

SIMA[®]

TOWN HALL

STATE OF SIMA 2022 REPORT

BOARD OF DIRECTORS



BOARD CHAIR:
Jon Crandall, CSP, JC
Grounds Management



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Management

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Connie Gaul, ASM,
Brightview Enterprise Solutions

John Janes, CSP, ASM,
Caterpillar

Chris Hinton, CSP,
GRM, Inc

Ruben Diaz Jr., ASM,
Diaz Group LLC

Patrick Kane, CSP,
Evercor

INITIATIVES

Continuing work on SIMA's 3- to 5-year "Road Map" of priority initiatives:

- Insurance resources, options, guidelines for insurability
- Public/private sector snow and ice partnerships
- Membership growth
- Business training and resources for new and emerging companies and people

Supporting SIMA'S Leadership Forum, an executive forum where industry leaders and peers can meet and learn. The 2023 event will take place on August 7-8 in Ponte Vedra Beach, FL. Learn more at www.sima.org/leadership.

**SIMA 2022
LEADERSHIP
FORUM**

THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS



2021 AUDITED FINANCIALS



\$414,808
NET CHANGE
IN ASSETS



\$1,152,094
CASH BALANCE

\$2,449,918

TOTAL ASSETS

\$2,901,159

TOTAL INCOME
2021

\$2,486,351

TOTAL EXPENSES



THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS



MEMBERSHIP UPDATE



EasyPay Monthly
membership pilot launched
July 2022, 40+ new members
as of 10/31/2022



SIMA invested time and resources into customer service and engagement, including the launch of our online chat and ticketing system, virtual weekly office hours, membership valet service, and 24/7 self-help online support center.

130+

NEW MEMBERS

Joined SIMA in 2022
(not including EasyPay),
as of 11/28/2022

100+

MEMBERS

Participated in SIMA's
Member Connect virtual
networking and product
showcases in 2022



SIMA welcomes **Evan Newman**
as Senior Manager, Membership
to help lead the charge on member
benefits, service and growth.

THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS



EDUCATION 2023



Relaunch the Advanced Snow Manager Program with updated modules and new Operations Management course. Available in English & Spanish.



New Safety Program under development. Work is underway on developing a nationally recognized standard for snow & Ice safety training.

2023 Event Preview:

- Quarterly webinars presented in partnership with suppliers
- “Jam Sessions”: Two 2.5-hour virtual courses
- Facility tour at a prominent company
- Winter Boot Camp Week

THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS



SNOW BUSINESS 2023



Snow Talk podcast will kick off season 5. Visit sima.org/podcast to listen to all of the past seasons.



Seeking new contributors for the magazine in the following areas: risk, insurance, ice management, business, operations, finance. Email cheryl@sima.org if interested.

Six issues are planned. Snow Business library is at sima.org/magazine.

FEATURED

FINDING the RIGHT FIT – December 2022
ANYONE WHO'S LISTENED to current political commentary (or read "City Mouse, Country Mouse") knows that there are differences between urban and rural. That

Future Focus – December 2022
Internships are commonplace in many industries, like medical, business and engineering. Students receive practical, supervised experience and often the

In-Season Adjustments – December 2022
There is no shortage of articles and presentations written on the importance of preparing your team and your equipment in advance of the winter's first

DECEMBER 2022

Raising our industry's profile
What an awesome year! SIMA has grown by leaps and bounds. We got to go to SIMA's hometown of Milwaukee, and the Symposium was off the charts! The

Making SIMA as accessible as possible
Our journey as a small-staff national association is not all that different from many of yours, believe it or not! With just over a dozen people, we

ISSUES

December 2022

October 2022

September 2022

June 2022

April 2022

February 2022

State of SIMA 2021

December 2021

THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS



SYMPOSIUM 2022 RECAP AND 2023 PLANS



2,200

TOTAL ATTENDEES

154

EXHIBITING COMPANIES

37

SNOW & ICE INDUSTRY AWARDS



JUNE 13-16, 2023 | HARTFORD, CT

COME ONE, COME ALL TO THE BEST SHOW IN SNOW

Great things planned including: facility tour, liquids pre-conference workshop, 2 inspiring keynote sessions, daily networking events (including a carnival-themed Welcome Reception, Thursday Spectacular, plus two After Hours), and a closing event on the rails.

NEW for 2023: Extend your Symposium experience with the virtual Symposium 2.0. This half-day event will include education, networking, and supplier demos. More info to come!

Visit show.sima.org to learn more!

THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS



SIMA FOUNDATION

Board of Directors:

Debora Babin Katz (Chair) - TrucBrush Corp.

Paul Vanderzon, ASM - Metal Pless, Inc.

Mike Mason, CSP - The Lawn Pro

Jim Hornung Jr., CSP - Elbers Landscape Service, Inc.

Mark Adamson- Douglas Dynamics

Jeff Heller, CSP - Innovative Maintenance Solutions

Herm Witte - Witte Lawn Maintenance, Inc.



INITIATIVES



Completed two research projects:

Industry Impact Report and the Snow & Ice Profitability and Benchmark report. Download at sima.org/foundation

Provided 3 Alan Steiman Symposium scholarships and for individuals to attend the 25th Annual Snow & Ice Symposium.

Created a Fisher Innovation scholarship for a new, innovative product and service that was displayed at the trade show during the 25th Annual Snow & Ice Symposium.

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FOUNDATION 2023

INITIATIVES



Build on our initial research with industry data that will complement the profitability and benchmark report.



Initiate the Foundation's third pillar, which is increased awareness of snow and ice management services.

SPECIAL THANKS TO OUR FOUNDING SUPPLIER DONORS:

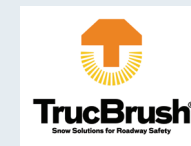
GOLD



SILVER



BRONZE



Learn more about the SIMA Foundation's mission and learn how to donate (any amount is welcome) at www.sima.org/foundation

THANKS TO OUR 2022 POWER BUY/SMART BUY ADVERTISERS

