

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:

I would have to say the one person that has served as a mentor for me in my professional career would be the owner and founder of our company, [REDACTED]. [REDACTED] started [REDACTED] from the ground up in 1976. He began his career as a dairy farmer and then saw the need for a local company that could offer excellent customer service in providing fertilizer and other crop protection products to the other farmers in the area. I have great respect for [REDACTED] as I worked with him in the farming community and was able to join the company as a full time employee 10 years ago. [REDACTED] is a man that stands behind his word and his honesty is something that I strive to follow every day. His hard work ethic and commitment to his company and the employees and the customers that we serve has always been a trait that I truly admire. Despite tremendous growth over the last 40 years into several new business areas, he has never lost sight of his first priority: personally running the business and keeping its customers and employees satisfied. All this is a reminder to me that hard work, straightforward honesty and a focus on the reason that you are in business are the keys to success in any venture. Not only have I been rewarded with a great career, it is very humbling to have such a great mentor to follow. [REDACTED]'s example, as well as his confidence in me, has given me the opportunity to manage a staff of 40 employees in the de-icing production and supply division of our business that has grown to over five million in sales and importing vessels from foreign countries to provide sufficient supply to all customers.

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

I believe the scholarship will benefit our company not only monetarily but also through the great learning experience that we can gain from this symposium. Our company has always been a local company that served the [REDACTED] and [REDACTED] area and we have recognized the need to expand our business into other areas of the country that receive a more reliable and consistent winter season. After much research we feel that attending and exhibiting at the SIMA show this year will be a great way to expose our company to some of the best snow and ice management companies in the country. This industry is a complicated one and you serve an important role in bringing like companies together from across the United States to network and learn from one another. It seems that we are a perfect fit for SIMA's mission in that you are committed to empowering companies exactly like ours for success. We have already experienced a small measure of success in our local market and are hopeful, with this scholarship that we can expand to be a larger part of your shows in the future.

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

This is a tough question because I truly enjoy all parts of the business. I think my favorite part of the business is being able to supply our customers with product even at the last minute before a storm and knowing that they can rely on us for all of their de-icing needs. On a personal note I also enjoy traveling to other parts of the country and world to visit our customers and inspect the product we are importing for quality to sell to our clients.

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.):

[REDACTED] is located in [REDACTED], just 45 minutes northwest of [REDACTED], and has been in the de-icing packaging and wholesale road salt business for over 23 years. What began as a way to keep our employees busy in the off season from our agricultural business has turned into a division that has far exceeded our goals. With approximately 40 employees, we are a major supplier of de-icing materials in the

██████████ area and are known for our excellent customer service and high quality ice melt products, produced right here in our own packaging facility. We take pride in controlling our product from the time it leaves the salt mine in Chile until it is put in a bag and delivered to our customer. Now that we are an importer of our own salt and deicing supplies, our goal is to expand our business outside of the mid-Atlantic into the northeast and Midwest. As the operations manager and the manager for our ice melt division, I have taken on the responsibility to take our company to the next level in the de-icing industry. I strongly believe that joining the SIMA organization and attending and exhibiting at the trade show will be a great step in moving toward our goal of becoming an industry leader in the de-icing business. Thank you for this opportunity to submit this application and to be considered for this award. It would be a true honor as a new member and first time attendee of your trade show to receive it.