

PRESS RELEASE

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For Immediate Release

Snow & Ice Management Association Unveils New Website

Milwaukee, WI (Dec. 10, 2007) – The Snow & Ice Management Association (SIMA) is excited to announce the launch date of its new website, www.sima.org. The newly designed site will be up in mid December, and will feature a number of tools to educate and inform SIMA members and those in the snow and ice management industry.

“The new website is an important step towards making resources more accessible for our members” says Brian Birch, SIMA’s Assistant Executive Director. “It is easier to navigate and controlled by SIMA staff, allowing for constant updates of the latest industry information.”

One of the main features of the new website is the Learning Center, which is an excellent resource for people wanting education in snow and ice management. The Learning Center will include archived webinars, industry articles, web resources and links, and information about SIMA training programs. “The Learning Center is one of the most exciting parts of the new website because it gives our members the opportunity to further their knowledge with strong education and reliable resources” says Birch.

Other features of the new website include:

- A member’s only area with access to downloadable forms and contracts, insurance help, production rates, and anti-icing and de-icing help.
- A detailed section about SIMA’s annual Snow & Ice Symposium, including exhibitor lists, schedule of events, and registration information.
- Comprehensive information about the Certified Snow Professional program, including testing information, a calendar of upcoming test dates, and a study help section.
- Searchable member database and links to suppliers and manufacturers.
- A Press Room with the latest industry news.
- A calendar of SIMA events with information about online and regional training.
- A new SIMA store where people can purchase a wide variety of SIMA gear.

The Snow & Ice Management Association, Inc. is a trade association for those who manage snow and ice. SIMA ensures professionalism and safer communities by helping those who manage snow and ice master essential skills and practices. For more information on SIMA, visit www.sima.org.