

## PRESS RELEASE

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### For Immediate Release

## Snow & Ice Management Association Introduces Snow-Specific Online Training Courses

Milwaukee, WI (Sep. 6, 2007) - The Snow & Ice Management Association (SIMA) announced today that it will be offering online training for those in the snow and ice industry. Beginning with the first session on October 17, 2007, these live seminars will be a time-effective and convenient way for professionals in the industry to gain valuable knowledge and business tools.

“SIMA is excited to bring our snow & ice management training online,” says Brian Birch, SIMA’s Assistant Executive Director. “These seminars are a great way to get specific training on issues in snow & ice management, and they can be accessed by anyone in North America.” The online training seminars will be run by experienced snow and ice professionals, and will cover a wide range of topics pertaining to the industry.

The first of these seminars will be held on October 17, 2007, from 2:00-3:00 pm Eastern Time. Entitled “Developing a Snow Response Plan,” the seminar will be run by Rick Kier, CSP. Rick has been a successful contractor in the Syracuse, NY area since 1978. He has written numerous articles in industry publications and is a seasoned speaker on snow and ice management topics. As one of the founding members of SIMA and a Certified Snow Professional, Rick will provide useful information on developing a snow response plan.

The seminar will help attendees design a process to respond to any snow or ice event, and help them to develop contingency plans for equipment failure. The seminar will also provide tips for improving communication during an event, and for handling customer calls more effectively. All attendees of this event will have access to the live seminar, as well as receive a template Snow Response Plan after the seminar.

For more information or to register, call (414) 375-1940 or visit <http://www.webinars.sima.org>.

The Snow & Ice Management Association, Inc. (SIMA) 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](http://www.sima.org).