

2026 SIMA SNOW & ICE AWARDS PROGRAM APPLICATION GUIDE

2

**GENERAL GUIDELINES AND
APPLICATION DEADLINES**

3

**BEST PLACES TO WORK
IN SNOW & ICE**

8-13

SNOW & ICE ALL-STARS

14-17

SAFETY 1ST AWARD



General Guidelines and Application Deadlines

Key dates:

- January 26, 2026—Awards applications open at sima.org/awards.
- April 3, 2026—Awards applications close. Applications received after 5 p.m. CST will not be accepted.
- June 25, 2026—Awards presented at the 29th Annual Snow & Ice Symposium.

All applications must be completed online.

Ineligible for consideration:

Suppliers or current member of the SIMA Board of Directors, their companies or employees.

Preparation:

- Carefully review award requirements.
- Prepare responses in advance. Copy and paste answers into the online application form.
- In-depth responses, where appropriate, are encouraged. Generic answers are less likely to be successful.
- **DO NOT** include private or personal information.

Marketing and publicity:

By submitting an entry for a SIMA Award, you grant the Snow & Ice Management Association permission to use your company name, logo, and any photos or media taken at the awards presentation to promote the SIMA awards program. This includes, but is not limited to, use in press releases, social media, the organization's website, event materials, and other marketing or educational platforms.

If you have specific concerns or restrictions regarding the use of your materials, please email memberservices@sima.org prior to the awards announcement.

Questions about applying? Email memberservices@sima.org.

Best Places to Work in Snow and Ice 2026

Companies with outstanding cultures are a powerful morale booster for employees and for workforce recruiting and retention. The Best Places to Work in Snow & Ice Award recognizes companies that are focused on empowering their workforce and promoting our industry as one in which you can build successful and rewarding careers.

Eligibility requirements:

Company must be an active SIMA member.

Selection criteria:

Applicants are judged on their commitment to promoting employee engagement, professional development, effective management, team dynamics, and trust in leadership. Companies who meet or exceed a threshold determined by SIMA will be honored.

Application guidelines:

Only one submission per company is permitted. Determine who will submit and ensure that the person completing the form has a thorough knowledge of the company's benefits and resources.

Application questions:**Training and professional development**

1. Does the company have a formal/documented onboarding program for the following new employees?

Check all that apply.

- ☐ Seasonal snow labor
- ☐ Part-time office or general staff
- ☐ Part-time snow operations team members
- ☐ Full-time employees

2. Does the company have a formal/documented training plan for the following employees? Check all that apply.

- ☐ Seasonal snow labor
- ☐ Part-time office or general staff
- ☐ Part-time snow operations team members
- ☐ Full-time employees

3. Does the company conduct a preseason kickoff meeting for all employees involved with snow and ice operations?

- ☐ Yes
- ☐ No

4. How often do you conduct snow-specific employee training in a calendar year? Check only one.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ Yearly
- ☐ None

5. What types of training does the company provide its snow operations employees? Check all that apply.

- ☐ Snow equipment rodeo or hands-on equipment demonstrations
- ☐ Tailgate/circle talks
- ☐ Peer ride-alongs
- ☐ On-the-job training
- ☐ Classroom training
- ☐ Site-specific training
- ☐ First aid training
- ☐ CPR training

6. How do you ensure team members understand the content?

- ☐ Testing/quizzing
- ☐ Supervisor observation
- ☐ We don't verify

7. Outside of company-provided training, for which roles do you allocate professional development/continuing education funds? Check all that apply.

- ☐ Ownership
- ☐ Executive (CEO, COO, CFO, VP, Director)
- ☐ Business development (sales, estimating, marketing, etc.)
- ☐ Operations management (ops manager, foreman, account manager, crew leader, etc.)
- ☐ Production (equipment operator, sidewalk technician, plow driver, mechanic, etc.)
- ☐ Administration (office management, billing, finance, HR, etc.)
- ☐ None

8. Has your organization provided any of these types of training to your snow employees in the last year?

Check all that apply.

- ☐ Diversity/inclusion
- ☐ Active shooter/crisis management
- ☐ Self-defense
- ☐ Health/wellness
- ☐ Stress management
- ☐ Financial management
- ☐ Communication skills
- ☐ Leadership skills
- ☐ Customer service
- ☐ None

9. Do you have at least one CSP on staff?

- ☐ Yes
- ☐ No

10. Do you have at least one ASM on staff?

- ☐ Yes
- ☐ No

Safety

11. Does the company have governing documents or standard operating procedures for safety rules that cover the following areas? (Check all that apply)
- ☐ Employee health and safety
 - ☐ Vehicle and equipment operations safety in adherence with original manufacturer's printed recommendations
 - ☐ Site safety, hazard recognition, documentation and communication protocols
 - ☐ Shop/yard safety
 - ☐ Chemical safety and spill remediation
12. Does the company have a designated person or committee responsible for developing, training and monitoring a safety program?
- ☐ Yes
 - ☐ No
13. How often do you provide snow-specific safety training for all full-time, part-time and seasonal employees? Check all that apply.
- ☐ Before the season
 - ☐ During the season
 - ☐ After the season
14. Does a supervisor or instructor visually verify safety training?
- ☐ Yes
 - ☐ No
15. Does the company have policies regarding the use of drugs and alcohol?
- ☐ Yes
 - ☐ No
16. Does the company have an organized process for incident reporting, documentation, tracking, and resolution?
- ☐ Yes
 - ☐ No

Manager effectiveness

17. Does your company provide ongoing training for leadership/management related to the following? Check all that apply.
- ☐ Employee coaching/leadership development
 - ☐ Emotional intelligence
 - ☐ Behavior assessment training (e.g., StrengthsFinder, DiSC)
 - ☐ Communication/conflict management
 - ☐ Diversity and inclusion
 - ☐ Time management
18. Does your company have a formal policy and procedure for providing employee performance feedback?
- ☐ Yes
 - ☐ No

19. How often does the company conduct formal employee performance feedback related to KPIs, goals/outcomes?

Check only one.

- ☐ 1x a year
- ☐ 2x a year
- ☐ Quarterly
- ☐ Monthly
- ☐ Never

20. Does the company provide a documented promotion plan for employees seeking expanded roles and responsibilities?

- ☐ Yes
- ☐ No

21. Does the company prioritize hiring from within before seeking outside candidates?

- ☐ Yes
- ☐ No

22. Does the company have a formal, documented process for employee discipline?

- ☐ Yes
- ☐ No

23. Does the company have a whistleblower policy?

- ☐ Yes
- ☐ No

Personnel engagement and support

24. Does the company have a formal awards/recognition event or program for employees?

- ☐ Yes
- ☐ No

25. Does the company offer any of the following benefits to some or all employees? Check all that apply.

- ☐ Flex-time for employees to manage schedules
- ☐ Medical benefits (Canadian members: Check if you offer benefits beyond governmental requirements)
- ☐ Vision/dental benefits
- ☐ Paid sick time
- ☐ Short-term disability
- ☐ Long-term disability
- ☐ Life or accidental death insurance
- ☐ Paid vacation
- ☐ Family Medical Leave (or Canadian equivalent)
- ☐ Unpaid leave of absence
- ☐ Retirement savings plan (e.g., 401K, IRA, etc. including Canadian equivalent)—employee contribution
- ☐ Retirement savings plan—company matches employee contribution
- ☐ Bonus structures/incentives/profit sharing for more than sales staff
- ☐ Gym memberships/discounts
- ☐ Employee ownership program (ESOP)

26. Does the company provide any of the following **every year**? Check all that apply.

- ☐ Free or reimbursed safety PPE/gear
- ☐ Group meals (before, during and/or after storms)
- ☐ Company-wide get-togethers, teambuilding events
- ☐ Company paid trips
- ☐ Team-specific celebrations/recognition
- ☐ Individual celebrations/recognition
- ☐ Team/leadership retreats for planning and relationship building

27. Does the company have a formal mentoring program between leaders and staff?

- ☐ Yes
- ☐ No

Trust in leadership

28. Does company leadership provide/conduct any of the following? Check all that apply.

- ☐ Formal employee assessments of company leadership
- ☐ Shared strategic plan or set of outcomes that looks further than 1 year out
- ☐ Company vision and strategy update at least 1x a year
- ☐ Budget/financial updates to the staff at least 1x a year
- ☐ Open book policy for financials

Snow & Ice All-Stars Awards

The Snow & Ice All-Stars awards honor the essential team members who help drive your snow business forward:

- Business Development Professional of the Year
- Administrative Professional of the Year
- Field Operations Employee of the Year
- Snow Operations Manager of the Year
- Fleet Maintenance Operations Professional of the Year



Eligibility requirements:

- Nominating company must be an active SIMA member.
- Nominees are categorized by the company's snow revenue. **Revenue must be provided for the employee to be considered. This is for categorization purposes only and will not be published.**
- Each company may nominate **only one person** in each category.
- Winners from the previous year are ineligible for nomination for one year.
- Nominees must be part-time or full-time employees. Subcontractors, seasonal or 1099 workers are not eligible.

Administrative Professional of the Year

This award recognizes an administrative or office professional who provides essential support to snow and ice operations, ensuring organizational efficiency, accuracy, and professionalism. Ideal nominees may serve as office managers, administrative assistants, customer service representatives, billing coordinators, HR professionals, etc. While nominees should not be in field operations roles, they are recognized as the backbone of company operations—organized, dependable, and committed to supporting both customers and field teams.



CEOs and owners are not eligible.

Questions about eligibility? Email memberservices@sima.org.

Application questions:

1. Company's snow-only revenue in 2025.
2. Nominee's primary role and responsibilities within the organization.
3. How many years has the nominee served in this or a similar administrative role?
4. Does the nominee hold any certifications or training relevant to administration, management, or customer service?
5. **Operational Excellence:** Describe 3–5 measurable ways the nominee improved efficiency, communication, or accuracy within company operations in 2025.
6. **Customer and Team Support:** Provide 1–3 examples of how the nominee enhanced the experience of customers, field staff, or leadership through their role.
7. **Problem-solving and Initiative:** Explain how the nominee demonstrates innovation or initiative when addressing challenges or streamlining processes.
8. **Reliability and Collaboration:** Describe how the nominee contributes to a dependable, positive, and collaborative work environment.
9. **Culture and Values:** Provide examples of how the nominee exemplifies SIMA's core values—sustainability, innovation, quality, trust, and passion—through their work.
10. **(Optional)** Share any other information that showcases the nominee's excellence as an administrative professional.

Field Operations Employee of the Year

This award recognizes a front-line snow and ice professional whose work directly contributes to the successful and safe execution of field operations. Ideal nominees are team members such as equipment operators, plow, salt, or brine truck drivers, sidewalk crew leaders or material applicators who demonstrate exceptional performance, reliability, and professionalism during the snow season.

Owners, CEOs and managers are not eligible for this award.

Not sure if your nominee qualifies? Email memberservices@sima.org.



Application questions:

1. Company's snow-only revenue in 2025.
2. Nominee's primary role and responsibilities during snow operations.
3. How many years has the nominee served in this or a similar role?
4. Is the nominee a CSP or ASM?
5. **Performance and Impact:** Describe 3–5 measurable achievements the nominee accomplished in 2025 that improved safety, efficiency, or service quality in the field.
6. **Customer Service:** Provide 1–3 examples of how the nominee's actions positively impacted customers, site performance, or service delivery.
7. **Teamwork and Culture:** Explain how the nominee contributes to a positive, dependable, and safety-focused team environment.
8. **Professional Excellence:** Describe how the nominee demonstrates one or more of SIMA's core values—sustainability, innovation, quality, trust, and passion—in their daily field work.
9. **(Optional)** Share any additional details that make this nominee stand out as a field operations professional.

Snow Operations Manager of the Year

This award recognizes a snow and ice professional responsible for managing, coordinating, and optimizing operational and team performance during winter events. Ideal nominees are operations managers, area or regional managers, or team leaders who oversee crews, logistics, and service delivery. These individuals demonstrate strong leadership, planning, and problem-solving skills that drive operational success.

CEOs, owners and non-managerial employees are not eligible for this award.

Not sure if your nominee qualifies? Email memberservices@sima.org.



Application questions:

1. Company's snow-only revenue in 2025.
2. Nominee's primary role and responsibilities during snow operations.
3. How many years has the nominee served in this or a similar role?
4. Is the nominee a CSP or ASM?
5. **Performance and Impact:** Describe 3–5 measurable achievements the nominee accomplished in 2025 that improved safety, efficiency, or service quality in the field.
6. **Customer Service:** Provide 1–3 examples of how the nominee's actions positively impacted customers, site performance, or service delivery.
7. **Teamwork and Culture:** Explain how the nominee contributes to a positive, dependable, and safety-focused team environment.
8. **Professional Excellence:** Describe how the nominee demonstrates one or more of SIMA's core values—sustainability, innovation, quality, trust, and passion—in their daily field work.
9. **(Optional)** Share any additional details that make this nominee stand out as a field operations professional.

Business Development Professional of the Year

This award honors a professional who demonstrates excellence in business development, client relationship management, and strategic growth within the snow and ice industry. Ideal nominees may hold roles such as business development manager, account executive, estimator, or sales consultant. They consistently exhibit professionalism, integrity, and innovation in developing new opportunities, strengthening client partnerships, and contributing to company growth.

CEOs and owners are not eligible.

Not sure if your nominee qualifies? Email memberservices@sima.org.



Application questions:

1. Company's snow-only revenue in 2025.
2. Nominee's primary role and key responsibilities in business development or sales.
3. How many years has the nominee served in this or a similar sales/business development role?
4. Does the nominee hold any certifications, designations, or sales-related credentials?
5. **Business Growth Impact:** Describe 3–5 measurable achievements in 2025 that demonstrate the nominee's impact on company growth, revenue, or client retention.
6. **Customer Relationships:** Provide 1–3 examples of how the nominee has built, strengthened, or renewed client relationships through service, communication, or problem-solving.
7. **Strategic Approach:** Explain how the nominee identifies new opportunities, develops proposals, or contributes to long-term business strategy.
8. **Team Collaboration:** Describe how the nominee collaborates with operations, finance, or leadership teams to ensure alignment between sales promises and service delivery.
9. **Culture and Values:** Explain how the nominee reflects one or more of SIMA's core values—sustainability, innovation, quality, trust, and passion—in their professional approach.
10. **(Optional)** Share any additional accomplishments or qualities that make the nominee an outstanding business development professional.

Fleet Operations Professional of the Year

A new addition to the 2026 All-Star awards, this award will celebrate the vital contributions of employees who ensure your snow fleets remain operational through the most challenging storms and winter weather. Previously, these dedicated team members were recognized within the Snow Operations category. Given the consistent nominations for these essential maintenance professionals each year, we believe it's time they receive their own distinct recognition.

Ideal nominees are fleet maintenance managers, maintenance technicians, diesel technicians, or mechanics from your snow operations that go above and beyond in their work to keep your crew reliable and efficient.

CEOs and owners are not eligible for this award.

Not sure if your nominee qualifies? Email memberservices@sima.org.



Application questions:

1. Company's snow-only revenue in 2025.
2. Nominee's primary role and responsibilities within fleet operations or maintenance.
3. How many years has the nominee served in this or a similar fleet/maintenance role?
4. Does the nominee hold any relevant certifications or industry credentials (e.g., ASE, CSP, ASM, or manufacturer-specific certifications)?
5. **Operational Excellence:** Describe 3–5 measurable achievements the nominee accomplished in 2025 that improved fleet reliability, uptime, or efficiency.
6. **Safety and Compliance:** Provide 1–3 examples of how the nominee contributed to safe fleet operations, maintenance procedures, or regulatory compliance.
7. **Leadership and Teamwork:** Explain how the nominee leads, trains, or mentors other fleet/maintenance team members. Include examples of fostering collaboration, problem-solving, or skill development.
8. **Innovation and Problem Solving:** Describe ways the nominee has implemented creative solutions, process improvements, or technology to optimize fleet operations.
9. **Culture and Values:** Explain how the nominee embodies one or more of SIMA's core values—sustainability, innovation, quality, trust, and passion—within fleet operations.
10. **(Optional)** Share any additional information or achievements that demonstrate the nominee's exceptional contribution to fleet and maintenance excellence.

SIMA Safety 1st Award 2026

The well-being of your team, clients, and the general public during snow and ice management service execution is non-negotiable. To honor the industry leaders who champion this vital principle, the SIMA Safety 1st Award has been established. This award distinguishes companies that demonstrate an exceptional commitment to safety by consistently implementing top-tier training, best practices, and operational standards.

Eligibility requirements:

Company must be an active SIMA member.

Selection criteria:

Applicants are judged on their commitment to safety through the calculation of key safety data and adherence to the Standard Practice for Implementing a Safety Program for Snow and Ice Management Companies. Gold, Silver and Bronze awards will be awarded based on a company's score.

Application guidelines:

Only one submission per company is permitted. Determine who will submit and ensure that the person completing the form has a thorough knowledge of the company's safety program. Companies will not be judged if all information and supporting data is not submitted.

Application questions:

General information

1. What was your company's snow and ice revenue for the 2025–26 season?
(Information will not be published. It is only for proper placement in large vs. small revenue categories).
Companies who don't provide this information will not be judged.

2. Total number of full-time, part-time, and seasonal employees. (Round to nearest whole number)

3. Total number of hours worked by all employees for January 1–December 31, 2025.
(Round to nearest whole number)

Safety performance

4. Was your company involved in any work-related fatalities in 2025?
5. Number of winter services-related vehicle accidents that involved personal injury and/or vehicle damage in excess of \$500, regardless of fault. Include **ONLY WINTER SERVICES-RELATED** accidents.
6. Total number of winter services-related vehicle accidents reported above that occurred in which your driver was determined to be at fault.
7. Total number of cases with days away from work (OSHA Form 300A Line H or Canadian provincial equivalent).
Do not include accidents only requiring first aid, as defined on the OSHA Form 300A or Canadian equivalent.



8. Total number of cases with job transfer or restriction (OSHA Form 300A Line I or Canadian provincial equivalent).
9. Total number of other recordable cases (OSHA Form 300A Line J or Canadian provincial equivalent).
10. Total number of days away from work (OSHA Form 300A Line K or Canadian provincial equivalent).
A fatal accident is to be recorded as 6,000 days away from work. (Round to nearest whole number).
11. What is your company's Experience Modification Rate (EMR)?

Safety standard adherence

Please check the items that you had in place or put into effect at your company from January 1–December 31, 2025. The information you provide below is critical in determining the Overall Safety Achievement Awards.

12. The company has governing documents for safety rules and procedures that are regularly updated and communicated to all employees in a language and manner they understand.
☐ Yes
☐ No
13. The company has and supports a company safety liaison or committee that includes multidisciplinary stakeholders to develop, support and monitor the company's safety program and assist in training development and implementation.
☐ Yes
☐ No
14. The company has rules and procedures pertaining to employee requirements for and use of any safety-related equipment and attire.
☐ Yes
☐ No
15. The company makes all full-time, part-time and seasonal employees aware of safety rules and procedures during orientation and refresher training programs.
☐ Yes
☐ No
16. The company provides all full-time, part-time and seasonal employees with a copy of safety rules with receipt of acknowledgment.
☐ Yes
☐ No
17. The company has a formal, written and hands-on fleet safety training program that must be successfully completed and approved by the supervisor before the individual is allowed to drive.
☐ Yes
☐ No

18. How often does the company conduct **snow-specific training** for all full-time, part-time and seasonal employees?
- ☐ Preseason
 - ☐ During the season
 - ☐ Postseason
 - ☐ We don't do snow-specific training
19. The company verifies and documents employees' safety knowledge through testing or demonstration.
- ☐ Yes
 - ☐ No
20. The company has documented policies, training and consequences regarding the use of drugs and alcohol in accordance with local, state, provincial or federal regulations.
- ☐ Yes
 - ☐ No
21. How often does the company conduct safety meetings?
- ☐ None
 - ☐ Once a season
 - ☐ Twice a season
 - ☐ Three or more times a season
22. Does the company conduct regular tailgate safety training according to industry standards?
- ☐ Presented in a language all workers understand
 - ☐ Presented with visual aids
 - ☐ Includes hands-on/interactive training
 - ☐ Follows manufacturer's printed recommendations (where applicable)
 - ☐ We don't do tailgate safety training
23. The company has a method to identify, correct and prevent hazardous conditions and operational deficiencies.
- ☐ Yes
 - ☐ No
24. The company posts the number of consecutive days without a lost-time injury or illness for all employees to track its progress.
- ☐ Yes
 - ☐ No
25. The company has a written return-to-work or modified-duty program, with job descriptions of potential modified-duty work.
- ☐ Yes
 - ☐ No

26. The company has an organized process for incident reporting, documentation, tracking and resolution.
- ☐ Incident reporting
 - ☐ Incident documentation
 - ☐ Incident tracking
 - ☐ Incident resolution
 - ☐ We don't have a process
27. The company has documentation and processes to visually verify safety training for each role, including sign-off by a qualified supervisor or instructor.
- ☐ Yes
 - ☐ No
28. The company complies with applicable local, state and federal or provincial safety-related regulations, including but not limited to communication standards, posting, recordkeeping and reporting.
- ☐ Yes
 - ☐ No

Uploads (*Required: Companies who do not provide this documentation will not be judged*)

- Vehicle Loss Run Report/Vehicle claims summary report for 2025
- 300A Form or Canadian Provincial Equivalent
- Governing Safety Documents
- EMR Rate Sheet