

SCHEDULE-AT-A-GLANCE

-TIME-	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
7:00-8:00 AM					
8:00-9:00 AM	<p>Pre-Conference Events</p> <p>Liquids Workshop 8:30 a.m.-4 p.m.</p> <p>-OR-</p> <p>Business Development Workshop 10 a.m.-3:30 p.m.</p> <p>-Ticketed Event-</p>	Networking Breakfast + Opening Keynote	Connections Breakfast	Breakout Education Sessions	
9:00-10:00 AM		Breakout Education Sessions	Breakout Education Sessions	Snow & Ice Trade Show + Stop 'n Shop Breakfast Stations + Life, Leadership and Lessons (L3) Discussions	
10:00-11:00 AM					
11:00 AM-NOON			Snack & Chat		
NOON-1:00 PM					Lunch + Closing Keynote
1:00-2:00 PM		Breakout Education + How Do I... Sessions	Snow & Ice Trade Show + Ale Trail + Product Showcase Studio + How Do I... Sessions		
2:00-3:00 PM					
3:00-4:00 PM					
4:00-5:00 PM					
5:00-6:00 PM		Welcome Reception	SIMA+ Reception -Invite Only-		
6:00-7:00 PM	First-Timer + Volunteer Reception -Invite Only-	Meetups -Invite Only-	CSP + ASM Reception -Invite Only-		
7:00-8:00 PM		Snow & Ice Trade Show After Dark			
8:00-9:00 PM	SIMA After Hours Pins Mechanical		Thursday Night Party Great American Ballpark -Home to the Cincinnati Reds-		
9:00-10:00 PM		SIMA After Hours Flight Club			

HIGH-STAKES EDUCATION

Don't bluff your way through winter! Draw the winning knowledge you need from our 40+ sessions led by industry experts and snow and ice professionals.

TUESDAY, JUNE 23 PRE-CONFERENCE EVENTS



Option 1: Liquids Workshop

8:30 a.m.–4 p.m.
\$115 or included with SIMA+
Lunch and transportation are included

Adding liquids to your ice management toolbox requires a careful approach that blends strategy, cost analysis, science and application best practices. A mix of classroom training and hands-on experiences with peer experts will deliver a comprehensive look at building a liquids program.



Option 2: Sales and Business Development Workshop

10 a.m.–3:30 p.m.
\$115 or included with SIMA+
Lunch and workshop materials are included

The Psychology of the Sale: Moving Beyond the Math

Stop pitching price and start positioning value. In this interactive workshop, Klyn Elsbury of Executive Sales Training will use the neuroscience-backed IMPACT Method to help you gain access to elusive decision-makers and build a book of business through relentless relationship management. We'll dive into the exact words and repeatable processes to close deals consistently, moving your mindset from a "bidder" to a "trusted partner."

WEDNESDAY, JUNE 24

Breakfast | 8–9:45 a.m.
Opening Keynote | 10–11:15 a.m.

TOGETHER WE ARE LIMITLESS Jeremy Poincenot

In an era of unprecedented challenges, the path to your organization's greatest success lies in finding solutions together. Join Jeremy Poincenot as he shows how prioritizing interdependence drives powerful results:

- **As a Person**—Experience greater job satisfaction, stronger relationships, less turnover, and increased loyalty.
- **As a Team**—Achieve enhanced performance, better connection, more alignment, and a shared purpose.
- **As an Organization**—Gain improved efficiency, increased creativity and collaboration, and better results from every initiative.

Discover how working interdependently is the key to collective success and individual fulfillment!

Sponsored by Caterpillar, Inc.



10–11:15 a.m.

- **Liquids on a Budget**
Ken Boegeman, CSP, ASM, Swinter Group; Kellan Stevenson, Paradigm Services; Matt Brewer, EMI

- **Win More Routes When Property Managers Ask ChatGPT for Snow Vendors**
Pahuna Sharma Laden, Lagraphia

● **Recruiting Playbook: How To Hire Middle Managers Who Stick**

Danny Kerr, Breakthrough Academy

● **Winter Contract Audits: How Do Yours Stack Up?**

*Nicholas Hubner, Freeman Mathis & Gary, LLP;
Colin McMorrow, Brown & Brown Metro, LLC*

● **Cracking the Communication Code**

Jill Valdez, LINK Consulting

Session Key

Find your perfect session at a glance: just follow the color-coded dots representing different professional roles within the industry.

- = Business | Leadership
- = Sales and Marketing
- = Operations
- = Risk

10–11:15 a.m.

● **How Do I Rank Against My Competitors Online?**

Vanessa McQuade, Imagine Media

● **How Do I Stop Being the Bottleneck in My Business?**

Danny Kerr, Breakthrough Academy

● **How Do I Get My Crew to Actually Listen?**

Jill Valdez, LINK Consulting

● **How Do I Mitigate Risk with Operations Training?**

Nicholas Habner, Freeman Mathis & Gary, LLP

1:40–2:10 p.m.

● **How Do I Integrate a Second Language into the Company?**

Mike McCarron, Imageworks Landscaping

● **How Do I Create a Brand Strategy?**

Kristy Sieve, mertz Design

● **How Do I Reduce My Dependency on Salt?**

Sponsored by Innovative Surface Solutions

● ● **How Do I Establish a Snow Pro Career Ladder for My Team?**

Jenny Girard, ASM, The Integra Group

● ● **How Do I Set Client Expectations?**

Marty Grunder, The Grow Group

2:20–2:50 p.m.

● ● ● **How Do I Reduce Friction Between Sales, Ops and Field Teams During High-Pressure Seasons?**

Jason Ostrander, CSP, Eastern LLC

● **How Do I Solicit and Act on Customer Feedback?**

David Huot, CSP, Penn FS





How Do I Use Tech to Look for Missed Opportunities?

Sponsored by Aspire Software



How Do I Recognize the Signs of Sleep Deprivation?

Michelle Kruezer

3–4:15 p.m.



Running Bigger than Your Size: Big-League Habits for Minor-League Teams

Nicholas Klotz, CSP, EPM Professional Grounds Services



Building a Snow Operation that Doesn't Depend on You

David Bender, Weeded! Lawn Service



Costly Mistakes Come from Misjudging Weather Data

Brian Ivey, Norcast Consulting



Feast or Famine: Succeeding in a Low-Snow Market

Mike McCarron, Imageworks Landscaping; Mike Mason, CSP, The Lawn Pro; Wyatt Keoski, MSNW Group



Hidden Costs of Sleep Deprivation on Your Snow Business

Michele Kruezer

THURSDAY, JUNE 25

9–11:45 a.m.



Workshop: Building Rock-Solid Winter Estimates

Phill Sexton, ASM, WIT Advisers

9–10:15 a.m.



The 25th Hour: How to Reclaim 60 Minutes Every Day

Randall Dean



Navigating the Winter Equipment Lifecycle

Michael Wagner, CSP, ASM, Designsapces Colorado



Managing Cash Flow in an Unpredictable Industry

George Urvari, Roundtree Consulting



Leading Through the Storm: Leadership Strategies for Snow Season

Marty Grunder, The Grow Group

10:30–11:45 a.m.



Key Strategies for Managing Your Email Overload

Randall Dean



Excel From the Ground Up: Learn to Plow Through Data Like a Pro

Nicole and Ken Boegeman, CSP, ASM, Swinter Group



Hunting Whales: How to Sell and Retain Big Sites

Todd Stone, The Cleaver Company



AI in Action: How ChatGPT is Changing the Snow Game

Levi Jett, Jett Winter Advisors



FRIDAY, JUNE 26

8:30–9:45 a.m.



Where's the Salt?!

Moderator: Phill Sexton, ASM, WIT Advisers



Make Your Snow Business Hyper-Efficient with Technology

Moderator: David LaFore, Colorado Green Pros

Life, Leadership and Lessons (L3) Discussions

(Sessions take place on the trade show floor)

9:45–10:15 a.m.



Beating Burnout When Winter Just Won't Stop

Moderator: Jenny Girard, ASM, The Integra Group

10:30–11 a.m.



Having Success Without Losing Your Soul

Moderator: Nicholas Klotz, CSP, EPM
Professional Grounds Services

11:15–11:45 a.m.



Navigating Aggression in the Field

Moderator: Jason Ostrander, Eastern LLC

Closing Keynote | Noon–1:15 p.m.

REMARKABLE BY DESIGN: FROM FORGOTTEN TO UNFORGETTABLE

Dan Gingiss



We've been taught for decades that the way to win in business is simple: lower your price, add new features, or outspend the competition on marketing. But what we've been taught is wrong. In today's marketplace, price wars are a race to the bottom, and innovation gets copied almost instantly. The truth is, nearly every company is now selling a commodity—whether they admit it or not.

So, why do some brands still rise above the noise while others fade into irrelevance? Because customers don't talk about transactions. They talk about experiences. This keynote reveals why the last true differentiator left in business is the one your competitors can't copy: how you make people feel. And, it will leave you wise to the power of customer experience.



Check out the full session descriptions at show.sima.org/education.