

## PRESS RELEASE

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### For Immediate Release

## 13<sup>th</sup> Annual Snow & Ice Symposium to be held in Providence, RI

Milwaukee, WI (February 26, 2010) – The Snow & Ice Management Association (SIMA) will hold its 13<sup>th</sup> Annual Snow & Ice Symposium in Providence, RI, June 23-26, 2010. The 4 day event will feature a trade show, speakers, educational sessions, and networking events for professionals in the snow and ice industry.

“After busy winter seasons in many areas, SIMA is working hard to provide another great show full of up to date information for industry professionals,” says Jennifer Hallett, SIMA Director of Education and Certification. “We are looking forward to presenting some new programs and ideas in Providence.” New for the 2010 Symposium will be a day-long Deicing and Anti-icing Workshop, which will include classroom training, face to face networking, individual case studies, and an equipment display, all focused on deicing and anti-icing strategies.

The Symposium will be held at the Rhode Island Convention Center in downtown Providence, and will also feature:

- A 2 day trade show featuring the latest equipment and services from over 80 exhibitors.
- Keynote “Becoming an Exceptional Performance Coach” with Bob Coulter, JP Horizons.
- Over 20 educational sessions with topics covering sales and marketing, operations, management and leadership, and administration.
- A new Risk Management Track featuring sessions on insurance, contracts and legal, and data collection.
- “Snack & Chat” roundtable discussions on various snow and ice topics where attendees can network and share tips of the trade.
- Networking receptions, including a closing event dinner cruise in Newport, RI.
- A Certified Snow Professional (CSP) exam.
- An awards banquet honoring the best in snow and ice management.

Registration information is available now for the 13<sup>th</sup> Annual Snow & Ice Symposium at [www.sima.org](http://www.sima.org). For a list of scheduled events or more information, contact [Jennifer@sima.org](mailto:Jennifer@sima.org), or call 414-375-1940.

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.