

## Nominee: Pro-Motion Consulting

### **Describe why you nominate the company for this award:**

I would like to nominate Pro-Motion Consulting for the Snow Industry Commitment award. According to the website, the Awards Task Force will be reviewing four competencies – contribution, commitment, customer services, and achievements. I believe they are qualified in all four categories.

**Contribution** – We have been working with Pro-Motion Consulting for the past 7-8 years. During this time, we have seen many examples of their participation in SIMA programs such as the Build-A-Bid program, Beyond-The-Bid program, Think Tanks, CSP training CD's, SIMA Peer Group program, writing articles for Snow Business magazine, speaking at conferences, connecting new members to join SIMA, holding webinars, and just being a great ambassador of SIMA.

**Commitment** – I can't think of anyone more dedicated and committed to SIMA than Pro-Motion Consulting. They are fiercely loyal to SIMA and supportive of the association. I have witnessed how they have made business decisions in a way to support SIMA's goals, to add more value, and to be careful not take anything away from SIMA. An example of this was how he presented a webinar for NALP members to explain the Best Practices Procurement Timeline with SIMA members who were involved in the development of this tool in a panel discussion.

**Customer services** – Pro-Motion Consulting recently held a soft launch for their Sno-Motion sub-brand. This new brand will be focused exclusively on the snow and ice management industry to provide resources for collaboration, education, and learning in peer-to-peer environments. This is just the latest example of how Pro-Motion Consulting is always seeking to better serve the industry.

**Achievements** – The success of the SIMA Peer Group program, now going into its third year, is due to the outstanding administration and facilitation of Pro-Motion Consulting. This program has made a positive impact on members, it is an excellent member benefit option, and it's good for the industry. On the personal side, the owner of Pro-Motion Consulting, Phil Harwood, was recently recognized by his alma mater, Michigan State University's Broad College of Business, as an "alumnus of the decade."

My business has benefited from working with Pro-Motion Consulting and I highly recommend Pro-Motion Consulting for this award.

**Describe how this company or its employees has directly affected your organization:**

Pro-Motion has been our business consultant for the past 8 years and has been an integral part in the growth of our company and the improvement of our business operations. We have utilized various members of his staff and my staff has benefitted greatly from their wisdom and knowledge of not just the snow industry but, business in general.