

SIMA-10-201x: Standard Practice for Procuring and Planning Snow and Ice Management Services		
Stakeholder Advisory Group Members		
Name	Company/City/State	Interest Category
Jeremy Swenson, CSP	Swenson Consulting - Grandview, MO	General Interest
Marjean K Pountain	Pountain Partners LLC - Elkhart Lake, WI	General Interest
Michael Perrine	Rick L. Perrine Property Maintenance, LLC - Kenosha, WI	General Interest
Andy Sherley	Sherley Unlimited Snow Company - Sheridan, IN	Producer
Patrick McGuiness	Zlimen & McGuiness, PLLC - Saint Paul, MN	General Interest
Jason Fassler	Green Earth Inc - Spencerville, MD	Producer
Doug McDaniel	Walmart, Inc. - Bentonville, AR	User
Interest Category Definitions		
Category	Definition	
Producer	a) individuals actively providing snow and ice management services; and, b) individuals responsible for managing and overseeing snow and ice management services for schools, universities, hospitals, or other facilities where snow and ice services are managed in-house. Also referred to as a service provider.	
User	a) individuals conducting facilities management, either as a broker, owner or manager; b) individuals who own or manage property where they have a business relationship with a Producer; and, c) individuals who utilize the services of a Producer. Also referred to as a consumer.	
General Interest	Any person who has an interest in the snow and ice management industry. May include, but not limited to, individuals employed by a publishing company, media company, advertising agency, governmental agency/department, non-profit trade or charitable association, attorney, accountant, consultant, and insurance professional.	
Manufacturer	An individual in a business primarily engaged in offering, creating or manufacturing goods and/or services for snow and ice management Producers.	