

# Success Stories



David Siverand, Service Management Systems, Inc. Supervisor at Prien Lake Mall in Lake Charles, LA, had a rough 2020. The Lake Charles area was hit with two hurricanes in less than a few weeks from one another. When Hurricane Laura made landfall on August 27, 2020, David and his family decided to stay in Lake Charles and weather the storm at home. Afterward, David said, "It was one of the scariest things I have ever been through!" At his home, the property damage included his front door coming off and loss of access to both power and water. He and his family barely had time to survey the damage in the aftermath, before they were immediately asked to evacuate to New Orleans. The city of Lake Charles was incapacitated and not operating in any fashion.

He and his family were set up in New Orleans for 28 days, without any word of his home or the status of the Prien Lake Mall property. Most of the Lake Charles area was without cell phone service for well over a month following the storms. Living out of a hotel with minimal clothes and funds, David and his family were able to seek financial help through our parent company's, SMS Holdings, SMS Cares program.

Funded by donations, the SMS Cares program provides monetary assistance to employees affected by unexpected personal tragedy, such as life-altering/threatening health or financial related crisis or due to devastating loss as the result of a natural disaster such as a hurricane, wildfire or flood. SMS Cares was originally created in immediate response to Hurricane Katrina of 2005 in the Gulf Coast region when SMS Holdings employees nationwide wanted to help their colleagues.



After nearly a month in New Orleans, David and his family were finally able to return to Lake Charles. When he went to survey Prien Lake Mall, he found it severely damaged and in distress. David jumped into action quickly to



**Damage sustained to an entrance at Prien Lake Mall during Hurricane Laura and Hurricane Delta**

fully staff and train a new team, since his prior team was still in New Orleans from the evacuation. Alongside their new housekeeping team and Lead, he began helping with the mall cleanup.

As things were getting back to a normal routine and the mall was beginning to resemble its pre-hurricane appearance, Hurricane Delta was predicted by meteorologists to hit the Lake Charles area on October 9, 2020. The city of Lake Charles ordered another evacuation of the area to New Orleans. This time, David and his family stayed in a hotel for 15 days in New Orleans, again with the help of the SMS Cares program.

Though Hurricane Delta was not as strong, it still left significant damage, because the area was still recovering from Hurricane Laura. Because his team was once again unable to return to the area, he had to hire new staff. Even with these obstacles, he was able to get his new team trained to resume the cleanup of Prien Lake Mall.

David's positive attitude and resilience throughout the entire situation was a perfect example of our SMS core values, and he truly exhibited the SMS motto of doing "whatever it takes" to keep our company and customers successful. He was also recognized by the Prien Lake Mall tenants and even mall customers for the outstanding job he did following the hurricanes. He is always met with smiles and friendly "hellos" at the mall, as he is well-known and liked by all. David deeply cares about Prien Lake Mall, its people, his SMS team and the customer service example he sets for others.



**David Siverand, Service Management Systems, Inc.  
Supervisor at Prien Lake Mall in Lake Charles, LA**



**Extensive damage suffered to the exterior of Prien Lake Mall during Hurricane Laura and Hurricane Delta**