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SIMA Launches Foundation To Further Education, Awareness of the Private Snow & Ice Management Industry

MEQUON, WI — The Snow & Ice Management Association (SIMA) announces the creation of the SIMA Foundation, a 501(c)3 non-profit whose mission is three-fold:

(1) to provide scholarships and training for activities that attract, develop and retain professionals in the private snow and ice management service industry;

(2) to conduct research and benchmarking studies on issues impacting snow industry stakeholders; and

(3) to work on increasing public and stakeholder awareness and education on the value of snow and ice management services and its role in risk management and public safety.

The Foundation will build on SIMA's Alan Steiman Scholarship Fund, which was created in 2010 to honor Steiman — an industry mentor and former SIMA board chair. The fund provides the opportunity to experience SIMA's signature education event — the Snow & Ice Symposium — to someone who otherwise might not be able to afford the travel and registration expense.

The SIMA Board of Directors named Debora Babin Katz, vice president of TrucBrush Corporation, as chair of the SIMA Foundation.

“Creating educational opportunities is key, not only for SIMA members’ professional development but also to ensure the overall success of our industry,” Babin Katz says.

“The Foundation’s first steps will focus on growing the Alan Steiman Scholarship Fund and creating new educational scholarships in remembrance of other industry heroes. It will look for new ways to expand affordable educational offerings and to educate the public and the property management industry on the importance of hiring a well-trained and certified snow professional.”

In addition to Babin Katz, the Foundation board comprises dedicated and engaged industry professionals: Paul Vanderzon, Vice Chair, of Metal Pless; Jim Horning Jr., CSP, Treasurer, Elbers Landscape Service, Inc.; Mark Adamson of Douglas Dynamics; Herm Witte of Witte Lawn Maintenance; Mike Mason, CSP, of The Lawn Pro; and Jeff Heller, CSP, of Innovative Maintenance Solutions.

To learn more about the SIMA Foundation or to make a tax-deductible donation, visit www.sima.org/foundation.

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About SIMA: The Snow & Ice Management Association is a non-profit trade association with a focus on training, events and best practices related to snow plowing, ice management and business management. www.sima.org.