Snow Business Management

Description: In an arena where you have solid options to consider when you’re deciding how and where to put your marketing dollars why is Snow Business your #1 choice?

AUDIENCE -

The Snow Business June 2011 audit conducted by BPA Worldwide, the leading audit bureau for business-to-business magazines, verifies the following important facts relating to audited publications specifically serving the snow and ice industry:

- Snow Business has the industry's highest total qualified circulation.
- Snow Business has the industry's highest qualified circulation to Canada.
- Snow Business has the highest circulation to those individuals who declare themselves to be involved with snow and ice removal or are members of the Snow and Ice Management Association.

The synergy created among the Industry's most respected association – The Snow & Ice Management Association, the industry's #1 publication – Snow Business - offers you unparalleled penetration into the market you want to reach. We offer that reach through multi-media avenues to the largest, most targeted audience available in print, online, through in person events, and various sponsorships.

Contents: Contents

Excellence in Business: Case Snow Management
For Case Snow Management in Attleboro Falls, MA, a blizzard that blasted the region on Halloween weekend forced its teams into early action, but they were up to the challenge.

- Built with integrity Cheryl Higley
- With a foundation rooted in honesty and ingenuity, Paul Vanderzon is putting his own mark on the family's legacy in Quebec snow & ice management
- In Quebec, innovation and a more professionalized industry Cheryl Higley
- Thirty-five years ago, John Vanderzon set his sights on a piece of equipment that would transform his company forever.

SIMA

- SIMA Says
  -- It's all about the consumer Martin Tirado, CAE
  -- It's really all about the consumer. This does not mean the consumer is always right (they aren't), but that everything we do is driven by consumers.
- SIMA Update
  -- SIMA restructures volunteer committees
  -- SIMA recently launched a new vision for its volunteer committees, which was implemented at the committee orientation meeting during this year's Snow & Ice Symposium.
  -- What if ... Independence Day was Labor Day? Phill Sexton
  -- You might be wondering what kind of question is that?
  -- Build a Bid goes Online!
  -- The popular Build a Bid Snow Estimating package will be available online this summer, where you can access it anytime at SIMA's Resource 24/7 Training Center.
- Nominations open for All-Stars of Snow & Ice
- What better way to show your employees and suppliers how much they mean to the success of your operation than by nominating them for the annual Snow Business All-Stars of Snow & Ice.
- Snow & Ice Industry Awards
  -- Employee of the Year: Bill Carello, CSP
Case Snow Management is on a two-year winning streak when it comes to Employee of the Year honors at the Snow & Ice Symposium.

Excellence in Business: Sauers Tree & Landscape Service, Inc.

Family owned and operated in the suburbs of Philadelphia, Sauers Tree & Landscape Service has spent the past five years taking its snow & ice operations to new heights.

Volunteer of the Year: Kevin Burke, CSP

The 2012 Volunteer of the Year dedicated long hours to making sure the 15th Annual Snow & Ice Symposium was a success.

Snow Industry Commitment Award: Include Software

When it comes to snow & ice, Include Software is fully engaged and committed to helping its customers work more efficiently.

Alan Steiman Scholarship: Shawn Rine

Shawn Rine, vice president of Columbus, OH-based Rine Landscape Group wasn't sure what to expect as he headed to Buffalo as the recipient of the Alan Steiman Scholarship...

Sales & Marketing

- Consumer View
  - Centralized sourcing with a local touch Leigh Pearson
  - Staples Canada looks for partners in streamlined procurement process
  - The problem with alligators Michael R. Nelson
  - What alligators keep you from draining the pond?

SIMA Supplement

- SIMA There's a Clear, Easy Path to Learning...
  - Get the snow tools & training you need, online, anytime.

Operations

- Business Matters
  - Living in a fishbowl Douglas Freer, CSP
  - You carefully manage your personal and business image in public, but are your employees doing or saying things that are costing you business?
  - Legal Savvy
  - Inspections without service? Darryl Beckman
  - Who is responsible for inspection when no services are performed?
  - Rich on Risk
  - Don't overlook management liability Rich Rozman
  - With the increase in lawsuits brought against businesses, officers, boards of directors and managers for "wrongful acts," business owners cannot afford to neglect this growing area of litigation.

Leadership Insights

- Q & A: View from the Top Cheryl Higley
  - Four CEOs at different stages of the game weigh in on growth challenges
  - Accounting for Success William Carello, CSP
  - Operationally wired CEOs struggle with the financial aspects of ownership
  - Delegation Leverage Mike Rorie
  - Handing off responsibility isn't always easy but it's necessary
  - In Processes We Trust Grant Mitchell
  - Count on your systems to allow top-level managers to focus on the big picture

Technology

- Keep Thinking
  - Gaining traction Dale Keep
  - Do you have the right tires for safe snow operations?
  - Take Byte out of Fear Chris Marino
  - Technology shouldn't scare owners looking to improve productivity
  - Product Spotlight
  - Real-time tracking - Make profits happen - Tablet technology - Smart management - Myriad solutions - Bring your office to work - Fast and precise - Send paper time sheets packing...
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