



Snow Newsletter

Welcome to the sixth 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.



Chicago's Least Snow

It is always fun to look back at the past and see what kind of weather our city has experienced. As we know, each year can be so much different than the last. Last year, we hardly plowed snow. I believe we dropped our blades about 5 times the whole season. It made me think about what was the least snow Chicago ever received in a season. Here is briefing from the weather savant Tom Skilling.

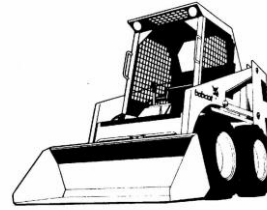
Chicago received only 9.8 inches of snow in the winter of 1920-21, the city's least-snowy since 1884-85. Remarkably, the next season produced just a bit more logging 11.5 inches. The back-to-back snow-drought seasons delivered a combined 21.3 inches about the same amount that fell in 21.2 inch Ground Hog Day Blizzard in 2011. In the 1920-21 season there were just three snowfalls exceeding one inch, the largest 2.6 inches on December 25-26. The largest snowfall the following winter was 2.4 inches on January 17. Despite the meager snowfall, both winters did manage to deliver white Christmases with one inch of snow cover on Christmas Day.



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.

Other Services



Remember that we offer additional services that you may not be aware of. We have the necessary equipment and expertise to complete the following services at your property:

- **Fire hydrant marking:** We charge \$100.00 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 \$40.00.

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.
- **Power washing:** Concrete and building cleaning with our commercial pressure washers.

Thanks

We would like to thank all of our new and existing customers. It is a pleasure to work with all of you. Some of your logos are featured below:



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. Thank you in advance.

Thank you for taking the time to read our sixth 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.

DID YOU KNOW?

Our owner recently created a new product called The Pitch Pad. The Pitch Pad is a compact and comfortable kneeling pad used for pitching to young baseball players. It is perfect for coach-pitch and one-knee throwing drills. No more sore knees and stained pants for all the Dads and coaches out there. Check out the product by visiting www.thepitchpad.com.



Important Contact Information



ELITE SNOW SERVICES

A Division of Elite Management Associates, Inc.

Mailing Address:

PO Box 628
Western Springs, IL 60558

Facility Location:

6880 River Road – Unit 6
Hodgkins, IL 60525

Office Information

Office: (708) 352-2870

Fax: (708) 352-2871

www.elitesnow.net

info@elitesnow.net

Emergency Contacts

Brett Kovel: (708) 218-7509

Tim Kovel: (708) 600-3405

Kyle Cottrell: (708) 277-8651



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