

PRESS RELEASE

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For Immediate Release

SIMA Snow & Ice Symposium to Offer Risk Management Training

Milwaukee, WI (March 23, 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. New for 2010 is a Special Risk Management track featuring 3 educational sessions covering Insurance, Contracts & Legal, and Data Collection.

“In the next decade, snow and ice professionals will see increased pressure to offer comprehensive risk management services for their clients,” says Brian Birch, SIMA Assistant Executive Director. “The focus of this track is to offer a comprehensive approach to risk management, and will help attendees understand how to protect their own companies, and how to help protect their clients.” The Risk Management track includes:

- “How to Get Insurance Companies to Fight over You” – John Hodapp, Hortica Insurance & Employee Benefits. John Hodapp, a seasoned commercial insurance expert, will provide attendees with valuable insights and useful, takeaway ideas designed to help them better understand and manage their relationships with insurance providers.
- “Lessons in Contract Language & Liability” – Deb Mattson, CSP, Allied Snow Removal Corporation. Deb Mattson, CSP, an experienced snow and risk management professional, will review major challenges and opportunities associated with contractual and liability issues in snow, contract language, customer contracts, and target markets.
- “Data Collection & Your Snow Risk Management Strategy” – Rich Arlington, CSP, Rich Arlington & Associates. Rich Arlington will share his experiences as an expert witness and snow contractor to illustrate some tools and techniques to managing risk for your snow company. He will discuss specific case studies, tips on managing data and long-term record retention, and techniques to help snow companies decrease their liability.

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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