

PRESS RELEASE

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For Immediate Release

SIMA Symposium to Feature Full Day Anti-Icing & Deicing Training

Milwaukee, WI (March 16, 2010) – The Snow & Ice Management Association (SIMA) will hold its 13th 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. A full day workshop entitled “Deicing & Anti-Icing Workshop: Ice Management for the 21st Century” will be held at the Symposium on Wednesday, June 23, 2010.

“Deicing and Anti-icing technology is becoming more popular and increasingly important for snow and ice contractors,” says Brian Birch, SIMA Assistant Executive Director. “The goal of this workshop is to help attendees learn better ways to manage snow and ice through more informed deicing and anti-icing strategies.” The workshop, new for the 2010 Symposium, will include classroom training, networking, individual case studies, and an equipment display.

The workshop will feature speaker Connie Fortin, from Fortin Consulting. Over the past 5 years, Ms. Fortin’s firm has leveraged a grant to develop proper application rates for salt, and Connie has trained hundreds of contractors on the science of using salt more effectively. She will provide down-to-earth training that will help attendees learn to adjust equipment, incorporate liquids into operations, and understand and compute application rates.

Following Connie’s presentation, three contractors will present case studies about how they’ve successfully incorporated liquids into their business, both from an operational standpoint and in terms of sales and marketing strategy. Finally, attendees will have the opportunity to gain insight into specific deicing and anti-icing equipment, with an in-depth look at several different pieces of equipment provided by Fisher Snowplows, Swenson Spreader, and Magic Salt.

Registration information is available now for the 13th Annual Snow & Ice Symposium at www.sima.org. Space is limited for the Deicing and Anti-Icing workshop. For a list of scheduled events or more information, contact 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.

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