

# 2025 SIMA SNOW & ICE AWARDS PROGRAM APPLICATION GUIDE

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# General Guidelines and Application Deadlines

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## Key dates:

- February 3, 2025—Awards applications open at [sima.org/awards](https://sima.org/awards).
- April 4, 2025—Awards applications close. Applications received after 5 p.m. CST will not be accepted.
- June 18, 2025—Awards presented at the 28th 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.

## Marketing and publicity:

By submitting an entry for a SIMA Award, you grant the Snow & Ice Management Association permission to use your company name, logo, and any photos or media taken at the awards presentation to promote the SIMA awards program. This includes, but is not limited to, use in press releases, social media, the organization's website, event materials, and other marketing or educational platforms.

If you have specific concerns or restrictions regarding the use of your materials, please email [memberservices@sima.org](mailto:memberservices@sima.org) prior to the awards announcement.

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

# Best Places to Work in Snow and Ice 2025

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?

Check all that apply.

- 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? Check all that apply.

- 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? Check only one.

- 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
- 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?

- Yes
- No

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

- Yes
- No

**Safety**

11. Does the company have governing documents or standard operating procedures for safety rules that cover the following areas? (Check all that apply)
- Employee health and safety
  - Vehicle and equipment operations safety in adherence with original manufacturer's printed recommendations
  - Site safety, hazard recognition, documentation and communication protocols
  - Shop/yard safety
  - Chemical safety and spill remediation
12. Does the company have a designated person or committee responsible for developing, training and monitoring a safety program?
- Yes
  - No
13. How often do you provide snow-specific safety training for all full-time, part-time and seasonal employees? Check all that apply.
- Before the season
  - During the season
  - After the season
14. Does a supervisor or instructor visually verify safety training?
- Yes
  - No
15. Does the company have policies regarding the use of drugs and alcohol?
- Yes
  - No
16. Does the company have an organized process for incident reporting, documentation, tracking, and resolution?
- Yes
  - No

**Manager effectiveness**

17. 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
18. Does your company have a formal policy and procedure for providing employee performance feedback?
- Yes
  - No

19. How often does the company conduct formal employee performance feedback related to KPIs, goals/outcomes?

Check only one.

- 1x a year
- 2x a year
- Quarterly
- Monthly
- Never

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

23. Does the company have a whistleblower policy?

- Yes
- No

### **Personnel engagement and support**

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

- Yes
- No

25. Does the company offer any of the following benefits to some or all employees? Check all that apply.

- 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—company matches employee contribution
- Bonus structures/incentives/profit sharing for more than sales staff
- Gym memberships/discounts
- Employee ownership program (ESOP)

26. Does the company provide any of the following **every year**? Check all that apply.

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

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

- Yes
- No

### **Trust in leadership**

28. Does company leadership provide/conduct any of the following? Check all that apply.

- Formal employee assessments of company leadership
- 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 [memberservices@sima.org](mailto:memberservices@sima.org).

### Application questions:

1. Company's snow-only revenue in 2024.
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 2024 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 2024.
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 [memberservices@sima.org](mailto:memberservices@sima.org).

## Application questions:

1. Company's snow-only revenue in 2024.
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 2024 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 2024.
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 [memberservices@sima.org](mailto:memberservices@sima.org).

## Application questions:

1. Company's snow-only revenue in 2024.
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 2024 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 2024.
7. Describe in detail how the nominee contributes to a positive team/company culture.
8. 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 Manager of the Year

Nominees are responsible for the overall management of snow operations services. Managers of specific aspects of a snow removal operation (fleet, maintenance, etc.) should be nominated in the Field Operations Employee category. CEOs, owners and non-managerial employees are not eligible for this award.

Not sure if your nominee qualifies? Email [memberservices@sima.org](mailto:memberservices@sima.org).

## Application questions:

1. Company's snow-only revenue in 2024.
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 2024 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 2024.
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 examples of 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:** *Please provide any information you feel is essential that has not been addressed.*





# Alan Steiman Scholarship

## General guidelines and application deadlines

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.

### 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.

### The winner(s) of the Alan Steiman Symposium Scholarship will receive:

- 1 full registration (including all special events) to the 28th Snow & Ice Symposium in Grand Rapids, MI (June 17–20, 2025).
- \$500 travel stipend.
- Complimentary room at host hotel (up to 4 nights).

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

### Application questions:

1. Years worked in the snow and ice management industry
2. Company's snow and ice revenue for 2024
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 and 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. Maximum of 200 words.



# Dean Fisher Innovation Scholarship

## General guidelines and application deadlines

All applications must be completed online no later than **February 17, 2025**.

### Eligibility:

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

### The scholarship winner will receive the following:

- One 10x10 booth package (includes 6-ft table, 2 chairs and a wastebasket).
- One page advertorial in *Snow Business* magazine featuring the company and winning product
- Half-page ad in the September, October OR December issue of *Snow Business* (winner's choice)

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

## Application questions:

1. Company overview, including other products and services provided and industries targeted.
2. Link to the product or company website. Provide a brief description if a link is unavailable.
3. Social media links (if available).
4. Is the item being nominated a physical product or a business service?
5. What is the company's and/or product's mission statement? What impact is the innovation designed to produce?
6. Current number of employees.
7. Annual sales of the product/service in 2024.
8. Projected sales of the product/service in 2025.
9. Is the product currently on the market?
10. Is there a patent or a patent pending? If yes, please list the patent #.
11. What problem does your product or service solve in the snow and ice industry? Maximum of 500 words.
12. Describe your financial need for this scholarship. Maximum of 200 words.
13. 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).