







SCHEDULE-AT-A-GLANCE



-TIME-	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7:00–8:00 A.M.				
8:00–9:00 A.M.	 <p>Pre-conference Events</p> <p>Sales Development Workshop</p> <p>–OR–</p> <p>Facility Tour with DJ's Landscape Management</p> <p><i>–Ticketed Event–</i></p>	<p>Networking Breakfast + Awards DeVos Place Ballroom AB</p>	<p>Connections Breakfast DeVos Place Ballroom AB</p>	<p>Education Sessions DeVos Place Meeting Rooms</p>
9:00–10:00 A.M.		<p>Opening Keynote DeVos Place Ballroom AB</p>	<p>Education + How Do I...? Sessions DeVos Place Meeting Rooms</p>	<p>Snow & Ice Trade Show with Stop 'n Shop Breakfast Stations + Riverside Chats DeVos Place Exhibit Hall</p>
10:00–11:00 A.M.		<p>Education Sessions DeVos Place Meeting Rooms</p>		
11:00–NOON		<p>Snack & Chat DeVos Place Ballroom AB</p>		<p>Lunch and Closing Keynote DeVos Place Ballroom AB</p>
NOON–1:00 P.M.				
1:00–2:00 P.M.				
2:00–3:00 P.M.		<p>Education Sessions DeVos Place Meeting Rooms</p>	<p>Snow & Ice Trade Show + Ale Trail + Financial Benchmarking Session DeVos Place Exhibit Hall</p>	
3:00–4:00 P.M.				
4:00–5:00 P.M.		<p>Welcome Reception Location TBA</p>		<p>Closing Event <i>Bissell Treehouse at the John Ball Zoo</i></p> <p><i>–Ticketed Event–</i></p>
5:00–6:00 P.M.			<p>CSP + ASM Reception <i>–Invite Only–</i></p>	
6:00–7:00 P.M.	<p>First-timer + Volunteer Reception <i>–Invite Only–</i></p>	<p>Women in Snow + Canadian Meetups <i>–Invite Only–</i></p>		
7:00–8:00 P.M.		<p>Snow & Ice Trade Show After Dark DeVos Place Exhibit Hall</p>		
8:00–9:00 P.M.	 <p>SIMA After Hours Big Mini Putt Club</p> 	 <p>SIMA After Hours Woodrows Duckpin Bowling</p> 	<p>Thursday Night Party New Holland Brewing</p>	
9:00–10:00 P.M.				

—Detailed Schedule Below—

SCHEDULE OF EVENTS

TUESDAY, JUNE 17

Noon–6 p.m. | Registration

8:30 a.m.–1 p.m. | Morning Facility Tour

DJ's Landscape Management

10:30 a.m.–3 p.m. | Afternoon Facility Tour

DJ's Landscape Management

10:30 a.m.–3:30 p.m.

Sales Development Workshop

Kirk Armstrong Sales Coaching

See page 3 for pre-conference event details.

6–7:30 p.m. | First-timer + Volunteer Reception

Invite only

Attending the Symposium for the first time can be intimidating—but not at SIMA. First-time attendees are invited to meet and mingle with dedicated volunteers, SIMA staff, and members of the Board of Directors. Can't wait to see you there!

Sponsor: Caterpillar

8:30–10 p.m. | SIMA After Hours

Big Mini Putt Club

See page 10 for details.

Sponsor: Metal Pless

SIMA
AFTER
HOURS

WEDNESDAY, JUNE 18

7 a.m.–8 p.m. | Registration

7:30–9 a.m.
Breakfast and
SIMA Awards



9–10:15 a.m.

Opening Keynote

Unlocking Passion,
Performance and
Transformation

From disengaged and stagnant, to purpose-driven and fully-activated, Seb will unlock peak performance, deep connection and purpose-driven collaboration in individuals and teams. Sharing his inspiring personal story as well as his framework to help unlock limitless possibility, Seb's profound and interactive keynote will create an environment for success and transformation by arming people with not only the agility to adapt to change, but the bravery to create through reimagining what's possible.

Sponsor: Caterpillar



SEB TERRY

10:30–11:30 a.m. | Education Sessions

●●● | All

Building a High-performing Team

Kellan Stevenson, Paradigm Services

This session aims to provide professionals in the snow removal industry with the tools, strategies, and techniques needed to build and lead high-performance teams in fast-paced, challenging environments. Focused on improving coordination, communication, and operational efficiency, it's perfect for managers, team leaders, and frontline workers seeking to enhance team dynamics, safety protocols, and ensure timely snow removal services.

●●● | Novice

5 Marketing Mistakes Entrepreneurs are Making

Vanessa McQuade, Intrigue Media

Take a deep dive into common marketing pitfalls specific to the snow removal and property maintenance industry that hinder business growth and efficiency. Through industry-relevant examples, case studies and data, you'll receive actionable advice on making immediate minor adjustments and planning significant long-term strategies to improve return on investment and expand operations.

●●●● | All

Effective Meetings: The Answer to Time-sucking Inefficiencies

Joe Kiedinger, Dignify

Effective meetings are key to keep good communication flowing. Meetings without clear expectations, agendas and takeaways are not helpful and burn through company resources through time-sucking inefficiencies. However, with the right cadence, the right agendas and the proper expectations, effective meetings drive progress forward. Joe will provide the simple but key tips to make your meetings more productive.

●●●● | All

Innovations and Efficiencies in 60 Minutes

Kent Peddie, CSP, Precision Snow Removal

The snow and ice management industry was built on ingenuity, innovation and the ability to solve problems quickly. Kent will share examples (sent in by you!) of how you solved a problem in areas like client management, tools, equipment, marketing, HR, legal, operations and more.



Scan to submit your photos/videos.

●●●● | Novice

Delicate Balance: Keep Sales, Ops and Contracts in Sync

Courtney Gordon, CSP; Tom Marsan, CSP; and Faith Anderson, Beverly Companies

Struggling with synergy? Achieving seamless alignment between sales, operations, and administration is essential for business success, and it's also one of the hardest to accomplish. Join Beverly Companies' operations manager, sales manager, and sales support specialist to explore strategies to improve communication, streamline processes, and foster collaboration between departments—ensuring efficiency, accuracy, and a unified customer experience.



Session Key

Each session has color-coded dots representing various roles in snow and ice to help you select the sessions that will most appeal to you.

Based on the content, there are also experience level recommendations.

- = Business
- = Sales and Marketing
- = Operations
- = HR

Novice, Intermediate, Advanced, All

●●●● | All

How to Be a Boss

Joe Kiedinger, Dignify

Today's new leaders are often promoted based on their proven competency in their roles. As they transition into supervisory positions, these leaders need to develop the skills to teach and lead others effectively. Joe will share essential insights into the current needs of employees and provide fundamental tools and knowledge to enhance your leadership abilities.

●●●● | All

Breaking the Myths of Residential Snow

Panelists TBA

You can't make money in residential snow removal. There are too many clients and headaches to deal with. Sooooo many sidewalks! The city messes up our work. All of these and more are common reasons contractors hesitate to build residential work into their portfolios. A panel of contractors from the U.S. and Canada will dispel these myths and share how they've used residential work to create a profitable business model.

11:45 a.m.–1 p.m. | Snack & Chat

Grab a seat and discuss industry topics over lunch.

Sponsor: WeatherWorks

1:15–2:30 p.m. | Education Sessions

●●●● | All

Dissecting Contracts for Clauses and Omissions That Can Cost You

Thomas TerMaat, Foster Swift Collins & Smith PC

An attorney that represents snow professionals will showcase examples of contract language and omissions that can set you up for additional liability, compromise your service delivery, cost you time and money, and more.

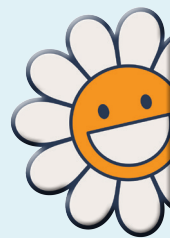
1:15–3:45 p.m. | Workshops

●●●● | All

Operations Manager Strategy Workshop

JP Sanieski, CSP, ASM, East End Group; Dean Outhouse, CSP, ASM, Piscataqua Landscaping & Tree Service; Tom Marsan, CSP, Beverly Companies; and Jeremy Darling, CSP, ASM, JC Grounds Management

Operations managers unite! This interactive workshop will offer invaluable insights into emerging technologies, best practices for efficiency, and innovative solutions to common challenges. Opportunities for collaboration and knowledge sharing will be key, so come prepared to participate! Attendees will work together to anticipate market changes, improve operational strategies, and stay competitive.



SCHEDULE OF EVENTS

1:15–3:45 p.m. | Workshops

● | Intermediate/Advanced

The Ugly Balance Sheet Workshop

George Urvari, Knowledge Tree Consulting

Achieve a thriving and reliable business through a clear and healthy balance sheet. This workshop simplifies key financial ratios and principles, translating them into actionable insights for effective business management. Learn how to monitor your business's financial health, make informed investment choices, and maintain financial clarity year after year.

2:45–3:45 p.m. | Education Sessions

● | All

Put Yourself in the Driver's Seat for Insurance Rate Negotiations

Ken Boegeman, CSP, ASM, Swinter Group

Given the current climate, it's crucial to understand why insurance companies are hesitant to insure snow and ice management providers. The decisions you make and the policies you implement directly impact your ability to secure affordable insurance rates—and in some cases, any coverage at all. Ken can equip you with valuable talking points for negotiating your insurance rates and provide simple tips for making underwriters more comfortable insuring your company.

● | Intermediate

Entrepreneurship: A Roller Coaster Ride Like No Other

Doug McIntosh, McIntosh Grounds Maintenance

Running a small business is challenging: managing finances and stress are crucial for success, but maintaining balance is difficult. How can you tell if your business is thriving? Understanding your financials is key. Let's have an open conversation about stress, including triggers and coping mechanisms. We'll also discuss finding joy in self-employment and the difference between contentment and complacency. Let's explore the lessons they didn't teach in business school.

● ● | All

Retain Seasonal Staff for Long-term Growth

Evan Tachoir, Jack of All Trades Consulting and John Mocharko, Snow & Ice Management Co.

This session explores strategies for retaining seasonal snow staff throughout the entire season and fostering year-after-year growth. Discover the risks associated with high turnover and learn the key elements for creating a workplace that encourages employee retention. Evan and John will delve into motivational factors that enhance retention and illustrate how to measure these factors to implement effective changes. They'll also identify common obstacles to retention and provide actionable solutions to overcome them.

WELCOME EVENT

4–6 p.m.

“Let's Boogie” Welcome Reception

Calder Plaza

Dust off those jumpsuits and platform shoes as we take over Grand Rapids for our popular Welcome Reception. Don't miss out on this incredible opportunity to mingle and have fun. The event is free and open to all show attendees, exhibitors and sponsors.

Sponsors: Boss by Integra, TrucBrush, WeatherWorks, Winter Equipment



6–7 p.m.

Interest Group Meetups

It's all about connections. SIMA is offering special meetup events in the Riverside Lounge.

Check your email for special invites coming in early June.

Canadians

Sponsor: WeatherWorks

Women in Snow

Sponsor: The Original Magic



NEW IN
2025!

6:30–8 p.m.

Snow & Ice Trade Show After Dark

For the first time, SIMA will be offering evening trade show hours. Stop by and visit our great vendors!

8:30–10 p.m.

SIMA After Hours

Woodrows DuckPin Bowling

See page 10 for details.

Sponsor: Pro-Tech



SIMA
AFTER
HOURS

THURSDAY, JUNE 19

7 a.m.–5 p.m. | Registration

7:45–8:45 a.m. | SIMA Connections Breakfast

Engage and learn from others by region and role to help grow your network in this diverse industry.

Sponsor: Fisher, SnowEx, WESTERN

9–10 a.m. | Education Sessions

●●●●● | All

Solving Every Team's #1 Problem

Grace Gavin, Know Honesty

Every team struggles to identify the root of problems, often addressing symptoms instead of real issues. Come to this session to learn simple skills and tangible practices to improve communication—bringing clarity, confidence, and effectiveness to your team. Equip yourself to overcome every team's #1 problem and lead your team to success.

●●●●● | Intermediate

Prepare for Non-snow Events to Reduce Liability Risk

Lisa Rose, Allin-Rose Consulting

Preparing for icy conditions, especially when melt and refreeze cycles or freezing rain occur, requires careful planning to avoid accidents and to maintain safety. This session highlights real slip-and-fall incidents that could have been avoided through effective measures such as clear contract language, proactive customer communications, and thorough planning. By focusing on these key areas, slip-and-fall accidents can be minimized to reduce liability and ensure safety for all involved.

●●●●● | All

Beyond the Logo: Creating an Emotional Brand and Media That Matters

Joshua Brecht, East Coast Facilities

In a world where service companies blend in, the only way to stand out is by building a brand that resonates. In this session, Joshua will unveil the proven framework used by ECF Media to turn frontline workers into heroes, create media that drives trust, and elevate companies beyond price wars. Learn how storytelling, emotion, and authenticity fuel business growth, attract top talent, and command premium pricing. If you want to redefine your brand, this session is a must!

●●●●● | Intermediate

Empowering Operational Decisions with Emerging Technologies

Christopher Lareau, Vue Robotics

This presentation explores emerging technologies that can enhance winter weather management for facilities and snow removal companies. Discover how artificial intelligence, machine learning, advanced sensor networks, and data analytics improve operational decision-making and situational awareness during winter weather events, leading to safer and more resilient operations.

●●●●● | Intermediate

Use the Customer Experience to Fail Safe Your Operations

Jenny Girard, ASM, The Integra Group

Experience the art of fail-safing your operations through an exceptional customer experience. Drawing inspiration from the snow industry's precision and resilience, this session unveils creative strategies to prevent mishaps before they occur. Discover how a customer-first approach can streamline your operations and processes ensuring your business runs as flawlessly as a pristine winter landscape.

10:15–10:35 a.m. | How Do I ...? Sessions

How Do I Reduce Chlorides with Tracking Technology? | ●●●●●

Craig Sandmann, Hilltip Corp.

How Do I Gather and Embrace Feedback? | ●●●●●

Grace Gavin, Know Honesty

How Do I Turn My Accountant into a Profit Partner? | ●●●●●

Benjamin Meck, Baldwin Management, LLC

10:45–11:05 a.m. | How Do I ...? Sessions

How Do I Keep Employees Busy During Low-snow Seasons and Between Events? | ●●●●●

Mike McCarron, ImageWorks Landscaping

How Do I Build a Win-Win Relationship with Property Managers? | ●●●●●

Jon Crandall, CSP, JC Grounds Management

How Do I Take a Bottom-line Mentality? | ●●●●●

Doug McIntosh, McIntosh Grounds Maintenance



SCHEDULE OF EVENTS

11:15–11:35 a.m. | How Do I ...? Sessions

How Do I Manage Subcontractors? | ●●●

Josh Nichols, CSP, ASM, Ruppert Landscape

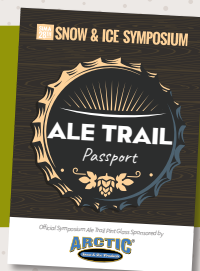
How Do I Handle Difficult Clients and Expectations? | ●●●●

Stephanie Leveling, The Integra Group

How Do I Run a Debt-free Business? | ●●

Doug McIntosh, McIntosh Grounds Maintenance

11:45 a.m.–5:15 p.m.
Snow & Ice Trade Show
See page 12 for details.



3–4 p.m. | Show Floor Session

● | All

Financial Benchmarking for Success

Steve Wolf, WolfWorks Consulting

The SIMA Foundation, with financial support from Caterpillar, recently updated its 2022 Snow & Ice Profitability Benchmarking Study. Sit in to hear how the data has changed and how to measure your snow business against industry metrics to better plan for your company's future.

5:15–6:30 p.m. | CSP + ASM Reception

Invite only

We're proud of your hard work! SIMA celebrates its Certified Snow Professionals and Advanced Snow Managers with a special reception. Meet at booth #1201 to mingle with your fellow snow pros.

Sponsor: Hilltip

FRIDAY, JUNE 20

8–11 a.m. | Registration

8:30–9:30 a.m. | Education Sessions

● | Intermediate

Sales that Scale

David Lammers, Garden Grove Commercial Grounds and Snow Management and Billy Butts, Outdoor Pride Snow Management

This session will unpack what it takes to establish and communicate sales goals, and how to communicate pipeline updates company wide so that everyone knows what's happening, with the ultimate goal being what to expect and how to plan to scale up. Everything comes back to PPE: Plan, Prepare, Execute.

●● | Novice

Waste Reduction: You're Bleeding and You Don't Even Know It

Jeff Heller, CSP, The Green Executive

If not properly managed, small items will end up costing you big money and lost opportunities. Jeff will share his experience on topics like value engineering jobs to charge less without sacrificing profit; increasing sales/revenue per employee hour; and how faster job velocity creates more sales opportunities.

9 a.m.–Noon Snow & Ice Trade Show

Your last chance to connect with our show vendors! Grab a coffee or breakfast sandwich while making your way along the show floor. Be sure to stop by the Riverside Lounge for our chat sessions.

See page 12 for details.



7–10 p.m. Thursday Night Party

New Holland Brewing

See page 10 for details.

Sponsor: WESTERN

LET'S
PARTY



Noon–1:15 p.m.
Closing Keynote Lunch

Snowflakes and Fingerprints: How to Attract Top Talent in the Future of Work

Talent shortages are impacting every industry and competition is fierce. With an entire generation on the precipice of retirement, and not enough workers ready to replace them, the situation is only going to get fiercer. More than ever before, we need to do whatever we can to attract and retain top talent—but what is that? After a decade of research on the world's greatest places to work, workplace culture and leadership expert Eric Termuende has the answer.



ERIC TERMUENDE

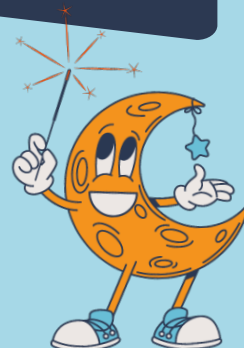
CLOSING EVENT

4–9 p.m.
**An Evening in the
Bissell Treehouse**

John Ball Zoo
Extra fee

See page 10 for details.

Sponsor: Caterpillar



2025 Show Shirt!

Sponsor: Ansay & Associates

Check out our totally rad and retro show shirt!
It's a freebie for all our awesome attendees
to rock some vintage winter vibes while groovin'
through the week at the Best Show In Snow!

While supplies last.



Add to your collection with the
SIMA Foundation collector's shirt!
Proceeds benefit the SIMA Foundation.

