

## PRESS RELEASE

Contact: **Brian Birch**  
Assistant Executive Director  
Phone: 414-375-1940  
Onsite Contact: 814-602-4548  
Brian@sima.org

---

### For Immediate Release

## 13<sup>th</sup> Annual Snow & Ice Symposium to Feature a Variety of Educational Sessions for Industry Professionals

Milwaukee, WI (March 24, 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, networking events, and over 20 educational sessions covering a wide variety of topics specific to snow and ice management.

“There are many different factors involved in running a successful snow and ice management business,” says Brian Birch, SIMA Assistant Executive Director. “The educational sessions at the Symposium cover many of these factors, and we hope attendees can take away tips and tools to apply to their own businesses.” The sessions will be held during the show starting Thursday, June 24 and going through Saturday, June 26. Each session will be an hour and a half long, and will feature the following tracks, session titles, and speakers:

- Risk Management (New for 2010!)
  - “How to Get Insurance Companies to Fight Over You” – John Hodapp
  - “Lessons in Contract Language & Liability” – Deb Mattson, CSP
  - “Data Collection & Your Snow Risk Management Strategy” – Rich Arlington, CSP
- Management & Leadership
  - “Leading Effective Meetings” – Bob Coulter
  - “People First: Optimizing Human Resources in Your Snow & Ice Management Business”  
Phil Harwood, CSP
  - “Overview of the Subcontractor Relationship” – Ed Laflamme
- Administration
  - “Inside the Head of the Property Manager” – Richard Churchill
  - “Getting Paid for Your Work: When Bill Collection Turns Complicated” – Steven Sager
  - “Creating an Exit Strategy: How to Prepare for the Inevitable Transition of Your Business”  
Phil Harwood, CSP, Jason Case, CSP, Robert Smart, CSP, & Alan Steiman, CSP
  - “Weather Coverage Options: Managing the Risk of Too Little or Too Much Snow” – Jeff Hodgson & Robert Holmes
  - “Working with National Service Providers: The Challenges and Opportunities” – Rich Arlington, CSP, Jason Case, CSP, Sean Hartnett, CSP, & Grant Mitchell

- Operations
  - “Demystifying Deicers: Ice-Melt Products, Characteristics, and Application Techniques”  
Bill Oestmann, Mose Sacarry, & Robert George
  - “Managing Snow & Ice: A Portfolio Approach” – David Furbeck
  - “Using Weather Intelligence to Better Manage Your Business” – Bill Kirk & Richard Wooley
  - “Is Your Plow Truck Safe & Legal?” – Craig Kemmerling & John Murphy
  
- Sales & Marketing
  - “The Referral Advantage” – Jeffrey Scott
  - “Low-Cost, High-Impact Marketing” – Jeffrey Scott
  - “Grow Your Business Without Shrinking Your Profits” – Kirk Armstrong
  - “Negotiating in a Frozen Economy” – Kirk Armstrong
  - “Selling a Balanced Portfolio of Snow Contracts” – David Gallagher

The session and other Symposium events 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.
- A full day session: “Deicing & Anti-icing Workshop: Ice Management for the 21<sup>st</sup> Century.
- Keynote “Becoming an Exceptional Performance Coach” with Bob Coulter, JP Horizons.
- “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 full list of scheduled events, including detailed educational session descriptions, for more information, or to register, visit [www.sima.org](http://www.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.

###