



Instructions for Excellence in Business Judges:

- 1) Read through this entire page and the questions (below) our applicants had to answer to familiarize yourself with our judging format.
- 2) Read through both the application and references for each entry.
- 3) Award points based on the criteria for each question/reference (see below)

NOTE: Please make note of the applicant's CATEGORY when reading through the applications. The company size will yield how the company runs and the resources it has available. *Please compare responses of companies from the same category!*

- 4) Record your results and comments on the Assessment Pages located in this document.
- 5) Submit your results by **May 10th, 2017** via email to Kaitlyn@sima.org or fax at 414-375-1945.

The point distribution for each question will be as follows:

Question 1: Business Practices

30 points possible

Applicants may touch on the following topics:

- Operational Practices
- Safety Procedures
- Data Tracking
- Snow Response Plan
- Company Vision and Strategic Plan

Question 2: Professional Relationships

30 points possible

Applicants may touch on the following topics:

- Company culture and communication
- Sales and Marketing process
- Customer Satisfaction
- Effect of change in your business; how it may affect employees & customers
- Community involvement (business, charitable, etc)

Question 3: Personal Experience

15 points possible

Question 4: SIMA Affiliation

15 points possible

References

10 points possible



Excellence in Business | Judges Packet

Questions:

1) Business Practices (worth up to 30 points)

As a snow season approaches, every snow management company needs to be ready for anything and everything the event brings. Whether the area you service averages less than 10" (25cm) or more than 100" (254cm) per season, a company's processes, procedures, leadership, and education come into play. In your response, give examples of the business practices you use to ensure a successful snow season. Please use the following topics as a guide for your response.

- Operational practices
- Safety procedures
- Data Tracking
- Snow Response Plan
- Company vision and Strategic Plan

2) Professional Relationships (worth up to 30 points)

No company is complete without its main ingredient – people. These employees, customers, and community help shape the business and are vital in how it runs each season. In your response, give examples of these people, how you work with them, and how you are able to give back. Please use the following topics as a guide for your response.

- Company culture and communication
- Sales and Marketing process
- Customer Satisfaction
- Effect of change in your business; how it may affect your employees & customers
- Community involvement (business, charitable, etc)

3) Personal Experience (worth up to 15 points)

Describe your biggest snow event of last season and how your company managed it. Explain how you succeeded, what went wrong (if anything), and what you learned from it.

Please read through response and reward points based on:

- *How company managed the difficult event*
- *How and if company changed a process because of the event*



Excellence in Business | Judges Packet

4) SIMA and your company (worth up to 15 points)

How has being a member of SIMA benefited your company?

Please read through both references for each entry and reward points based on:

- *Use of SIMA as resource*
- *Participation in SIMA*

5) References (worth up to 10 points)

Please read through both references for each entry and reward points based on:

- *Service*
- *Customer Satisfaction*



Excellence in Business | Judges Packet

Applicant: A
Category: Over \$1Million

Question 1: Business Practices

Points: _____ / 30 points

Comments: _____

Question 2: Professional Relationships

Points: _____ / 30 points

Comments: _____

Question 3: Personal Experience

Points: _____ / 15 points

Comments: _____

Question 4: SIMA Affiliation

Points: _____ / 15 points

Comments: _____

References

Points: _____ / 10 points

Total: _____ /100



Excellence in Business | Judges Packet

Applicant: B
Category: Over \$1Million

Question 1: Business Practices

Points: _____ / 30 points

Comments: _____

Question 2: Professional Relationships

Points: _____ / 30 points

Comments: _____

Question 3: Personal Experience

Points: _____ / 15 points

Comments: _____

Question 4: SIMA Affiliation

Points: _____ / 15 points

Comments: _____

References

Points: _____ / 10 points

Total: _____ /100



Excellence in Business | Judges Packet

Applicant: C
Category: Over \$1Million

Question 1: Business Practices

Points: _____ / 30 points

Comments: _____

Question 2: Professional Relationships

Points: _____ / 30 points

Comments: _____

Question 3: Personal Experience

Points: _____ / 15 points

Comments: _____

Question 4: SIMA Affiliation

Points: _____ / 15 points

Comments: _____

References

Points: _____ / 10 points

Total: _____ /100



Excellence in Business | Judges Packet

Applicant: D
Category: Under \$1Million

Question 1: Business Practices

Points: _____ / 30 points

Comments: _____

Question 2: Professional Relationships

Points: _____ / 30 points

Comments: _____

Question 3: Personal Experience

Points: _____ / 15 points

Comments: _____

Question 4: SIMA Affiliation

Points: _____ / 15 points

Comments: _____

References

Points: _____ / 10 points

Total: _____ /100