factors.
- For each ton of salt, approximately half of the cost is driven by transportation-related factors.
- With everyone simultaneously restocking their inventory, the shortage will continue until a long enough period of mild weather allows for supply to catch up to demand.
- Human nature leads to stockpiling when shortages occur, further exacerbating the shortage.

## Holiday Scheduling

Over the winter months, there are a few employee holidays including Thanksgiving, Christmas, and New Year’s. We would like to understand, to the best of our ability, your holiday service needs. Overall, our goal is to make sure your operation will run smoothly at all times while not incurring preventable charges for unnecessary snow and ice control services. When you are aware of your property’s holiday scheduling needs, please send an email to Brett Kovel at [bkovel@elitesnow.net](mailto:bkovel@elitesnow.net). Thank you in advance.

## Important Dates during the Snow and Ice Season

### November 2014

- Tuesday, 11/11 – Veterans Day
- Thursday, 11/27 – Thanksgiving

### December 2014

- Sunday, 12/21 – Winter Solstice
- Thursday, 12/25 – Christmas Day

### January 2015

- Thursday, 1/1 – New Year’s Day
- Monday, 1/19 – Martin Luther King Day

### February 2015

- Monday, 2/16 – Presidents Day

**Thank you for taking the time to read our fourth annual newsletter. Next year, we plan to have more exciting news to share regarding our business. Enjoy the upcoming holidays and the extra time with your families.**

### Important Contact Information



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