**Best Places to Work in Snow & Ice 2023**

Company culture is 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. This annual award is bestowed on companies that meet or exceed certain criteria related to company culture and personnel support and engagement.

**Eligibility Requirement:** Company must be an active SIMA member.

**Selection Criteria:** Applicants will be judged on demonstrated success in training and professional development; managerial effectiveness; personnel engagement; and trust in leadership. Companies who meet or exceed a threshold determined by SIMA will be honored.

**Application Guidelines:** Before filling out the application, please ensure that the person completing the form has a thorough understanding of the key benefits and human resource processes in place at the organization.

**Application questions:**

**Training and Professional Development**

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

* **S**easonal 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 returning/existing 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. Over the course of 52 weeks, how often do you conduct snow-specific training for employees?**

* Daily
* Weekly
* Monthly
* Yearly
* None

**5. What types of snow-specific training does the company provide? (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 your company-provided training, for which roles do you allocate professional development/continuing education funds?**

* Ownership
* Executive (CEO, COO, CFO, VP, DIrector)
* Business development (sales, estimating, marketing, etc.)
* Operations management (ops manager, foreman, account manager, crew leader, etc.)
* Production (operator, technician, laborer, etc.)
* Administration (office management, billing, finance, HR, etc.)

**8. Has your organization provided any of these types of training in the past 2 years? (check all that apply)**

* Diversity/inclusion
* Active shooter/crisis management
* Personal self defense
* Health/wellness
* Stress management
* Financial management
* Communication skills
* Leadership skills
* Customer service

**8. Do you have at least one CSP on staff?**

* Yes
* No

**9. Do you have at least one ASM on staff?**

* Yes
* No

**Manager Effectiveness**

**10. Does your company provide ongoing training for leadership/management related to any of the following? (check all that apply)**

* Employee coaching/development
* Emotional intelligence
* Behavior assessment training (e.g., StrengthsFinder, DiSC)
* Communication / conflict management
* Diversity and inclusion
* Time management

**11. Does your company have a formal policy and procedure for providing employee performance feedback?**

* Yes
* No

**12. 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

**13. Does the company provide a documented promotion plan for employees seeking expanded roles and responsibilities?**

* Yes
* No

**14. Does the company prioritize hiring from within before seeking outside candidates?**

* Yes
* No

**15. Does the company have a formal, documented process for employee discipline?**

* Yes
* No

**16. Does the company have a whistleblower policy for employees who feel they have been treated unfairly?**

* Yes
* No

**Personnel Engagement and Support**

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

* Yes
* No

**18. Does the company offer any of the following benefits?**

* Flex-time for employees to manage schedules
* Medical benefits (Canadian members: Check if you provide benefits above and beyond governmental policy)
* Vision/dental benefit
* 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
* Employee ownership programs
* Gym memberships/discounts or company-held exercise/wellness classes
* Profit sharing

**19. Does the company provide any of the following every year?**

* Free or partially reimbursed safety clothing/gear (e.g., boots, gloves, etc.)
* Group meals during winter events (before, during and/or after storms)
* Local get-togethers, events for fun
* Company trips/vacations
* Team-specific celebrations/recognition
* Individual celebrations/recognition
* Team/leadership retreats for planning and relationship building

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

* Yes
* No

**Trust in Leadership**

**21. Does company leadership provide/conduct any of the following?** (check all that apply)

* Employee assessments of company leadership
* A formal/internally shared strategic plan or set of outcomes that looks further than 1 year out
* At least an annual update to staff regarding company’s vision and strategy
* Quarterly or annual budget updates to the staff about the state of the company
* Open book policy for financials

**NEW IN ’23**

All nominating companies must agree to send a satisfaction survey to employees. That score will be added to the total for consideration.