

SIMA
24TH

SNOW & ICE SYMPOSIUM | ROAD SHOW

Are you up for the challenge?

www.sima.org/show

GAME ON!

MINNEAPOLIS, MN
JULY 27-29

EARLE BROWN HERITAGE CENTER

CLEVELAND, OH / EVENT A
AUGUST 17-19

HUNTINGTON CONVENTION CENTER

PHILADELPHIA, PA
AUGUST 31-SEPTEMBER 2

NORMANDY FARM HOTEL & CONFERENCE CENTER

CLEVELAND, OH / EVENT B
AUGUST 18-20

HUNTINGTON CONVENTION CENTER

DIFFERENT FORMAT, SAME BEST SHOW IN SNOW

Registration is open now for SIMA's 24th Annual Snow & Ice Symposium! This year, we can't host our traditional Symposium; but SIMA is determined to deliver the Best Show in Snow with a new look — live and in-person in 2021.

We hope you'll join us for one of four Symposium Roadshows — shorter, smaller, strategically located events that will bring all of the things people love about the show into a smaller footprint, possibly even closer to home. This summer you'll have your choice of four Roadshows in three locations: Cleveland, Philadelphia and Minneapolis.

To host an in-person event, SIMA is required to follow state and venue protocols and restrictions. Our commitment to our attendees and exhibitors is to provide a safe environment for learning, networking and exploring the trade show. We'll need your buy-in to make it happen.

Each Roadshow event is spelled out in this brochure to assist you in making the best selection for you and your team. Keep updated at www.sima.org/show and check out the FAQ section. If you have additional questions, please email info@sima.org. We look forward to seeing you this summer!



Cheryl Higley
Director, Education
& Content



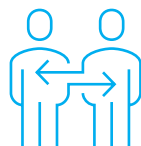
Heather Carew, CAE
Director of Events

PICK A PATHWAY

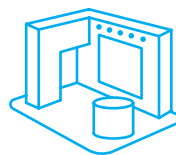
Each Roadshow will be broken out into "pods," with each having a home base where all activities except for the trade show will take place.



Education. Once you choose your Roadshow, you must pre-select a learning pod that has a customized agenda specific to a targeted demographic or objective — think roles and goals. No pod jumping will be allowed.



Networking. Each pod will feature the Hub and/or a Snack and Chat. Additional receptions will be added if capacity restrictions are lifted.



Trade show. Attendees will have a designated time block built into their overall schedule to meet with vendors and check out all of the cool equipment and services.

We are hopeful that we will be able to expand capacity as the event dates near, but it is not guaranteed; therefore, no onsite registration will be allowed in 2021.

COVID PROTOCOLS

Symposium Roadshow events must follow all CDC, state, local and event requirements in place at the time of the event. This may include the requirement of face coverings and daily health screenings; limited table capacities, one-way aisles and floor decals to encourage social distancing; and increased hand sanitizing stations throughout the venues. Visit www.sima.org/show for more information on the steps each venue is taking to host a healthy and safe event.

HOW TO REGISTER FOR A SYMPOSIUM ROADSHOW

Attendees for each Roadshow must pre-register to secure their spot. **No onsite registrations will be allowed.** Registered attendees will receive a QR code prior to the event for one-step check-in onsite.

REGISTRATION IS EASY:



1 Visit my.sima.org and log into your account

2 Choose your Roadshow

MINNEAPOLIS, MN
JULY 27-29

CLEVELAND, OH
August 17-19

PHILADELPHIA, PA
August 31-September 2

CLEVELAND, OH
August 18-20


3 Select your pod

POD 1
OWNER/CEO


POD 2
OPERATIONS

POD 3
BUSINESS
MANAGEMENT

4 Repeat for other team members attending

5  Review and agree to the Code of Conduct (including COVID protocols)

6 Submit payment 

7 Mark your calendars! Registrants will receive a confirmation email that includes hotel room block information. Attendees who book outside the room block from communication other than SIMA do so at their own risk. We can't wait to see you! 

DOWNLOAD THE SIMA SHOW APP TO STAY IN THE LOOP

All registered Roadshow attendees will be asked to download and use the SIMA Show app to receive updates and timely information during the event. Here is why it's important (even if you're not super tech savvy):

UPDATES: SIMA will use push notifications as the primary means of communication during each Roadshow. If there is an issue, room change, etc., you'll get instant notice.

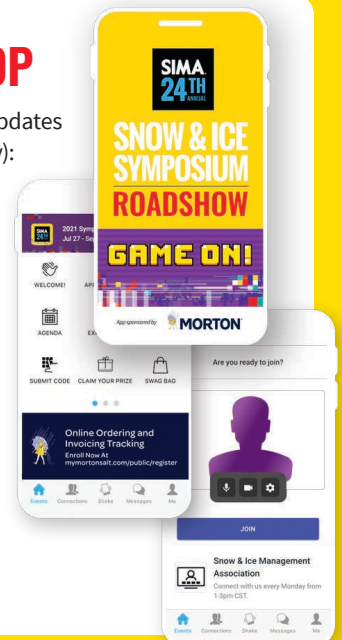
PLAN: Your pod schedule will be set, but use the Agenda widget to verify time/location, access session documents, take notes and rate the speaker. **NEW IN 2021:** We'll use the app for Q&A! Instead of waiting to ask your questions, you can add them at any time.

CONNECT: Stop sharing business cards and use the app to connect with fellow attendees and exhibitors. Use the Shake feature to instantly share contact information with another person.

NEW IN 2021: Not enough time to meet a vendor? Use the 1-on-1 video chat feature within the app to start your conversation!

EXPLORE: Use the app to view our 2021 Award winners, win prizes and more!

App sponsored by Morton Salt



MINNEAPOLIS ROADSHOW

**JULY 27-29, 2021
BUSINESS / OPERATIONS**



TUESDAY, JULY 27 // SPECIAL EVENT

Safety & Efficiency Demo Day

Attendees will spend time learning about the importance of embracing a culture of safety within their snow operations and get up close and personal with the latest equipment that can help drive efficiencies in the field. A mix of classroom and outdoor interactive sessions, assisted by snow pros and suppliers, is planned.

This event is free but spots are limited and will be filled on a first-come, first-serve basis.



POD 1 - BUSINESS

WEDNESDAY, JULY 28

WORKSHOP: Sustainability in Snow & Ice - It's More than the Environment // Phill Sexton, CSP, ASM, WIT Advisers



When you hear sustainability in snow and ice, most people immediately think about the environment and reducing salt use. While important, it's only one component of building a sustainable snow business. Phill will guide attendees through steps to address multiple areas of the company that would benefit from a sustainable focus.

PANEL: Weathering Change in Snow & Ice // Mark Arthofer, CSP, Skyline Construction; Don Nelson, Glacier Snow & Ice Management; Charles Glossop, CSP, Hantho Farms; Phill Sexton, CSP, ASM, WIT Advisers

From weather changes to labor shortages to operating in a post-Covid world and more, our panelists will discuss how to build a resilient business against the changes and challenges of working in snow and ice.

You're the Snow Pro: Drive the Narrative // Paulita LaPlante and Ryan Foudray, Prescription Landscape



We don't just push snow, despite what customers or prospects might think. As a snow professional, we drive service excellence and elevate our profession when we can effectively communicate the importance of our work to the end users. From risk and liability, to pricing, to the deicing decisions we make, striving for a win-win without compromising safety and profitability are key.

LUNCH WITH A LEGEND

The snow and ice management industry is full of legendary entrepreneurs. In a new feature this summer, our Lunch with a Legend session will feature a short interview with an industry veteran to explore their snow & ice journey.

Sponsored by Reinders



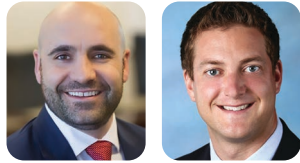
Don Nelson
Glacier Snow Management



Charles Glossop, CSP
Hantho Farms

THURSDAY, JULY 29

Using Data Analytics to Reduce Your Risk // Patrick McGuiness, Zlimen & McGuiness; Jack Demski, Ansay & Associates



We live in a data-driven world. How should snow contractors use analytics to reduce their risk exposure? This session will cover what data should be collected, how to analyze and use it to your advantage, and how this information can help protect your company from slip and fall lawsuits and insurance pitfalls.

Selling Snow in a New Era // Chris Darnell, The Harvest Group



In our industry, I rarely see large marketing teams or the ability to hire expensive marketing firms to attract those coveted clients that all of us want. So how can we take a team of 1-3 salespeople and generate leads in the same effective pattern, at a lower cost? The answer: marketing automation. During this session, we will discuss marketing automation, some of the platforms, and how it can be leveraged to feed your sales team with qualified leads.

POD 2 - OPERATIONS

WEDNESDAY, JULY 28

Asset Optimization, Before and After You Buy // Ed Schultheis, WIT Advisers



What should you be considering before and after procuring equipment? Ed's presentation will cover the steps companies should take from start to finish when considering adding equipment to their fleet. What is its ROI, how will it benefit your team and clients, and what are some best practices to ensure it is fulfilling a need as intended are among the topics Ed will cover.

Build Leaders to Train Successfully // Angela Cenzalli, CSP, ASM, B-Mentors Consulting and Wellness Group



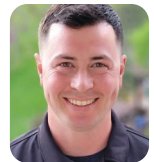
Is your training program less than successful? If you're like many companies, you've elevated team members with operational expertise into positions that require a different skill set. Angela has seen it from both sides and will focus on the tools and soft skills your trainers and managers need to be successful.

Leveraging Site Classifications to Improve Sales & Service // Jim Turcan, CSP, ASM, Cornerstone Partners Horticultural Services



Different property types require unique approaches to sales, service and care. Understanding cycle times, labor/equipment allocation, client communication, site complexities, etc., and how all of these play into service delivery will allow operations teams to be efficient, reduce waste and improve customer satisfaction.

Leading up the Chain of Command // Justin Phillips, ASM, Carrington Lawn & Landscape



Growing as a leader in snow and ice operations can be a slippery task as you move from crew team member to crew leader and beyond. Justin will share how to preserve relationships, gain the trust and confidence of the boss, and manage stress, communication and accountability from the bottom of the career ladder to the top.

THURSDAY, JULY 29

PANEL: Mechanize or Get Left Behind // Tyler Jabaay, Priority Landscapes; Don Nelson, Glacier Snow Management; Ed Shultheis, WIT Advisers

The snow industry has been notoriously slow to adopt cutting edge technologies. The panel will discuss why it's time to start planning now to keep ahead of the curve and be able to deliver efficient service while maintaining healthy profit margins.

The Liquids Train is Leaving the Station: Are You on Board? // Teddy Paterson, Prescription Landscape and Jordan Smith, Smith Lawn & Landscape



The use of liquids for anti-icing is beginning to catch hold — it's not a matter of *if* you'll need to add them to your ice management toolbox but *when*. But you can't flip a switch and make a liquids program happen. Jordan and Teddy will share how to ramp up infrastructure, revise your equipment approach and adjust your business models to implement a liquids program; plus they'll look forward to advances beyond anti-icing and how to sell the benefits of liquids to the customer.

★ Additional events included in registration:

- Recorded access to Cleveland keynote addresses
- Snack and chat
Sponsored by Fisher, SnowEx, Western
- Dedicated trade show time. See page S14 for Minneapolis exhibitors.

CLEVELAND ROADSHOW A



**AUGUST 17-19, 2021
WHAT'S YOUR ROLE?**

OPENING KEYNOTE // JONES LOFLIN

A More Natural Way to Lead

You're busy. You already feel overloaded. You'd like to build greater capacity in yourself and members of your team, but where would you find the time? In short, you want to take your leadership to the next level, but the question is "How?" You need a fresh and practical blueprint.



In this innovative and engaging presentation built on the timeless practices of a gardener, Jones equips leaders to identify where change is needed and how to take productive action. It's time to get "growing" and harvest something better for your people and your organization.

Jones's book "Always Growing" will be available for purchase. All proceeds benefit the SIMA Foundation.

POD 1 - MANAGEMENT

TUESDAY, AUGUST 17

WORKSHOP: Sustainability in Snow & Ice - It's More than the Environment //
Phill Sexton, CSP, ASM, WIT Advisers



When you hear sustainability in snow and ice, most people immediately think about the environment and reducing salt use. While important, it's only one component of building a sustainable snow business. Phill will guide attendees through steps to address multiple areas of the company that would benefit from a sustainable focus.

WORKSHOP: Exceptional Leadership that Maximizes Productivity //
Danny Kerr, Breakthrough Academy



So you want to triple your revenue in two years? Do you have the team to help you get there, and more importantly, are you confident in your abilities as a leader? Poor leadership is the No. 1 cause of business failure. Successful entrepreneurs take the reins and lead with pride while making everyone accountable. In this workshop, Danny will teach the 3 key leadership tools to turn your company into a high-performance machine: implement an onboarding program that instills structured goal-orientation from day one; break your company's annual goals and reviews down into defined weekly goals for all staff; and conduct effective annual performance reviews and develop a culture of accountability. Attendees will receive BTA plug-and-play documents and templates to implement these new processes into their businesses.

LUNCH WITH A LEGEND

The snow and ice management industry is full of legendary entrepreneurs. In a new feature this summer, our Lunch with a Legend session will feature a short interview with an industry veteran to explore their snow & ice journey.

Sponsored by Fisher, SnowEx, Western



Carl Bolm, CSP
BSR Services



Todd Pugh
Envirosapes



Mike Rorie
GroundSystems



Charles Glossop, CSP
Hantho Farms

WEDNESDAY, AUGUST 18

Good Vibes Only: Building a Company Powered by Positivity // Troy Clogg, CSP, Troy Clogg Landscape Associates

Troy Clogg and his team have built a culture that embraces love, health, fun, trust and transparency. With an environment filled with challenge, support, belief, education and heartfelt commitment to one another and the company's purpose, TCLA is powered by positivity and the unique experience of each person on the team.



Which Way to the Exit: It's Never Too Early to Plan Your Endgame // Jeff Harkness, 3 Point Group

All good things must come to an end, and when your run in the snow industry is complete will you and your company be ready? Jeff has helped several SIMA members look toward the finish line to make sure everything is in place for a comfortable and seamless transition into the next phase of their lives. He'll share timelines, key tasks and why it's important to look ahead now so you don't look back with regret.



THURSDAY, AUGUST 19

How to Evaluate Your Profit Centers for Maximum Growth // Mike Rorie, GroundSystems

Small companies have a tendency to try to be everything to everybody, with the hope that growth will come from a diverse offering of services. But that may not be the case. Relying on his experiences of company ownership, Mike will share a process for determining which profit centers truly deliver and how to disengage from offerings that are costing you instead of helping you grow.



PANEL: Economic Outlook & the Impact on Snow & Ice // Todd Pugh, Enviroscapes; Mike McCarron, Image Works Landscaping; additional panelists TBD

In this non-partisan, non-political discussion, panelists will discuss the current economic climate, future trends and business in a post-Covid environment. Labor challenges, legislation that could impact hiring and contracts, portfolios that may need reshuffled due to market downturns and more will be up for discussion.

POD 2 - OPERATIONS

TUESDAY, AUGUST 17

WORKSHOP: Build Leaders to Train Successfully // Angela Cenzalli, CSP, ASM, B-Mentors Consulting & Wellness Group

Is your training program less than successful? If you're like many companies, you've elevated team members with operational expertise into positions that require a different skill set. Angela has seen it from both sides and will focus on the tools and soft skills your trainers and managers need to be successful.



Leading up the Chain of Command // Justin Phillips, ASM, Carrington Lawn & Landscape

Growing as a leader in snow and ice operations can be a slippery task as you move from crew team member to crew leader and beyond. Justin will share how to preserve relationships, gain the trust and confidence of the boss, and manage stress, communication and accountability from the bottom of the career ladder to the top.



WEDNESDAY, AUGUST 18

Standard of Care: What is It and Why Does It Matter? // Jeremy Swenson, CSP, Snowmen Inc.

As a snow professional and expert witness, Jeremy has heard the phrase "snow removal industry standard of care" in many cases involving snow and ice removal. What is the standard of care, and why is it important? Using SIMA Best Practices, SIMA's ANSI Procurement Standard and the Standard Guide for Snow and Ice Control for Walkway Surfaces as a reference, Jeremy will explain why you should have a plan in place that ensures your company is performing to the highest standard of care.



Don't Let the Storm Manage You // Mike May, CSP and John McBride, Enviroscapes

The Enviroscapes operations team stays ahead of the storm with a process that involves data collection and established metrics to help them objectively craft a successful snow management plan. They'll share what data to collect and measure and how to use it pre-storm, to deploy equipment and the teams, post-storm, and how to improve on those metrics before the next storm.



THURSDAY, AUGUST 19

WORKSHOP: Eliminating Waste in Snow Operations // Rick Kier, CSP, Forge Ahead Consulting & Software



In this two-part interactive workshop, attendees will put their field operations skills to the test:

Part 1 - What's Your Plan? Using a sample site and customized storm scenario, attendees will create a plan of attack that delivers the contracted level of service as efficiently as possible with the resources available.

Part 2 - Eliminating Waste in Snow Operations. Learn how cycle time, resource allocation, appropriate use of labor and equipment and more must work in concert to eliminate waste and drive efficiencies. Attendees will see how the plans they created in Part 1 hold up to best practices and will identify strategies for improvement.

POD 3 - BUSINESS

TUESDAY, AUGUST 17

WORKSHOP: Build a Better Snow Business // Grant Harrison, Nextra Consulting



Drawing on his 25+ years of experience with snow operations, Grant will discuss equipment purchasing and maintenance, health and safety training, recruiting and training, route management, site engineering and preparation, customer engagement and contract renewals, and budgeting and strategic planning.

Healthy Distractions: Utilizing Social Media as a Disrupter // Jason Ostrander, CSP, Sauers Snow & Ice Management



Are you looking for something other than a stagnant website, outdated email campaigns and lettered vehicles to boost your company's visibility? Whether you're new to marketing on social platforms or just looking for current best practices, this session will explore ways you can utilize them to enhance current efforts and make a real impact on your company's bottom line.

Additional events included in registration:

- Recorded access to Cleveland B keynote event
- Snack and chat
Sponsored by WeatherWorks
- The HUB
- Dedicated trade show time. See page S14 for Cleveland exhibitors.

WEDNESDAY, AUGUST 18

SOPs and KPIs: Document and Measure for Continuous Improvement // Chris Boucher, The Silvis Group



If a key team member were to leave your company tomorrow, would someone be able to step into the role and know, without a doubt, what to do? The Silvis Group leaves nothing to chance and has built documented processes and procedures to ensure continuity of service. Chris will share how to build out standard operating procedures (SOPs), establish key performance indicators (KPIs) and train your team to ensure effective and efficient snow operations meet and exceed your clients' expectations.

Practical Onboarding, Training and Engagement for Organizations of Any Size // Evan Tachoir, Snow & Ice Management Co.



Would you like your company to be 21% more profitable? Research shows that organizations with good onboarding, training and employee engagement see these types of results. How can you do all this when you're busy with the day-to-day grind of running a business? This session will give you practical, bite-size takeaways that you can implement today to grow and engage your employees for long-term, sustainable success.

THURSDAY, AUGUST 19

Growing through Acquisition: M&A in Snow & Ice // Jeff Harkness, 3 Point Group



Snow and ice management companies are becoming an increasingly desired sector for mergers and acquisitions. Whether you want to be a buyer or a seller, there is a path to negotiating in the M&A sector. Jeff has helped several companies buy and sell and will share strategies on how to use M&A as a successful growth strategy.

Scaling with Control // Joshua Gamez, CSP, East Coast Facilities



There is no one way to grow operations in snow and ice but there are definitely right ways and wrong ways. In less than 10 years, Joshua has expanded the size and scope of his operations with a plan for controlled growth. He'll explain his approach and offer tips on scaling with control to ensure your company, your team and your clients don't suffer.

CLEVELAND ROADSHOW B



**AUGUST 18-20, 2021
WHAT'S YOUR GOAL?**

OPENING KEYNOTE // **TIM KIGHT**

The "R" Factor

The "R" Factor is a key performance resource built on a simple, powerful equation:

E (Event) + **R** (Response)
= **O** (Outcome).

The performance of your business is determined by how people manage the "R." The key to producing outcomes is not the events or circumstances that people encounter, but how they choose to respond.

Tim worked with The Ohio State University football team to solve this equation, which resulted in the Buckeyes winning the NCAA title in 2012. Copies of "Above the Line: Lessons in Leadership and Life from a Championship Season" will be available for purchase. All proceeds benefit the SIMA Foundation.



POD 1 - LEADERSHIP

WEDNESDAY, AUGUST 18

Managing Through the Growing Pains //

Wayne Michalak, CSP, The Greener Side

As you grow your business, the challenges you face at \$100,000 may be vastly different than those you experience at the \$1 million mark. No matter where you are on the spectrum, managing through the growing pains, both operationally and as a leader, will be the key to coming out of those challenges stronger and ready for the next level.



When the Boss Gets in the Way //

Todd Pugh, Enviroscapes

As the boss, you have enough to do without micromanaging your team. Empowering your employees to make decisions, even if it means they may fail in the process, will expand their knowledge and pride in ownership of their roles and free you up to focus on the bigger picture.



Bridging Generations //

Norm Detrick and NJ Detrick,
Reliable Snow Plowing
Specialists

For over 35 years, Norm Detrick's vision has guided Reliable Snow Plowing Specialists. With his son NJ now a major part of the leadership team, the father-son duo are on a new chapter of becoming a second-generation company. They will share some of the key lessons they've learned along the way and leadership philosophies they use — all of which can help others, even those not in a family-run business.



LUNCH WITH A LEGEND

The snow and ice management industry is full of legendary entrepreneurs. In a new feature this summer, our Lunch with a Legend session will feature a short interview with an industry veteran to explore their snow & ice journey.

Sponsored by CAT



Carl Bolm, CSP
BSR Services



Jerry Schill
Schill Grounds Management



Bob Smart, CSP
Smartscales

THURSDAY, AUGUST 19

Transparency Matters: A Guide to Open Book Financials // Jerry Schill, Schill Grounds Management



Elevate the commitment of your team by showing them the impact they have on the success of your company. Adopting an open book philosophy can provide a clear vision for the future, the roles everyone plays in that vision, and the financial and strategic impacts that can be achieved.

You're the Snow Pro: Drive the Narrative // Jim Turcan, CSP, ASM, Cornerstone Partners Horticultural Services



We don't just push snow, despite what customers or prospects might think. As a snow professional, we drive service excellence and elevate our profession when we can effectively communicate the importance of our work to the end users. From risk and liability, to pricing, to the deicing decisions we make, striving for a win-win without compromising safety and profitability is key.

FRIDAY, AUGUST 20

Lead with Effective Communication // Brenda Ward, Beary Landscape



You have effective snow operations down pat; but don't ignore soft skills, such as communication, that are just as important. Brenda will share how to become more comfortable in your communications, including the importance of clarity, navigating uncomfortable situations, how "not" to communicate, and how to empower your team to communicate effectively — with you and others.

PANEL: Weathering Change in Snow & Ice // John Crandall, CSP, JC Grounds Management; Mike McCarron, Image Works Landscaping; Laura Ingram, CSP, Ingram Enterprises

From weather changes to labor shortages to operating in a post-Covid world and more, our panelists will discuss how to build a resilient business against the changes and challenges of working in snow and ice.

POD 2 - GROWTH

WEDNESDAY, AUGUST 18

WORKSHOPS: Simple Numbers, Straight Talk, Big Profits & Smart Scaling: A Play-by-Play Analysis for Pure Growth // Greg Crabtree, Carr, Riggs & Ingram



Part 1: Based on his book "Simple Numbers, Straight Talk, Big Profits," Greg will help attendees fine-tune the economic engine of their businesses for maximum, true profitability. He will show how to generate profit by identifying solutions to four common misconceptions — owner's salary, profit targets, labor productivity and business physics — then incorporating the learned tactics into their companies' financial practices.

Part 2: Using their own Simple Numbers, each attendee will identify opportunities to put their business to work for them. Greg reveals the growth potential going unnoticed in balance sheets. Learn how to make decisions based on data you already have to guide your business to be its best, most profitable self.

Copies of Greg's books will be available for purchase. All proceeds benefit The SIMA Foundation.

Overcoming Growth Plateaus // Grant Harrison, Nextra Consulting



Growth plateaus are to be expected, and can often be anticipated as they generally happen at certain milestones. Learn how to anticipate, navigate and overcome these plateaus to move your business to greater heights.

THURSDAY, AUGUST 19

Leaning Into Change // Jim Hornung Jr., CSP, Elbers Landscape Service



Riding the wave of strong economic growth was bound to end sometime, so Jim Hornung Jr. put every aspect of his company under the microscope to see where he could streamline operations and still deliver a high level of customer service. His proactive measures proved to be useful to combat the repercussions of the Covid-19 pandemic.

Empowering Your Crews to Lead // Brian Maurer, Brian-Kyles Landscapes of Distinction



Rethink leadership by empowering your crews to lead from the ground up. Give them the training, tools and freedom to take ownership of their work and watch them thrive and bring others along the way.

★ Additional events included in registration:

- Recorded access to Cleveland A keynote event
- Snack and chat

Sponsored by WeatherWorks

- The HUB
- Dedicated trade show time. See page 14 for Cleveland exhibitors.

FRIDAY, AUGUST 20

WORKSHOP: Create a Customer Service Revolution // Jess Pischel, The DiJulius Group

Become the brand your customers cannot live without! Using the teachings of renowned customer service expert John R. DiJulius III, Jess will help attendees discover how all of their employees can have compassion and empathy for customers; how to create a customer service vision statement; how to create non-negotiable standards that every team member will follow; and how to make price irrelevant. Make customer service your biggest competitive advantage!

Copies of John's book "The Customer Service Revolution" will be available for purchase. All proceeds benefit The SIMA Foundation.



POD 3 - PROCESS

WEDNESDAY, AUGUST 18

Evaluating Software Options // Rick Kier, CSP, Forge Ahead Consulting & Software

Learn how to evaluate the pros and cons of various software packages for your Snow Operations and Landscape Care company. See the steps to consider before choosing or changing software packages or even taking on the major effort required to make this change. What are your objectives in using software? Use these objectives to identify your key requirements for software so your decisions will be well informed and lead to the desired end result.



Implement an Effective Training Program // Angela Cenzalli, CSP, ASM, B-Mentors Consulting & Wellness Group

"I don't have the time, money or resources to train for snow." The question really is can you afford not to train? Developing an effective training program doesn't have to be a costly experience. Angela will guide attendees through the process of building a training program, implementing it and making sure your team buys in.



WORKSHOP: Exceptional Leadership that Maximizes Productivity // Danny Kerr, Breakthrough Academy

So you want to triple your revenue in two years? Do you have the team to help you get there, and more importantly, are you confident in your abilities as a leader? Poor leadership is the No. 1 cause of business failure. In this workshop, Danny will teach the 3 key leadership tools to turn your company into a high-performance machine: implement an



onboarding program that instills structured goal-orientation from day one; break your company's annual goals and reviews down into defined weekly goals for all staff; and conduct effective annual performance reviews and develop a culture of accountability.

THURSDAY, AUGUST 19

You've Been Served. Prepare Your Best Defense // Michael Merrill, North Country Snow & Ice Management

Very few snow companies can escape being sued for a slip and fall. But implementing key processes and protocols can help ease the pain. As a snow and ice management professional and industry consultant, Michael has seen this process play out several times. He'll share details on how being prepared heading into the season is vital to defending yourself against real or frivolous claims.



Standard of Care: What Is It and Why Does It Matter? // Jeremy Swenson, CSP, Snowmen Inc.

As a snow professional and expert witness, Jeremy has heard the phrase "snow removal industry standard of care" in the course of a case that involves snow and ice removal. What is the standard of care, and why is it important? Using SIMA's ANSI Procurement Standard and the Standard Guide for Snow and Ice Control for Walkway Surfaces as a reference, Jeremy will explain why you should have a plan in place that ensures your company is performing to the highest standard of care.



FRIDAY, AUGUST 20

Build an Operations Scorecard // David Gallagher, Spiritus Business Advisers

Using performance metrics to evaluate your operations and your operators brings perspective to everything from estimating to equipment choices and training needs.



PANEL: Mechanize or Get Left Behind // Wayne Michalak, CSP, The Greener Side; Jim Hornung Jr., CSP, Elbers Landscape Service; Mark Arthofer, CSP, Skyline Construction

The snow industry has been notoriously slow to adopt cutting edge technologies. The panel will discuss why it's time to start planning now to keep ahead of the curve and be able to deliver efficient service while maintaining healthy profit margins.

PHILADELPHIA ROADSHOW



**AUGUST 31-SEPTEMBER 2, 2021
BUSINESS / OPERATIONS**

TUESDAY, AUGUST 31 // SPECIAL EVENT

Sauers Snow & Ice Facility Tour with Lunch and Play at Earthborne

Efficiencies in snow and ice management will be on display during the facility tour of Sauers Snow & Ice Management in Warminster. Join 2020 SIMA Snow Executive of the Year Stephanie Sauers, CSP and her team for a detailed look behind the curtain. Afterward, we'll head to EarthBorne, a new, 75,000 sq.ft. state-of-the-art equipment and truck dealership for lunch. Tour the facility, check out the dig and demo area and the latest in snow and ice equipment. There is no charge for this event, but spots are limited and will be reserved on a first-come, first-serve basis.



POD 1 - BUSINESS

WEDNESDAY, SEPTEMBER 1

WORKSHOP: Leaders Create More Leaders, Not Followers // Thane Isaacs, Innovations Tomorrow



Thane will share how to build organic growth with a bench, not just a roster; how to create a culture that works for each others' success; how to lead with inspiration and not intimidation; how to be a leader not just in snow and ice but in your community; and how to value your No. 1 asset — your people.

Transparency Matters: A Guide to Open Book Financials // Mark Aquilino, Outdoor Pride Landscaping



Elevate the commitment of your team by showing them the impact they have on the success of your company. Adopting an open book philosophy can provide a clear vision for the future, the roles everyone plays in that vision, and the financial and strategic impacts that can be achieved.

Broken Windows, Broken Business // Bob Marks, CSP, ASM, emi landscape



It's the little things that matter, and ignoring the details could lead to bigger problems for your company, your team and your clients. Reading the book "Broken Windows, Broken Business: How the Smallest Remedies Reap the Biggest Rewards" by Michael Levine was transformative for Bob. He now looks at his business through a different lens and will encourage attendees to do the same.

Healthy Distractions: Utilizing Social Media as a Disrupter // Jason Ostrander, CSP, Sauers Snow & Ice Management



Have you taken the plunge into social media for your brand awareness? Are you looking for something

LUNCH WITH A LEGEND

The snow and ice management industry is full of legendary entrepreneurs. In a new feature this summer, our Lunch with a Legend session will feature a short interview with an industry veteran to explore their snow & ice journey.



Tom Canete
Canete Snow Management



Paul & Mark Rasevic
The Rasevic Companies

other than a stagnant website, outdated email campaigns and lettered vehicles to boost your company's visibility? Whether you're new to marketing on social platforms, or just looking for current best practices, this session will explore the many ways you can utilize them to enhance what you are already doing and make a real impact on your company's bottom line.

THURSDAY, SEPTEMBER 2

Rethinking the Subcontractor Business Relationship // Kevin McLaren, Green Earth

It's no secret that hold harmless and indemnification responsibilities roll downhill, often leaving smaller companies who serve as subcontractors holding the bag. This session will encourage those who hire subcontractors to rethink the expectations and unfair assumptions of risk for those small companies that perform on your behalf.



Insulate Your Company From Liability - Real or Otherwise // Jeff Evans, Mountain Landscaping

Snow and ice management professionals are an easy mark for lawsuits. Whether those claims are legitimate or manufactured, you must be able to protect yourself and your company. Jeff has served as an expert witness and is a contractor himself. He'll share his experiences to help you build a better defense when the attorneys come calling.



POD 2 - OPERATIONS

WEDNESDAY, SEPTEMBER 1

Using Data Analytics to Reduce Your Risk // Katie Raymond, Case Snow Management and Jared Perkoski, FB Insure



We live in a data-driven world. How should snow contractors use analytics to reduce their risk exposure? This session will cover what data should be collected, how to analyze and use it to your advantage, and how this information can help protect your company from slip and fall lawsuits and insurance pitfalls.

Build an Operations Scorecard // David Gallagher, Spiritus Business Advisers

Using performance metrics to evaluate your operations and your operators brings perspective to everything from estimating to equipment choices and training needs.



Creating and Executing a Culture of Safety // John Caramanico Jr., C. Caramanico & Sons and Rob Wolff, Culture Wise



Think Safe. Work Safe. That motto guides the team at C. Caramanico & Sons. John and Rob will share the leadership decisions that go into building a culture rooted in safety and how to live within it by establishing guideposts for everyone from the top down to follow.

Subcontractor Management // Josh Nichols, CSP, Ruppert Landscaping



Managed correctly, subcontractors are a smart way to grow your snow business. Josh will outline key areas that will make the sub/contractor relationship a win-win: determining your needs, vetting subs and awarding sites, setting expectations for service and communication, and more.

THURSDAY, SEPTEMBER 2

Build Leaders to Train Successfully // Angela Cenzalli, CSP, ASM, B-Mentors Consulting and Wellness Group



Is your training program less than successful? If you're like many companies, you've elevated team members with operational expertise into positions that require a different skill set. Angela will focus on the tools and soft skills your trainers and managers need to be successful.

Roll the Tape: Video as a Multifunctional Tool // Zech Strauser and Jared Gilbertsen, Strauser Nature's Helper



Seeing is believing and the Strauser Nature's Helper team has become adept at using video in multiple ways, from training, to client communication, site engineering, marketing and more. Zech and Jared will show you how to start using video to your advantage - regardless of your company size.

★ Additional events included in registration:

- Recorded access to Cleveland keynote addresses
- Snack and chat

Sponsored by Fisher, SnowEx, Western

- Dedicated trade show time. See page S15 for exhibitors.

MINNEAPOLIS ROADSHOW EXHIBITORS

Ansley & Associates.....9	Greystone Construction.....6	Sno Power.....35
Arctic Snow and Ice Products.....33	Henderson Products.....11	SIMA.....F1
Aspire Software.....12	Hilltip Corp.....20	SnowEx.....27
Buyers Products Company.....28	HLA SNOW / Reist Industries.....36	Spyker Spreaders.....4
Caterpillar.....25	Ice 'B Gone Magic.....2	Switch N Go.....23
Champion Salt.....37	Iron Valley Equipment.....31	Ventrac.....29
Dustbusters.....5	Meyer Products.....1	Voigt Smith Innovation.....32
EnviroTech Services, Inc.....13	MLNA.....F2	WESTERN Products.....22
Fisher Engineering.....34	Pro-Tech.....26	Winter Equipment Company.....14
Frost Control Systems.....10	Secure Winter Products.....8	YETI Snow & Ice Management.....3
FrostyFlake.....7		

CLEVELAND ROADSHOW EXHIBITORS

American Rock Salt Company LLC.....643	Henderson Products.....739	Pro-tech.....921
Arctic Snow and Ice Products.....827	HighCountry Spray Systems.....639	Scotwood Industries LLC.....512
Aspire Software.....622	Hilltip Corp.....706	Secure Winter Products.....330
Brine Masters LLC.....646	Hiniker.....327	Sitefotos.....649
Britespan Building Systems Inc.....326	HLA SNOW / Reist Industries.....541	Sno Power.....317
Buyers Products Company.....707	Hot Pink Deicer.....549	SIMA.....745
Cargill Road Safety.....734	Hyundai Construction Equipment Americas.....507	SnowEx.....1121
Caterpillar.....1321	Ice 'B Gone Magic.....613	Spectrum Weather Insurance.....730
Champion Salt.....521	Ice Master Systems.....616	Spyker Spreaders.....735
Corrigan Environmental Solutions.....537	Include Software.....740	Switch N Go.....518
CrewTracker Software.....703	Innovative Surface Solutions.....502	The Integra Group.....431
Delcing Depot.....717	Inserv Seasonal Services.....320	Thunder Creek.....602
EMCOR Facilities Services.....417	Metal Pless.....527	True Weather.....702
EnviroTech Services, Inc.....633	Meyer Products.....727	Turf Teq.....630
Fisher Engineering.....817	NeoWeather, LLC.....411	Ventrac.....1021
Frost Control Systems.....542	Normand Co. Ltd.....532	Voigt Smith Innovation.....627
FrostyFlake.....306	Orec America.....407	WeatherWorks, LLC.....744
Go iLawn.....316	OxyChem Calcium Chloride.....427	WESTERN Products.....837
GPS Fleet Consulting.....528	Plow Right Marking Stakes.....538	Winter Equipment Company.....716
GVM Inc. Snow Division.....310	PlowRubber.com.....722	YETI Snow & Ice Management.....213
Harmoney Delcing Products, Inc.....621		



Exhibitors and sponsors as of May 21, 2021. Visit www.sima.org/show for updates. Still interested in exhibit booths or sponsorship contact **Kerri at Kerri@sima.org**

PHILADELPHIA ROADSHOW EXHIBITORS

American Rock Salt Company LLC.....2	Frost Control Systems.....6	Secure Winter Products.....25
Arctic Snow and Ice Products.....41	FrostyFlake11	SIMA.....18
Aspire Software.....15	GPS Fleet Consulting.....4	SnowEx33
Brine Masters LLC.....40	Harmony Delcing Products, Inc.....28	Spyker Spreaders.....16
Britespan Building Systems Inc.....42	Henderson Products.....13	Switch N Go.....26
Buyers Products Company.....23	Hilltip Corp.....27	True Weather.....7
Caterpillar.....20	HLA SNOW / Reist Industries.....39	Turf Teq.....3
Champion Salt.....32	Ice Master Systems.....37	Ventrac.....34
Chemical Equipment Labs.....12	Karcher Municipal North America Corp. 14	WeatherWorks, LLC17
Delcing Depot.....22	Meyer Products.....1	WESTERN Products.....29
Earthborne Trucks & Equipment31	Natural Alternative, Inc.....5	Winter Equipment Company.....35
EMCOR Facilities Services.....9	Normand Co. Ltd.....36	YETI Snow & Ice Management.....8
EnviroTech Services, Inc.....24	Plow Right Marking Stakes.....10	ZM Industries.....38
Fisher Engineering.....21	Pro-Tech.....30	

THANKS TO OUR 2021 ROADSHOW SPONSORS

(*As of May 21, 2021)

