

# 2024 SIMA SNOW & ICE AWARDS PROGRAM APPLICATION GUIDE

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# General Guidelines and Application Deadlines

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## Key dates:

- February 1, 2024 - Awards applications open at [www.sima.org/awards](http://www.sima.org/awards)
- April 7, 2024 - Awards applications close. Applications received after 5 p.m. CST will not be accepted.
- June 26, 2024 - Awards presented at the 27th Annual Snow & Ice Symposium.

## All applications must be completed online

**Ineligible for consideration:** No suppliers or current member of the SIMA Board of Directors, their companies or employees.

## Preparation:

- Carefully review award requirements.
- Prepare responses in advance. Copy and paste answers into the online application form.
- In-depth responses, where appropriate, are encouraged. Generic answers are less likely to be successful.
- **DO NOT** include private or personal information.

**Questions about applying?** Email [info@sima.org](mailto:info@sima.org).

# Alan Steiman Scholarship



In recognition of longtime SIMA member, mentor and friend, the SIMA Foundation's Alan Steiman Symposium Scholarship is awarded to a first-time Symposium attendee that embodies Steiman's spirit of camaraderie and his belief that education is essential to success in the snow and ice management industry. Winner(s) will be selected by a judging panel chosen by The SIMA Foundation Scholarship Committee.

The winner(s) of the Alan Steiman Symposium Scholarship receives:

- 1 full registration (including all special events) to the 27th Snow & Ice Symposium in Pittsburgh, PA
- \$500 travel stipend
- Complimentary room at host hotel (up to 4 nights)

## **Eligibility requirements:**

- Applicants from companies that have never attended a Snow & Ice Symposium will be given higher consideration
- Company's annual snow and ice revenue must be under \$1 million

## **Application questions:**

1. Years worked in the snow and ice management industry
2. Company's snow and ice revenue for 2023
3. Describe a person who has served as a mentor and the impact that person has had on your life.
4. What is your favorite thing about working in the snow & ice management industry?
5. If selected, describe the impact being able to attend the SIMA Snow & Ice Symposium would have.
6. Describe your financial need to receive this scholarship.

# Best Places to Work in Snow & Ice 2024

Companies with outstanding cultures are a powerful morale booster for employees and for workforce recruiting and retention. The Best Places to Work in Snow & Ice award recognizes companies that are focused on empowering their workforce and promoting our industry as one in which you can build successful and rewarding careers.

## Eligibility Requirements:

Company must be an active SIMA member.

## Selection Criteria:

Applicants are judged on their commitment to promoting employee engagement, professional development, effective management, team dynamics and trust in leadership. Companies who meet or exceed a threshold determined by SIMA will be honored.

## Application Guidelines:

Only one submission per company is permitted. Determine who will submit and ensure that the person completing the form has a thorough knowledge of the company's benefits and resources.

## Application questions:

### Training and Professional Development

1. Does the company have a formal/documented onboarding program for the following new employees?

- ☐ Seasonal snow labor
- ☐ Part-time office or general staff
- ☐ Part-time snow operations team members
- ☐ Full-time employees

2. Does the company have a formal/documented training plan for the following employees?

- ☐ Seasonal snow labor
- ☐ Part-time office or general staff
- ☐ Part-time snow operations team members
- ☐ Full-time employees

3. Does the company conduct a preseason kickoff meeting for all employees involved with snow and ice operations?

- ☐ Yes
- ☐ No

4. How often do you conduct snow-specific employee training in a calendar year?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ Yearly
- ☐ None



5. What types of training does the company provide its snow operations employees? (check all that apply)

- ☐ Snow equipment rodeo or hands-on equipment demonstrations
- ☐ Tailgate/circle talks
- ☐ Safety meetings
- ☐ Peer ride-alongs
- ☐ On-the-job training
- ☐ Classroom training
- ☐ Site-specific training
- ☐ First aid training
- ☐ CPR training

6. How do you ensure team members understand the content?

- ☐ Testing/quizzing
- ☐ Supervisor observation
- ☐ We don't verify

7. Outside of company-provided training, for which roles do you allocate professional development/continuing education funds? (Check all that apply)

- ☐ Ownership
- ☐ Executive (CEO, COO, CFO, VP, Director)
- ☐ Business development (sales, estimating, marketing, etc.)
- ☐ Operations Management (ops manager, foreman, account manager, crew leader, etc.)
- ☐ Production (equipment operator, sidewalk technician, plow driver, mechanic, etc.)
- ☐ Administration (office management, billing, finance, HR, etc.)
- ☐ None

8. Has your organization provided any of these types of training to your snow employees in the last year? (check all that apply)

- ☐ Diversity/inclusion
- ☐ Active shooter/crisis management
- ☐ Self-defense
- ☐ Health/wellness
- ☐ Stress management
- ☐ Financial management
- ☐ Communication skills
- ☐ Leadership skills
- ☐ Customer service
- ☐ None

9. Do you have at least one CSP on staff?

10. Do you have at least one ASM on staff?

### Manager Effectiveness

11. Does your company provide ongoing training for leadership/management related to the following? (check all that apply)
- ☐ Employee coaching/ leadership development
  - ☐ Emotional intelligence
  - ☐ Behavior assessment training (e.g., StrengthsFinder, DiSC)
  - ☐ Communication / conflict management
  - ☐ Diversity and inclusion
  - ☐ Time management
12. Does your company have a formal policy and procedure for providing employee performance feedback?
13. How often does the company conduct formal employee performance feedback related to KPIs, goals/outcomes? (check one)
- ☐ 1x a year
  - ☐ 2x a year
  - ☐ Quarterly
  - ☐ Monthly
  - ☐ Never
14. Does the company provide a documented promotion plan for employees seeking expanded roles and responsibilities?
15. Does the company prioritize hiring from within before seeking outside candidates?
16. Does the company have a formal, documented process for employee discipline?
17. Does the company have a whistleblower policy?

## Personnel Engagement and Support

18. Does the company have a formal awards/recognition event or program for employees?

19. Does the company offer any of the following benefits to some or all employees?

- ☐ Flex-time for employees to manage schedules
- ☐ Medical benefits (Canadian members: Check if you offer benefits beyond governmental requirements)
- ☐ Vision/dental benefits
- ☐ Paid sick time
- ☐ Short-term disability
- ☐ Long-term disability
- ☐ Life or Accidental death insurance
- ☐ Paid vacation
- ☐ Family Medical Leave (or Canadian equivalent)
- ☐ Unpaid leave of absence
- ☐ Retirement savings plan (e.g., 401K, IRA, etc. including Canadian equivalent) - employee contribution
- ☐ Retirement savings plan (e.g., 401K, IRA, etc. including Canadian equivalent) - company matching
- ☐ Bonus structures/incentives/profit sharing for more than sales staff
- ☐ Gym memberships/discounts
- ☐ Employee ownership program (ESOP)

20. Does the company provide any of the following every year?

- ☐ Free or reimbursed safety PPE/gear
- ☐ Group meals (before, during and/or after storms)
- ☐ Get-togethers, teambuilding events
- ☐ Company paid trips
- ☐ Team-specific celebrations/recognition
- ☐ Individual celebrations/recognition
- ☐ Team/leadership retreats for planning and relationship building

21. Does the company have a formal mentoring program between leaders and staff?

## Trust in Leadership

22. Does company leadership provide/conduct any of the following?

- ☐ Formal employee assessments of company leadership
- ☐ Formal internally shared strategic plan or set of outcomes that looks further than 1 year out
- ☐ Company vision and strategy update at least 1x a year
- ☐ Budget/financial updates to the staff at least 1x a year
- ☐ Open book policy for financials

## Snow & Ice All-Stars Awards

The Snow & Ice All-Stars awards honor the essential team members who help drive your snow business forward:

- Sales Professional of the Year
- Business Professional of the Year
- Snow Operations Employee of the Year
- Snow Operations Manager of the Year

### Eligibility Requirements:

- Nominating company must be an active SIMA member.
- Nominees are categorized by the company's snow revenue. **Revenue must be provided for the employee to be considered. This is for categorization purposes only and will not be published.**
- Each company may nominate **only one person** in each category.
- Winners from the previous year are ineligible for nomination for one year.
- Nominees must be part-time or full-time employees. Subcontractors, seasonal or 1099 workers are not eligible.

## Business Professional of the Year

Nominees are in **non-field operations roles** related to the professional execution of snow and ice management services (e.g., accounting/billing, HR, insurance/contract management, office staff). CEOs and owners are not eligible for this award. Not sure if your nominee qualifies? Email [info@sima.org](mailto:info@sima.org).

### Application questions:

1. Company's snow-only revenue in 2023
2. Nominee's years in current role
3. Please indicate all areas for which the individual is responsible.
4. Is the nominee a CSP, ASM and/or hold a certification in their area of expertise?
5. Describe in detail 3-5 measurable results achieved by the nominee in 2023 that contributed to your company's overall success.
6. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2023.
7. Describe how the nominee contributes to a positive team / company culture.
8. Describe in detail how the nominee embodies SIMA's values of sustainability, innovation, quality, trust and passion within their role.

**Optional Information:** Please provide any information you feel is essential that has not been addressed.



# Sales Professional of the Year

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Nominees are tasked with selling professional snow and ice management services. CEOs and owners are not eligible for this award. Not sure if your nominee qualifies? Email [info@sima.org](mailto:info@sima.org).

## Application questions:

1. Company's snow-only revenue in 2023
2. Nominee's years in current role
3. Is the nominee a CSP, ASM or hold a certification in their area of expertise?
4. Describe in detail 3-5 measurable results achieved by the nominee in 2023 that contributed to your company's overall success.
5. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2023.
6. Describe in detail how the nominee contributes to a positive team / company culture.
7. Describe in detail how the nominee embodies SIMA's core values of sustainability, innovation, quality, trust and passion within their role.

**Optional Information:** Please provide any information you feel is essential that has not been addressed.

# Snow Operations Employee of the Year

Nominees work directly in roles that impact the successful execution of snow and ice management services (e.g., drivers/operators, material applicators, maintenance, mechanics, sidewalk crew members). CEOs, owners and operations managers are not eligible for this award. Not sure if your nominee qualifies? Email [info@sima.org](mailto:info@sima.org).

## Application questions:

1. Company's snow-only revenue in 2023
2. What is the nominee's primary role in snow operations?
3. Nominee's years in current role
4. Is the nominee a CSP, ASM or hold a certification in their area of expertise?
5. Has the nominee been involved in any major accidents or critical injuries (themselves or others) in the past 5 years?
6. Describe in detail 3-5 measurable achievements by the nominee in 2023 and the impact they had on the company's overall success.
7. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2023.
8. Describe in detail how the nominee contributes to a positive team / company culture.
9. Describe in detail how the nominee embodies SIMA's core values of sustainability, innovation, quality, trust and passion within their role.

**Optional Information:** Provide any other information you feel is essential that is not previously addressed.

# Snow Operations Manager of the Year

Nominees work directly in managerial/leadership roles that impact the successful execution of snow and ice management services. CEOs, owners and non-managerial employees are not eligible for this award.

## Application questions:

1. Company's snow-only revenue in 2023
2. What is the nominee's primary role in snow operations?
3. Nominee's years in current role
4. Is the nominee a CSP, ASM or hold a certification in their area of expertise?
5. Describe in detail 3-5 measurable achievements by the nominee in 2023 and the impact they had on the company's overall success.
6. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2023.
7. Describe in detail how the nominee excels as a leader.
8. Describe in detail the nominee's role in training and promoting safe operations.
9. Describe in detail how the nominee contributes to a positive team / company culture.
10. Describe in detail how the nominee embodies SIMA's core values of sustainability, innovation, quality, trust and passion within their role.

**Optional Information:** Provide any other information you feel is essential that is not previously addressed.



# General Guidelines and Application Deadlines

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All applications must be completed online no later than February 17, 2024

**Eligibility:**

- SIMA membership is not required to apply or to win
- The company may not have exhibited at a SIMA Snow & Ice Symposium
- Past winners are ineligible

**Scholarship components:**

The scholarship winner will receive the following:

- One 10x10 booth package (includes 6-ft table, 2 chairs and a wastebasket).
- One page Snow Business advertorial featuring the company and winning product
- Half-page ad in the September issue of Snow Business

**Preparation:**

- Carefully review award requirements and prepare your responses in advance. Complete the online application at [www.sima.org/awards](http://www.sima.org/awards).
- In-depth responses to all questions, where appropriate, are encouraged. Candidates who submit generic answers are less likely to be successful.

**Questions about applying?** Email the SIMA office at [info@sima.org](mailto:info@sima.org).



# Dean Fisher Innovation Scholarship

## Application questions:

1. Contact information.
  2. Company overview, including other products and services provided and industries targeted.
  3. Link to the product or company website. Provide a brief description if a link is unavailable.
  4. Social media links.
  5. Is the item being nominated a physical product or a business service?
  6. What is the company and/or product mission statement? What impact is the innovation designed to produce?
  7. Current number of employees.
  8. Annual sales of the product/service in 2023.
  9. Projected sales of the product/service in 2024.
  10. Is there a patent or a patent pending? If yes, please list the patent #.
  11. Is the product on the market now?
  12. What problem does your product or service solve in the snow & ice industry? Maximum of 500 words.
  13. Describe your financial need for this scholarship. Maximum of 200 words.
  14. Describe any positive environmental impact of the product or service. If not applicable, please indicate as N/A. Maximum of 200 words.
- Optional:** Upload a video that provides more information on the product (no more than 5 minutes)