

PRESS RELEASE

Contact: **Brian Birch**
Assistant Executive Director
Phone: 414-375-1940
Brian@sima.org

For Immediate Release

SIMA Announces New Bid Building Sessions at Annual Snow & Ice Symposium

Milwaukee, WI (April 7, 2008) – The Snow & Ice Management Association (SIMA) is pleased to announce a new Bid Building program that will take place at the 11th Annual Snow & Ice Symposium in Buffalo, NY, June 18-21, 2008. The new program features four stand-alone sessions designed to provide the basic pieces of building a bid in snow & ice management.

The sessions will all focus on a different aspect of bid building, an important skill in the snow & ice industry. “Building a bid can be a complicated task for snow & ice professionals, and we expect this program to provide an excellent basis for learning about the bid building process,” says Brian Birch, Assistant Executive Director of SIMA. “The sessions will be a great resource for anyone just starting to learn about bid building, as well as those who are interested in learning better bid building practices.” The four sessions will include the following:

- Part 1: “Know Your Numbers” – Mike Mason, an experienced snow & ice professional with a degree in finance, will walk attendees through the basic information they need to know about their companies before creating a price, including budgeting and job costing.
- Part 2: “Know Your Production Numbers and Equipment” – Robert Smart, a Certified Snow Professional (CSP), will discuss the process of developing production rates for equipment, including measuring and efficiency factors.
- Part 3: “Know Mother Nature” – Scott Carson, CSP, and Justin Gamester, CSP, will focus on three important elements in understanding the weather and the importance of a snow event: event type, event intensity, and historical data.
- Part 4 (Closing Session): “Customers are Key” – This panel session will be presented by Phil Harwood, CSP, Mike Nelson, CSP, and Peter Toliias, who will discuss one of the most important aspects of bid building: understanding and communicating with customers.

The bid building program is just part of the 2008 Snow & Ice Symposium, which will also include a variety of other educational sessions, a two day trade show, and two keynote speakers. For more information or to register, visit www.sima.org or call 414-375-1940.

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, visit www.sima.org.