



Operations Manager Strategy Workshop

Plan, Predict, Implement, Execute, React and Repeat

Panelists

JP Sanieski – CSP, ASM, ASCA-C

Director of Commercial Accounts – Perrone Landscaping,
Holden, MA \ New England
25 Years Experience
Self-Perform
Regional, Local
Retail, Office, Commercial, Residential, Government

Jeremy Darling–CSP, ASM, ASCA-C

Branch Manager – JC Grounds Management, Danvers, MA 3
Locations – Eastern Massachusetts
15 Years Experience
Self-Perform Service
Partners
Hospitals, Office Parks, Retail & Industrial

Tom Marsan – CSP

General Manager – Beverly Companies, Markham, IL
3 locations – servicing the entire Chicago Metro Area
15 Years Experience
Self-Perform
Subcontractors
Industrial, Office, Retail, Healthcare

Dean Outhouse – CSP, ASM

Snow Division Manager – Piscataqua Landscaping & Tree Service
Southcoast NH, Southern ME, Lakes Region NH & Northeastern PA
30 Years Experience
Self-Perform
Subcontractors
Regional / Local
Government, Retail, Office, Commercial Properties & Industrial

What is a Snow Operations Manager

The Snow Operations Manager works with staff, clients, and vendors to provide timely and effective snow removal solutions while adhering to safety protocols, budgets, and industry standards. They focus on operational excellence, optimizing resources, and delivering industry-standard snow removal services safely and effectively to clients.

Key Elements

- **Organized**
- **Foreseeing Capabilities**
- **Service Knowledge**
- Trends / Regulations
- *Communication*
- *Weather Knowledge*
- *Technology*
- *Staffing*
- **Training the Next Generation Snow Operations**
- Vendor Relationships
- Contracts / RFP Language



Organized

- **Internal – Company**
 - Who / What / When
- **Customers**
 - Procurement
 - Accounting
 - Site / Location / Regional Manager
- **Subcontractors**
 - Onboarding / Vetting
 - Technology
 - Service Expectations / Responsibilities
- **Vendors**
 - Equipment
 - Supplies / Materials

Forecasting Capabilities

- **Potential New Work**
 - What's in the Pipeline
 - % on Chance of Award
- **Knowledge of what's needed to do the New Job**
- **Know Lead times of New Equipment**
- **Planning: staff / training**
- **Inventory New Equipment / Brand**
- **Execute**

Service Knowledge

Know and understand the following

- What does what and how fast
- Equipment
- Trucks
- Sidewalk Machines
- Shovelers
- New Properties
- Travel Time between locations
- Fleet Management / GPS
- Material Usage
- Service Documentation

Training the Next Operations Manager

On Going Year Round

- Right Person / Right Seat – Position
- Are they Flexible?
- Are they always available?
- Are they Trainable? – specific company needs
- Are they knowledgeable?
- Are they accountable?
- Use real time situations for training
- Lead by example

Training the Next Operations Manager

- Empower
- Multi-Task
- Technology
- Company Culture
- Communication
- Empathy / Sympathy
- General Knowledge of the Field and how things get done
- 24/7 capabilities
- Reactionary



Break-Out Session #1

1:45pm – 2:30pm

Groups of 3-4

**PreStorm, InStorm, & PostStorm Responsibilities of
Management levels**

Winter Storm Service Approach by Property Type



SNOW & ICE SYMPOSIUM

Break-Out Session #2

3:00pm – 3:45pm

Groups of 3-4

**Ops Manager Strategy- Storm Situational
Discussion**

**What is your team doing during a Storm: Back
Office, Dispatch, Fleet, Field Managers, Site
mangers, Directors**



SNOW & ICE SYMPOSIUM

Please Fill Out This Sessions Survey!

