



## Speaker Outreach Program

### Speaker Information Form

Please submit a photo of yourself, and a signed SIMA Code of Ethics, with this form.  
Email forms, code of ethics and photos to Jennifer Hallett,  
Director of Education & Certification, at [jennifer@sima.org](mailto:jennifer@sima.org).

**The minimum requirements to be considered as a speaker for an outside event, sponsored by SIMA, are:**

- SIMA member
- At least five years in snow & ice management industry
- Some prior speaking experience
- Signing the SIMA Code of Ethics

Name/Credentials \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Primary Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

**Speaking Fee Range\*** \_\_\_\_\_ **Plus Travel Expenses?\***  yes  no

*\*SIMA will provide a \$500 honorarium, plus travel expense, to the speaker for SIMA-sponsored programs. To be included in the SIMA Speaker Resource Directory, available to state and provincial associations as a resource for finding snow and ice-related speakers on their own, please include your speaking fee range.*

**Willing to speak (check all that apply):**

- within my state / province  regional  national  US  Canada

**Topics qualified to discuss (please check all that apply):**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Anti-Icing and Deicing        | <input type="checkbox"/> Forecasting     | <input type="checkbox"/> Sales & Negotiation      |
| <input type="checkbox"/> Bidding                       | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Salt Usage               |
| <input type="checkbox"/> Contracts                     | <input type="checkbox"/> Leadership      | <input type="checkbox"/> Site Technology          |
| <input type="checkbox"/> Customer Service              | <input type="checkbox"/> Legal Issues    | <input type="checkbox"/> Software Technology      |
| <input type="checkbox"/> Equipment Operations          | <input type="checkbox"/> Marketing       | <input type="checkbox"/> Subcontractors           |
| <input type="checkbox"/> Fleet Management              | <input type="checkbox"/> Purchasing      | <input type="checkbox"/> Trends in Snow & Ice Mgt |
| <input type="checkbox"/> Financial Operations          | <input type="checkbox"/> Safety          |   |
| <input type="checkbox"/> Other (please specify): _____ |  |   |
| <input type="checkbox"/> Other (please specify): _____ |  |   |
| <input type="checkbox"/> Other (please specify): _____ |  |   |

**Please describe your speaking experience, including specific events, dates, outcomes, etc.** (Use additional paper if necessary.)

**Please provide a short bio (50-100 words).** This bio will be included in the speaker resource directory.



## SIMA Code of Ethics

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This Code is established to promote the highest professional standards of service and conduct of the Snow and Ice Management Association (SIMA). By maintaining these principles our members will be recognized as professionals by customers, vendors and other industry professionals. Through high regard for the code, membership in this association will be deemed a significant indicator of individuals' responsibility, character and professionalism.

As a member of the Snow and Ice Management Association, I accept and fully agree to abide by this Code and pledge myself to:

- Practice honesty and integrity, adhering to the highest standards in our industry;
- Utilize every practical opportunity to expand my professional knowledge, thereby improving myself and my profession;
- Observe all state and federal laws;
- Maintain the highest level of personal conduct to reflect positively upon the Snow and Ice industry;
- Recognize and observe the highest standards of integrity in my relationships with fellow snow contractors and others associated with this profession and industry;
- Express professional opinions on technical subjects publicly only when that opinion is founded upon adequate knowledge of facts and competence in the subject matter;
- Uphold this Code of Ethics in all professional activity and use the SIMA name only for purposes that are authorized and fairly represent the organization and its professional standards.

Agreed by (print name): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_