

PRESS RELEASE

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For Immediate Release

Snow & Ice Management Association Announces Residential Webinar

Milwaukee, WI (March 4, 2010) – The Snow & Ice Management Association (SIMA) will hold an online web seminar entitled “Rethink Residential” on Wednesday, April 7, 2010 starting at 3:00pm EST. The session will feature speaker Paul Vanderzon of Amenagements Paysagers Vanderzon Inc., a large snow and ice management firm in Quebec, Canada.

“Residential snow removal is often regarded as secondary to more substantial commercial, retail, and other property work” says Brian Birch, SIMA’s Assistant Executive Director. “Our newest webinar will challenge attendees to rethink residential accounts and join the growing number of skilled snow contractors who are using residential work as a strong supplement to their businesses.” Specifically, this webinar will address:

- Logistics, equipment, and routing
- Sales and customer service
- Residential work and business strategy
- Cash flow supplement for commercial/diversification
- Generate sales leads
- Training for new employees

“Rethink Residential” will be presented by Paul Vanderzon, who co-owns and operates Amenagements Paysagers Vanderzon Inc., a large snow and ice management firm in Quebec, Canada. Paul has been in snow for 37 years and APV is celebrating its 50th year in business. Paul and his company were also the recipients of a 2009 SIMA Excellence in Business Award. APV currently manages over 2,700 residential accounts, and commercially services approximately 2.4 million square feet of pavement. All services are performed with equipment owned by APV. Paul is an active member of SIMA, and in 2009 he personally created and successfully managed a large snow-specific equipment and training event in Quebec.

This webinar will also be available in an archived on-demand format, as well as on CD-ROM. For more information or to register, call 414-375-1940 or visit <http://webinars.sima.org>.

The Snow & Ice Management Association Inc. (SIMA) is a trade association for those who manage snow and ice. SIMA ensures professionalism and safer communities by helping those who manage snow and ice master essential skills and practices.