






**“TO FOREVER PURSUE, RESEARCH, AND
DEVELOP SNOW INDUSTRY TRAINING.”**

FRONT COVER

**"AN INVESTMENT IN
KNOWLEDGE ALWAYS
PAYS THE BEST INTEREST."
- BENJAMIN FRANKLIN**



-  Fully equipped training / conference room with stage for facilitators and roleplaying exercises.
-  Breakout rooms for groups to meet, plan and analyze during training event sessions.
-  Wi-Fi Room with multiple work stations is your office away from home. Check in anytime!



SNOWFIGHTERS INSTITUTE

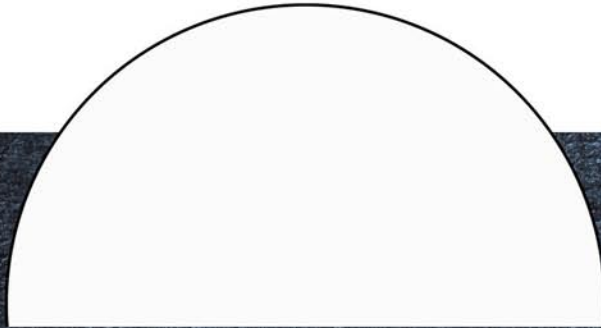
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1805 PITTSBURGH AVE. P.O. Box 8503, ERIE, PA 16505-0503
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BACK COVER

SNOWFIGHTERS INSTITUTE



A Proposal



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EVENTS

ANNUAL TRAINING OPPORTUNITIES OFFERED BY SFI



ABOUT US

"TO FOREVER PURSUE, RESEARCH, AND DEVELOP SNOW INDUSTRY TRAINING"



OPPORTUNITIES

HOW CAN YOU GET INVOLVED WITH SFI?

The Snowfighters Institute's mission is to provide the industry with viable research and ongoing training to assist contractors of all sizes to grow intellectually and

to allow manufacturers and/or suppliers the opportunity to provide snow contractors the chance to attend Snowfighters Institute events. The Snowfighters Institute

SNOWFIGHTERS INSTITUTE





EVENTS

ANNUAL TRAINING OPPORTUNITIES OFFERED BY SFI



"Dan and I found last week to be very profitable. I really appreciate the way you structured the format to keep us all together for each meal, and in the hotel. This was more structured than I am used to, but now I see it as a superior way to foster relationship building and networking. The format and structure that you built into the event make it so worthwhile that I am ready to sign up now for next year."

- Jeff Sneller
Sneller's Landscaping, LLC – Ada, MI

This event offers snow contractors a venue to share their business knowledge and real-world know how to increase operational efficiencies and improve those bottom lines. To insure an open exchange of information without letting your competition know your business, Inner Circle sessions allow only one contractor, from any given local business geographic footprint.



"The Forum for Sales has been great. I've been doing sales for a long time and I found the role playing was very beneficial. The constructive criticism, the ideas that were generated that we all got to participate in was very professional and I gained some tools for my war chest to use for my sales presentations. The facility, the instructors, the presentations were top notch and I would recommend this program to anyone selling in the snow industry."

- Rob Keleghan, CSP, Sales Manager
TSI – Chicago, IL



FORUM FOR \$ALES\$

Sales people aren't born, they're made – from hard work, practice and pursuit of a skill set that needs to be developed and instituted into the personality. Sales presentation role playing is paramount in the success or failure of the sales staff, so this intense interactive learning experience will include role playing individual and group sales presentations.



How can you decrease your liability exposure? How do you know what the proper application rates of a deicing chemical are? How do you calibrate equipment? What do loss runs mean to you? How can you lower your insurance costs? How is liability exposure directly related to deicing activities? Get the answers to these questions and many more at this event that brings in facilitators from the chemical industry as well as those from the insurance / legal industry. Attendees will learn how anti-icing, pre-salting and pre-wetting, when done properly, will enhance margins; how the latest technology can help to improve the bottom line and increase customer satisfaction as well as how to use 'liability' language to your advantage when selling zero tolerance service.

Scheduling, dispatching, and keeping track of those who are out in the elements fighting the storm takes tenacity and highly efficient organizational skills. Profits can be sacrificed when improper methods are utilized during a snow or ice event. This session covers: training field crews to properly attack the snow event, training and guiding sidewalks crews appropriately, developing communications protocols when the unforeseen problem arises, how and when to fill voids left when "no shows" happen, proper communications protocols to deal with clients when they call into your office, avoiding liability issues by resolving reporting issues, and how to keep a cool head in the heat of battle.



Poor office management can lead a company to poor cash management, poor recordkeeping and unacceptable management practices. This, in turn, can hurt a company's ability to perform professionally in the eyes of its stakeholders, employees and customers. Snow management is a mission critical service for many customers, and it comes with a degree of risk and at a price. Attendees will discuss HR issues as well as concerns surrounding service providers. They will be introduced to new technology and will learn how to deal with the information flow, proper record keeping, and best practices for keeping the company positioned for efficient and effective management of "back office" operations.

"You should be proud. It was a first class experience at a well-designed facility. There was a wealth of information provided by your team and the sharing of information between us was impressive. You are on the right track, increasing credibility and the face of the snow and ice management industry and I will continue to recommend and share the vision you have."

- Frank Dedon, President
Abraxus Snow Inc. & Abraxus Salt LLC – Cleveland, OH



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ABOUT US

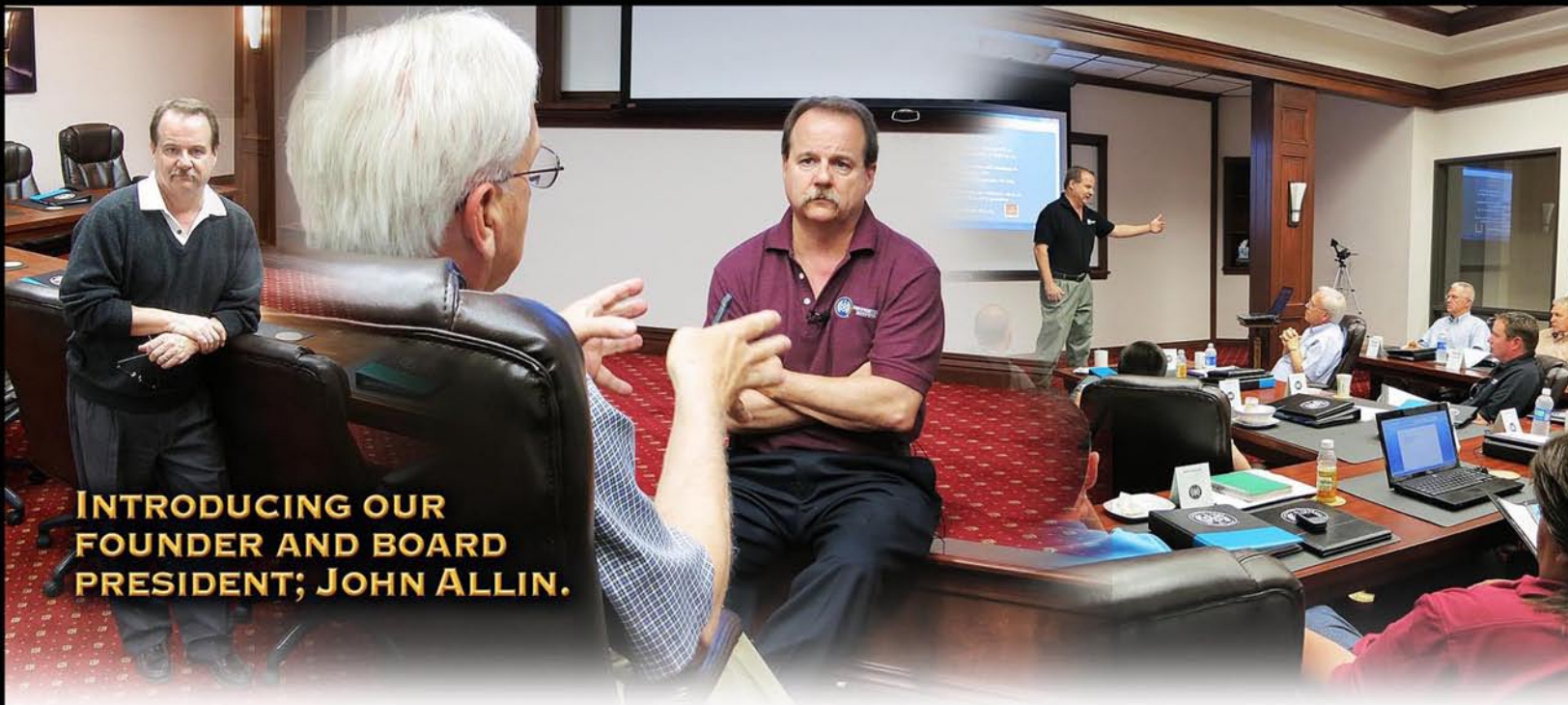
“TO FOREVER PURSUE, RESEARCH, AND DEVELOP SNOW INDUSTRY TRAINING”

Until 1996, when the Snow & Ice Management Association (SIMA) was formed, the thought of those that ‘plowed snow’ as being professional or a snow and ice management business as providing a valuable risk management service was simply unheard of. Snow and ice management was simply ‘something contractors did in the off season’. Not anymore! The industry has seen major changes within the decade.

What hasn’t changed is the lack of dedicated training opportunities for those who wish to grow their snow

and ice management companies. This is where Snowfighters Institute comes into play. Snowfighters Institute was created to “forever pursue research and develop snow industry training”. This is the first entity fully dedicated to educational pursuits as they pertain to the snow and ice management industry. Here, snow contractors of all sizes gather to discuss specific topics pertaining to all aspects of managing and running a snow contracting operation in small group sessions which allows for interactive and often lively discussions.





**INTRODUCING OUR
FOUNDER AND BOARD
PRESIDENT; JOHN ALLIN.**

John Allin is currently a full time consultant to the snow industry. Allin was President of Snow Management Group and subsequently President of Snow Dragon, LLC. The Snow Dragon™ (www.snowdragonmelters.com) snowmelting system was designed by Allin in 2002. He is the Founder of the Snow & Ice Management Association (SIMA), and served as its national Board President for 6 years. John was instrumental in the formation of the Accredited Snow Contractors Association (ASCA). He has been involved in the snowplowing industry for over 30 years. Because of his extensive knowledge in the snow industry, combined with his vast experience, Allin is recognized as the foremost snow and ice industry consultant in the country today.

A popular and internationally recognized speaker and

seminar leader, John has spoken about the snow and ice industry at industry trade shows all over the United States, Canada, Scandinavia, Europe and Asia. He has also been qualified as an expert witness on snowplowing in numerous states around the country, and regularly assists legal representatives in actions involving winter accidents including 'slip and fall' incidents on commercial sites. Allin understands the needs of the industry and founded Snowfighters Institute to fill the gaping hole that existed in dedicated snow industry training.

John Allin has reached out to highly respected industry leaders to facilitate the many training events that the Snowfighters Institute offers. Fluid agendas for each event allow the facilitators to take the training in the direction desired by the attendees.



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OPPORTUNITIES

HOW CAN YOU GET INVOLVED WITH SFI?

The Snowfighters Institute's mission is to provide the industry with viable research and ongoing training to assist contractors of all sizes to grow intellectually and have better run organizations. The Institute endeavors to advance the professionalism of a snow contractor's service offering and become better at delivering risk management services through effective and efficient use of snow and ice management techniques.

The Attendee Endowment Funding program is designed

to allow manufacturers and/or suppliers the opportunity to provide snow contractors the chance to attend Snowfighters Institute events. The Snowfighters Institute will announce the availability of endowments and provide qualifying individuals the opportunity to submit appropriate documentation for consideration. Additional Information on the Endowment program can be obtained by calling Snowfighters Institute at 814-455-1991.





Contractors who are serious about growing their companies should review the training events offered, consider which individuals within your company should attend the various opportunities and make plans now to send them! Watch our website for information on upcoming events as they become available.

Manufacturers and suppliers to the industry have multiple opportunities to support our mission. Sponsorship opportunities are available for our traveling one-day seminars across the country as well as for individual events. The Attendee Endowment Program is an excellent opportunity to partner with Snowfighters Institute to advance the professionalism of one or more contractors throughout the year. Finally, opportunities

may also exist for experts from your company to help facilitate an upcoming event.

Industry leaders also have opportunities with Snowfighters Institute. The institute is always looking for good facilitators who would like to share their knowledge and experience during an upcoming event. Our events are structured around small groups. We find that small groups allow attendees to quickly gain a comfort level that is favorable for interactive sessions and lively discussions. Facilitators at our events help to get discussions started and draw interaction out of the attendees at the event as well as provide insights into industry "Best Practices" in their particular field of expertise.



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Great Service is Why We Succeed

Winter Risk Management for Commercial Properties in the Greater Denver Area

303-750-8867 www.smsnow.com

FRONT



Winter Risk Management for Commercial Properties in the Greater Denver Area

What is lip service for some, is a way of life for SMS. Ask our property management clientele why we have been a top snow and ice management company since 1995 and they'll tell you: great service. In fact, don't take our word for it. Take it from others that have long enjoyed great SMS service. Go to our website at www.smsnow.com and watch our testimonial sales video, or if there is a CDROM enclosed in this presentation folder, pop it into your computer. Their stories of great service speak louder than our top sales people ever could.



Certified Member of the Accredited Snow Contractors Association



Frequent Training Attendance at Snowfighters Institute



LEED Green Associate on Staff



Great Service is Why We Succeed

PRESEASON SNOW EVENT SERVICES

Site Analysis • Service Planning
Site Mapping • Staking

SNOW EVENT SERVICES

Plowing • Lot Sanding & Deicing
Sidewalk Clearing • Onsite Snow Placement

POST SNOW EVENT SERVICES

Ice Mitigation & Patrolling
Snow Relocation & Hauling • Ice Removal

SMS PRICING OPTIONS

Time & Materials
Per Push • Seasonal Contracts

SMS is centrally located at 7710 Cherry Creek Dr. South, Denver, Colorado 80231

303-750-8867 www.smsnow.com

BACK

A Proposal
presented to:



BUMBLE BEE PROPERTIES

from:



SMS
SNOW MANAGEMENT
SERVICES
303-750-8867
www.smssnow.com



**WINTER RISK
MANAGEMENT**
for Commercial Properties in the Greater Denver Area



**WEATHERING
THE STORM**
Managing Snow and Ice Removal the SMS Way



**SNOW AND ICE
MITIGATION**
Snow Relocation, Snow Hauling and Ice Removal

No Calm
After the Storm
After a snowstorm, post-event



Winter Risk Management for the Greater Denver Area

Call Us at 303-750-8867. Visit Us Online at www.smssnow.com



WINTER RISK MANAGEMENT

for Commercial Properties in the Greater Denver Area



Excellence in Snow and Ice Management

SMS Snow Crews are led by Snowfighters that trained for and passed rigorous ASCA Certification to attain the highest in snow industry standards. From cost-efficient snow pushers to CrewTracker™ Software, we manage the storm. The storm never manages us. What others perceive as unpredictable, frustrating and costly we see as manageable, the SMS way, protecting the well-being of our clients and the tenants that work at their commercial properties with true, winter risk management services.

WINTER RISK MANAGEMENT

for Commercial Properties in the Greater Denver Area

- ❄️ **Snowplowing**
- ❄️ **Sanding / Deicing**
- ❄️ **Sidewalk Clearing**



Why You Should Use SMS for Snow Removal and Ice Control

- ❄️ Say goodbye to the headaches of snow and ice removal and lift the burden from your onsite personnel.
- ❄️ SMS keeps accurate records in order to protect your company and tenants from spurious claims.
- ❄️ Our trained and industry certified team of professional snowfighters are fully insured.

Great Service is Why We Succeed

"I have used SMS for over 15 years at several office buildings that I have managed. I always highly recommend SMS due to their great customer service and great follow-up."

Lori Moriarty
Property Manager
Management Services
TRANSWESTERN



303-750-8867 www.smssnow.com



WEATHERING THE STORM

Managing Snow and Ice Removal the SMS Way



Accountability via Snow Plans and Service Tracking

Large sites require a snow plan that budgets time and material whereas the challenge of smaller sites is to bundle them with other nearby sites to achieve optimum efficiency. Unify, train and promote a mindset that analyzes the best way to remove snow and ice, control all this with software specifically designed to track snow removal, and the only thing your properties will be covered with this winter is great SMS service!



With CrewTracker Software™, SMS clients can login via an online portal to check the progress of snow and ice removal services on their site from a computer, pad device and all types of commonly used mobile phones.



WEATHERING THE STORM

Managing Snow and Ice Removal the SMS Way

- ❄️ Storm Alert Starts 48 Hours Out
- ❄️ 24/7 Call Center During Storm
- ❄️ Track Progress on Your Properties

Great Service is Why We Succeed

“One thing I really love about SMS is they have very good communication. When a storm is coming into Denver they send emails out that will let us know what is anticipated, when they plan to have trucks out and what their plan of attack is. It’s really helpful to have all that information prior to a big storm.”

Carrie Parker, RPA, LEED AP O+M
Vice President, Regional Property Management
WESTCORE PROPERTIES, LLC



SMS
SNOW MANAGEMENT
SERVICES

303-750-8867 www.smssnow.com



SNOW AND ICE MITIGATION

Snow Relocation, Snow Hauling and Ice Removal

No Calm After the Storm

After a snowstorm, post event services kick in to maintain site safety. Following a major winter event or two, snow piles continue to grow causing driving hazards and stealing valuable parking spaces, affecting your tenants' bottom line as revenues are now threatened. By relocating the snow to secondary areas on your site, traffic lanes can be widened and prime parking space areas restored. When this is not enough, a snow haul is required to physically remove the snow from the site.



SNOW AND ICE MITIGATION

Snow Relocation, Snow Hauling and Ice Removal

Ice Mitigation/Patrolling

Ice can accumulate on your site during a freezing rain/ice storm. Warming trends can cause existing snow to melt and then dipping temperatures result in a freeze-over. SMS uses ice mitigation and ice removal strategies during, after and in between storm events; patrolling your sites whenever freezing conditions are present. Talk with an SMS representative about a complete winter risk management program that includes ice mitigation and patrolling.

Great Service is Why We Succeed

“Their customer service is really top notch. Working with SMS, you feel like you could be their only customer. We had a bad ice storm this year in Denver where we tried to stay green and work with our LEED Certification. SMS taught us about a new product that kept everyone safe and comfortable around the clock. All in all, I’m really happy and satisfied with the service SMS provides.”

Courtney Ziminski
Supervisor, Facility Operations
REMAX INTERNATIONAL



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