

1) Describe one person in your life who has served as a mentor for you and the impact that person has had on your life:

My husband is constantly telling me I need to find a hobby. "You work too much," he says, "you need to find a hobby to de-stress in your off time." Every time, my response is: "Business is my hobby." And it's true, going back to when I was a little girl. When other kids were playing outside, I was opening a lemonade stand. When other kids were inside playing Nintendo (this was the late 80's, after all), I was having a yard sale. Even into my teenage years, all I wanted to do was talk business. When I was 14, I started promoting and marketing local musicians and continued until I was 19. Every day, I wanted to learn more and more about business and marketing. As I got into my 20's, I moved more into an operational role and got my first facility maintenance job at 23. From there, I spent a lot of time in management positions – very successful but ultimately missing the feel of sales and business. At the age of 29, I interviewed with [REDACTED]. It was the first time I'd met [REDACTED], although it was certainly not the first time I'd heard of him. As one of the original founders of [REDACTED], his name is legend within the industry; I'm sure you can imagine how excited I was when I was offered a position with [REDACTED] and started September 02, 2014. Shortly after starting, I found that [REDACTED] is extremely hands-on when it comes to operations. He would visit with me any time he was in the office, which was often. During these visits, I had an opportunity to talk to someone who genuinely appreciated my feedback and experience in the industry. Having never been through a snow season as an account manager before, he offered me daily guidance, answered my millions of questions, took my suggestions (for the most part), and made himself available for me whenever I needed it – even at 3am one morning when we had a service failure in [REDACTED]. After that first snow season, [REDACTED] saw something in me and decided to take a chance. He moved me from an account manager to overseeing the sales for S [REDACTED]. He continued to work with me the same way he did as an account manager – helping me fine tune my questionnaire responses, showing me how to price large RFP's, and offering training sessions (one-on-one) to help me get confident in presenting the Power Point presentation I had created. Now, almost 3-years later and with his mentoring, I have brought in millions of dollars in new revenue for the company. His guidance gave me the confidence I needed to really bring out the inner entrepreneur I've always had, and it has meant great success for both S [REDACTED] and my career.

2) How will the scholarship help you and/or your company? Why should SIMA award you the Alan Steiman Symposium Scholarship?

[REDACTED] is quickly gaining notice within the snow and ice industry. Through our sales efforts and attentive operations team, we've been able to grow our company by about 50% in a short amount of time. Having said that, my goal is to bring [REDACTED] to the forefront of the industry and I believe that SIMA would be the best tool to reach that goal. While I have tried to attend previous symposiums (and have volunteered on SIMA advisory panels) it seems there's always been a conflict in schedule that has prevented me from getting to take in the symposium experience. This would be the first time in 3-years that there is no conflict from a scheduling standpoint. I would be honored to have a chance to bring back all the of knowledge I could gain at the symposium event, and I'm sure would be able to use that knowledge to show our executive team the importance of participating in future symposiums.

3) What is your single favorite thing about managing snow and ice?

Snow and ice is an interesting industry, and one that certainly requires a lot of patience. When I first started in the industry as an account manager, it was a whirlwind of service calls, invoices, and grumpy, tired, subcontractors. At first, I didn't know if I could make it. Was I really cut out for being up all night for multiple nights straight? But the more I learned, the more subcontractors I worked with, the more comfortable I felt. It

got to a point where I learned to watch the weather like a hawk and reach out proactively to get our guys ready to go. The more proactive I was, the easier the storm was, and the happier our customers were. I realized that it made me feel good to stand out as offering superior service to our competitors and, believe it or not, it's offering that excellent service and knowledge to clients that is my favorite part of managing snow and ice.

4) Please include a description of who you are in the snow and ice industry (# of clients, # of employees, how long you have been in the snow business, etc.):

I'm currently the Director of National Sales for [REDACTED], out of [REDACTED]. I started in the facility maintenance industry, on a national scale, at the age of 23 with National Janitorial Solutions. I left NJS to work as a live-on property manager for a national self-storage chain, when I worked for approximately 4.5 years. In September of 2014, I started with [REDACTED] as a National Account Manager, overseeing approximately 150 properties through the snow season. In April of 2015, I assumed the role of overseeing sales for [REDACTED]. Since taking on that role, our sales department has secured accounts in excess of \$5,000,000 in new revenue (not including a current multi-year contract being negotiated). Through the efforts of our sales department, our clients now consist of some very well-known names, including Best Buy, Speedway, Pilot/Flying-J, Lululemon, and Cumberland Farms (to name just a few). Our operations staff, which I believe is second to none in the industry, provides years of knowledge and experience between 2 offices (the headquarters in [REDACTED], and a regional office in [REDACTED]) and various field managers that tour properties to ensure compliance and customer satisfaction. Although [REDACTED] is relatively new to the industry (operating since 2011), we are run daily by [REDACTED], who pioneered the 3rd party management industry as a founding member of [REDACTED]. The growth we have seen over the past couple of years has been phenomenal and we're excited to continue that growth in the future. With hard work, dedication, and excellent customer service, I know it's just a matter of time before I realize my goal of making [REDACTED] an industry recognized name.