

If you want to improve the way your company runs its snow removal business, then you should attend The Snow & Ice Management Association's first *Snow & Ice Symposium*, May 7-9 at the Airport Marriott Hotel, Pittsburgh, Pa.

SIMA is a year-old organization that has come off the blocks fast, with useful information for serious snow removalists!

LANDSCAPE MANAGEMENT is the exclusive Green Industry publication helping to sponsor this event. Other sponsors are Western Snowplows, Fisher Snowplows, Shindaiwa, Cryotech Deicing Technology and Burke's Trading International.

Snow removal is not easy. It takes time to plan your marketing, capitalization and pricing strategies. A May meeting will enable you to take home what you learn and use it to plan well ahead of the first snowfall.

**John Allin**, president of Allin Companies, Erie, Pa., is a founding member of SIMA, and has a vast back-

ground as a landscaper and snow removal expert.

"It is our intent to bring snow plow contractors together for the first time, to give them time to have some intense interaction among their peers," says Allin.

"I have found that to be the best way to learn. A contractor can sit and listen to me for an hour, but it will be more valuable if he can ask a contractor from three states away how he would handle a specific snow removal situation."

The lineup for the Symposium brings together experts in weather prediction; finance; equipment and advice from people who are successful at snow removal.

**Dale Keep** is a Maintenance Methods Specialist for Washington state. He has written many reports and articles on the subject of snow removal,

and has trained other public works departments. Keep has been active in evaluating environmental issues associated with deicers. He will share facts about deicing and anti-icing methods.

For the "bottom line," **Frank Ross**, one of the Green Industry's leading business consultants, will speak. Ross knows what companies do to become profitable, and what they must continue to do to make money.

"Companies need to isolate snow activities into a profit center, and understand how much it truly costs them," says Ross.

Ross told me he will also explain pricing strategies, and ways to present those prices in a way that will be accepted by your customers.

Since what we're talking about is the weather—and what you *can* do about it—the Symposium has asked **Bryce Anderson**, chief meteorologist at DTN, to speak on meteorology.

"I'm going to cover some basic weather fundamentals to help the audience get a handle on the big weather systems that eventually funnel down to the local area," Anderson told me.

"Then we'll take a regional look in terms of radar and go over some fundamental factors and features of pressure centers as they move across the country," says Anderson.

Master of Ceremonies **Jim Paluch** runs J.P. Horizons, Painesville, Ohio. He specializes in "business coaching."

Paluch told me he hopes to combine "big picture instruction with 'right-brain' creativity," in a "Roundtable Olympics" format. Having people in a roundtable format, says Paluch, "creates a sense of camaraderie among the group. With that camaraderie, they're more willing to share information after the session is over."

Supplier representatives will also be ready to answer questions you have about snow removal equipment.

SIMA members can attend the Symposium for \$295. Non-members pay \$365. There's a price break if more than one person attends from your company.

You can join SIMA for as little as \$130. To learn more about the Symposium and SIMA, call the Association at 814/456-9550. **LM**

## SIMA meeting can help with snow removal



*Terry McIver*

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