

SOUTH DAKOTA 2008 SMALL BUSINESS PERSONS

Cal and Mark Lottman, Managing Members

Dakota Traffic Services, LLC.

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Dakota Traffic Services, LLC (DTS) specializes in work zone traffic control, permanent signing, and temporary and permanent markings throughout the upper Midwest.

The primary function of work zone traffic control is to allow vehicles and pedestrians to move safely and easily through and/or around work areas. Good traffic control is essential, not only for the safety of the traveling public, but also for Department of Transportation employees and those construction workers whose jobs often require them to be in close proximity to high speed traffic. When the state or city begins a road construction project, DTS will be the first one at the job site to start the project by closing roads, setting up barricades and marking detours. They are also responsible for providing temporary markings on the highway or street.

Permanent signing and permanent markings provide traffic control, guidance signs and delineation devices to assist motorists of all ages in today's complex and demanding roadway environment. These signs and markings can be found on highways, streets and intersections, or wherever traffic markings are required. Permanent markings are usually applied with a paint spraying truck which is part of DTS's equipment.

Calvin (Cal) Lottman and Mark Lottman are cousins who began their lives in Sioux Falls, South Dakota, and began their careers working for Traffic Safety Services (TSS), a Fargo, North Dakota, based company that specialized in traffic control and pavement markings. Mark started with the company in 1989 and was one of the first employees at the Sioux Falls location. In 1998, he became the Sioux Falls Traffic Control Manager. While employed with TSS, Mark received the Team Member of the Year Award. Cal began working for Traffic Safety Services in 1990 starting out as a laborer. During the next ten years, he moved into a regional management position managing the company's southeastern pavement marking operations which included eastern South Dakota, southwest Minnesota, Iowa and eastern Nebraska. Throughout his employment with TSS,

Cal won numerous awards including Pavement Markings Team Member of the Year and Eagle Award for Outstanding New Manager.

In 1999, TTS was purchased by United Rentals. Both Cal and Mark continued working with this company until 2000 when they approached the Sioux Falls Small Business Development Center with the idea of going into business on their own. After the SBDC assisted the Lottmans through business and financial planning, they were able to start their own business in 2001 taking advantage of SBA's 7(a) guaranteed loan program.

With continued growth and expansion, and the need for additional equipment and employees, DTS has continued using the services of the SBDC and the loan programs of SBA. Sales quadrupled between 2001 and 2006, with 2007 up an additional 10% over 2006. Record profits have followed including the ability to build their own facility in 2004 and purchase major equipment in 2005. Now serving the Sioux City, Iowa area as well as the Rapid City, South Dakota area though an affiliated company, DTS has moved from being a local company to more of a regional one.

Dakota Traffic Services has been recognized four times by the State of South Dakota with a "Transportation Quality Award" for proficiency shown in the pursuit of excellence in construction. DTS has also been recognized for its involvement with employee call-ups for National Guard duty overseas. Cal and Mark started DTS with the hope of giving its employees a place they wanted to work and grow. Having the ability to grow with their employees, and having the ability to utilize their equipment and knowledge are what the Lottmans feel has been the key to their success and has led them to become a leader of their services in the upper Midwest.