



snow & ice management association

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PRESS RELEASE

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For Immediate Release

Keynote Speaker Announced for 13th Annual Snow & Ice Symposium

Milwaukee, WI (March 30, 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, education, and networking events for professionals in the snow and ice industry. The keynote session, “Becoming an Exceptional Performance Coach,” will be presented by Bob Coulter of JP Horizons on Thursday, June 24, 2010.

“Leadership is an important skill for managers and employees in any company to have,” says Brian Birch, SIMA Assistant Executive Director. “The Keynote session this year focuses on developing leadership and coaching skills to ensure successful employees and company growth.” In this fun session Bob Coulter will explore the 4 Steps to Great Coaching and will send each participant away ready to lead with Courage, Candor, and Consideration. The session will be presented during the Symposium on Thursday, June 24, and will focus on the following points:

- Understanding the evolution that needs to occur when an employee goes from being a doer to being a coach.
- Learn how to construct a win - win agreement with each direct report.
- Skill development that puts us in a position to facilitate productive coaching conversations.
- Establishing the discipline to document what is important and building a structured approach for follow-up.

Bob Coulter joined the team at JP Horizons in 2002 after serving as a coach and developer of people for the last 22 years in the hospitality industry. Bob has a unique background of operations and human resources/training that has helped him to play key leadership roles for ClubCorp, Marriott, and Radisson. In each stop of his career, Bob has helped individuals reach their potential and each organization to maximize their performance. He has a BS from Auburn University and is a certified instructor for Seven Habits of Highly Effective People, Novations 4 Stages, Blanchard’s Situational Leadership, and Behavioral Interviewing.

Registration information is available now for the 13th Annual Snow & Ice Symposium at www.sima.org. For a list of scheduled events or more information, including detailed educational session descriptions, visit 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.

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