



ALL SNOW AND ICE MANAGEMENT PROFESSIONALS



8:30 a.m. – 10:00 a.m. (CRYSTAL ROOM)
Sponsored By: Accident Fund Insurance Company of America

Strategies For SUCCESS!

Speaker: Marty Grunder, Marty Grunder, Inc.

In this session Marty Grunder, national award-winning landscape contractor, working entrepreneur and motivational speaker will energize and inspire you with innovative, creative and practical ideas you can execute immediately. Learn how to sell your strengths to clients and potential customers and get the job, even if your price is higher.

Explore whether your marketing strategies should be aggressive or mild. Learn why strong, driven leadership is imperative during lean times. What you say, especially what you do can have positive or negative impacts on your team and affect all aspects of your business! Join Marty in this must-attend keynote session that will motivate you to turn the economic climate into a window of opportunity to GROW YOUR BUSINESS!

Marty Grunder is the President of Marty Grunder! Inc., a business consulting company that provides speaking, training and consulting services to entrepreneurs and business leaders throughout the United States and Canada. Marty is an author and noted authority on leadership, team building, sales and marketing, and personal and business success. Marty has been inspiring audiences that include, Ohio State University, Dow AgroSciences, PLANET, Ditch Witch, Park National Bank, Lawn and Landscape magazine, Bayer Environmental Science and more!

10:05 a.m. – 10:45 a.m. (CRYSTAL ROOM)

Sustainability & Winter Maintenance: Going Green When It's White

Speaker: Wilfrid Nixon, Ph.D., Professor of Civil & Environmental Engineering, University of Iowa and Mark DeVries, Maintenance Superintendent, McHenry County Division of Transportation, Woodstock, Illinois

This session will cover the environmental impacts of winter maintenance specifically the impacts on groundwater. In addition to covering the use of salt and its effects on groundwater, presenters of this session will discuss best practices to reduce impacts such as, proper storage, treated salt, pre-wetting, anti-icing, organics, etc. It will also cover certification and how McHenry began its snow certification program.

1:50 p.m. – 2:35 p.m. (CRYSTAL ROOM)

Chloride Cocktails – The Art Of Blending Liquid Deicers

Speakers: Mark DeVries, Maintenance Superintendent, McHenry County Division of Transportation, Woodstock Illinois and Bret Hodne, Public Works Director, City of West Des Moines, Iowa

This session will cover the process of in-house blending of liquid deicers. Attendees will learn: the history behind the blending process; how two agencies built the systems; the lessons learned and the results; and the benefits these agencies have seen by utilizing enhanced brines. The enhanced brines are combinations of chlorides and organics (sugar beets, sugar canes, corn syrups, etc.) This session also covers typical uses (pre-wetting and anti-icing) of the liquids and their effectiveness and how these systems and mixtures have expanded throughout North America and throughout the world.

9:00 a.m. – 11:00 a.m. (VEHICLE COMPLIANCE AREA)

Sponsored By: Cannon Equipment

CDL Training (FREE Program!)

Speaker: James H. McKay, Independent Consultant, Certified Safety Professional (CSP)

Though many commercial drivers have had many years of experience in operating vehicles, there is still a very high failure rate when it comes to taking the exam and receiving your CDL license. Operating a commercial motor vehicle requires skill and knowledge. This hands-on presentation will walk you through the necessary skills you will need to know, to pass both the written test and vehicle inspection exam.

1:00 p.m. – 2:00 p.m. (VEHICLE COMPLIANCE AREA)

Sponsored By: Truck and Trailer Specialties

The What, How and Whys: Snow & Ice Equipment for Streets & Roads (FREE Program!)

Speakers: Dan Bouwman, Bob Slocum and Jeff Strong, Truck and Trailer Specialties

This presentation is geared to all snow professionals who work on public/private roadways and streets, including those who are considering expanding their snow operations to include these types of services.

This session will provide an overview on current technology and equipment available for a larger capacity of work. Attendees can expect demonstrations and discussion on how to prepare these types of equipment for winter-ready status and why calibration of controllers is so important.

9:00 a.m. – 11:00 a.m. (PEARL ROOM)

Sponsored By: Snow and Ice Management Association (SIMA)

Certified Snow Professional (CSP) Preparation Workshop

Speaker: Phil Harwood, ProMotion Consulting, Inc. Phil Harwood is the creator and moderator of the Snow & Ice Managements (SIMA) popular CSP preparation DVD series.

The Certified Snow Professional (CSP) exam is a 6-hour comprehensive test that covers a wide range of topics and should not be taken lightly. This session is being offered to help prepare you to take the exam and improve your ability to pass with higher scores. For those who are not signed up to take the exam but have considered becoming certified, this session will provide you with the upper edge for testing at future exam dates. This high impact, interactive session will test your knowledge and assist you in remembering key components contained in the CSP exam.

Note: CSP exam is being offered at the MGIA office on Monday, September 20th, 2010. Pre-registration required. Signup deadline is September 6th. For more information contact SIMA at (414) 375-1940.

CERTIFIED SNOW PROFESSIONAL EXAM - SEPTEMBER 20, 2010

8:00 a.m. - 2:00 p.m. / MGIA Office, 30600 Telegraph Road, Suite 3360, Bingham Farms, MI 48025 / September 20, 2010

Snow and Ice Management Association's (SIMA) Certified Snow Professional Exam (CSP)

Snow and Ice Management Association (SIMA) offers an industry structured and rigorous six (6) hour certification exam, the Certified Snow Professional (CSP) exam, for those serious about running an efficient snow business. The CSP exam covers major areas of importance to those in the snow and ice management business including: snow science, snow mechanics, accounting, marketing, law and human resources. Deadline for registration is September 6, 2010. For more information or to register for the exam, please contact SIMA directly at (414) 375-1940, or email: ellen@sima.org.

THURSDAY, SEPTEMBER 16, 2010

CONFERENCE SCHEDULE

PRIVATE CONTRACTORS

10:50 a.m. – 11:20 a.m. (CRYSTAL ROOM)

Public/Private Contractor Partnerships – Working for the City

Speaker: Bret Hodne, Public Works Director, City of West Des Moines, Iowa

This session is geared to contractors and will discuss contracts and expectations of working for a public works agency. What is expected? What are the best contracts? What should I consider when bidding? These and other topics will be discussed in this informative session. Learn the pros and cons to hourly or performance based contracts. What are the common mistakes? What about long term contracts? Various types of contracts will be discussed but the emphasis will be on winter contracts.

1:00 p.m. – 1:45 p.m. (CRYSTAL ROOM)

Sponsored By: Snow and Ice Management Association (SIMA)

Developing & Executing Lean Business Principles in Challenging Times

Speaker: Todd Reinhart, Reinhart Grounds Maintenance Inc.

Any process improvement initiative needs a solid foundation to stand on. The foundation consists of corporate culture, organizational structure and leadership behavior. Process improvement is accomplished through change, and without successful leadership and proper motivation change will not happen. Attendees of this session will learn by example as a successful business owner shares how developing and executing LEAN business principles for his company has helped to guarantee continued, success in these economic times.



Todd owns and operates a multi-million dollar lawn maintenance, landscape and snow removal company in Bloomington Illinois. Reinhart Grounds Maintenance, Inc. was awarded the 2007 "Pro's In Excellence" award by Pro Magazine and was named one of the top 12 landscape companies of the year by Landscape Care Magazine

2:40 p.m. – 3:10 p.m. (CRYSTAL ROOM)

Sponsored By: North American Salt

Liquid Deicing – A Practical Approach for Private Contractors

Speaker: Jason Bagley, Business Director, Specialty Products, North American Salt

With liquid deicing agents becoming more and more popular, this session will show you how to incorporate them into your deicing programs, including when to apply, how to store and how to experiment with liquids using treated salt. There will also be discussion on the liquid value proposition and how using liquids can set contractors apart with premium deicing programs.

3:15 p.m. – 3:45 p.m. (CRYSTAL ROOM)

Utilizing Liquids: Pre-Wetting Agents & Application Methods

Speaker: Gerald Peterson, Manager, Manistee County Road Commission

Soon snow and ice management professionals will begin the battle against snow and ice. Though the price has increased dramatically over the years, salt still remains more cost effective than other liquid ice control options and will likely be the weapon of choice for many!

Though temperatures, surface type and other factors play a role in the effectiveness of using salt, current research shows that pre-wetting with various additives, improves results in a variety of situations and reduces the cost of product and indirect costs such as damage to vehicles, equipment, infrastructure and environment.

Pre-wetting reduces salt usage by minimizing "bounce and scatter" as it hits the surface and accelerates the melting of salt kernels. The most common liquids for pre-wetting are; salt brine, mineral brine, calcium chloride, magnesium chloride and various agricultural by-products including beet-juice.

In this session, attendees will review research and discuss how using pre-wetting agents can improve your snow and ice control operations.

MUNICIPALITIES / LARGE FLEETS

3:00 p.m. – 3:45 p.m. (SAPPHIRE ROOM)

Sponsored By: Certified Power Inc.

Automatic Vehicle Location (AVL) Technology: Managing Your Field Operations and Fleet

Speaker: Brian Wendling, Saginaw County Road Commission

In today's economic climate, budgets are being stretched further than ever before and staffing levels are at an all time low. In this session attendees will learn the benefits of an AVL system based on the experience of the Saginaw County Road Commission. AVL provides road maintenance agencies the ability to better manage its snow removal operations by seeing where trucks have or have not been, displaying how much salt has been dispensed and where, and what is left to tackle the next day. All of this data is live and at your fingertips as opposed to driving routes, measuring salt piles and/or downloading data from the truck. Additionally, preventative maintenance work can be automatically scheduled based on engine hours or miles driven without having to rely on any human activity, allowing for easy, accurate scheduling, minimizing downtime, and more timely maintenance.

(continued on back)

CONFERENCE & EXPO SCHEDULE

Attendee Registration:	7:30 a.m. – 8:00 a.m.
Expo Times (FREE):	8:00 a.m. – 5:00 p.m.
Conference:	8:30 a.m. – 11:00 a.m.
Lunch (on your own):	11:00 a.m. – 1:00 p.m.
Conference:	1:00 p.m. – 4:00 p.m.
Tear Down:	5:00 p.m.



Rock Financial Showplace

46100 Grand River
Novi, MI 48374

MUNICIPALITIES / GROUNDS-FACILITIES MANAGERS
(Universities, Airports, School Districts and Industrial Properties with On-Site Ground Crews)

9:00 a.m. – 9:30 a.m. (SAPPHIRE ROOM)

Sponsored By: North American Salt

Deicing Liquids – A practical approach for Government Roads, Streets & Highways

Speaker: Jason Bagley, Business Director, Specialty Products, North American Salt

This presentation will discuss practical approaches on how to incorporate liquids into a municipal deicing program. Topics include: proper weather and road conditions for liquid use (including when not to use liquids), broad categories of deicing liquids and storage options for each, environmental considerations, and benefits of liquid use. Research data showing benefit of each type of liquid will be presented to support recommendations for liquid use.

9:40 a.m. – 10:10 a.m. (SAPPHIRE ROOM)

Get Off Your Duff – Motivating Municipal Employees to Excellence

Speakers: Bret Hodne, Public Works Director, City of West Des Moines, Iowa

This session will discuss the methods used by the City of West Des Moines to motivate employees to excellence. The City incorporated a program of quality assurance and encouraged employees to excel. West des Moines is well known for its proactive approach to Public works and Public relations. Come and learn how their agency has strived for excellence and achieved it.

10:15 a.m. – 11:00 a.m. (SAPPHIRE ROOM)

Winter Maintenance Challenges: Parking Lots, Entry Ways and Sidewalks

Speaker: Rob Doletzky, Senior Supervisor, University of Michigan, Plant Buildings and Grounds

In this session attendees will learn how to establish and promote best management practices for snow removal that will minimize deterioration to buildings, infrastructure and the environment without compromising safety. These steps include anti-icing and deicing, winter maintenance work plan, weather monitoring and forecasting, product storage, application rates, crew scheduling, operations matrix, reducing salt usage and more.

1:00 p.m. – 1:30 p.m. (SAPPHIRE ROOM)

Sponsored By: Cannon Equipment

New Technologies for Winter Maintenance

Speakers: Mark DeVries, Maintenance Superintendent, McHenry County Division of Transportation, Woodstock Illinois and Bret Hodne, Public Works Director, City of West Des Moines, Iowa

This session will discuss the most recent changes in winter maintenance. Change is difficult in many agencies. Implementing new technologies can be difficult as well. This session will discuss the age-old question “does it cost me money to change or does not changing cost me money?” Some topics discussed will be plow blades, plows, liquid use, organics, controllers, AVL/MDSS/GPS, treated salts, storage, etc.

1:40 p.m. – 2:10 p.m. (SAPPHIRE ROOM)

Utilizing Liquids: Pre-Wetting Agents & Application Methods for Government Roads, Streets & Highways

Speaker: Gerald Peterson, Manager, Manistee County Road Commission

Soon public road agencies across the state will begin the battle against snow and ice. Though the price has increased dramatically over the years, salt remains more cost effective than other liquid ice control options and will likely be the weapon of choice! Though temperatures, surface type and other factors play a role in the effectiveness of using salt, current research shows that pre-wetting with various additives improves results in a variety of situations and reduces cost of product and indirect costs such as damage to vehicles, equipment, infrastructure and environment.

Pre-wetting reduces salt usage by minimizing “bounce and scatter” as it hits the surface and accelerates the melting of salt kernels. The most common liquids for pre-wetting are; salt brine, mineral brine, calcium chloride, magnesium chloride and various agricultural by-products including beet-juice.

In this session, attendees will review the research, hear discussion on Michigan counties and municipalities that are successfully using pre-wetting agents and learn about the advantages and disadvantages.

2:15 p.m. – 2:45 p.m. (SAPPHIRE ROOM)

Sponsored By: Certified Power Inc.

Emergency Management Plans: Establishing a Route Within Your Jurisdiction

Speaker: Brian Wendling, Saginaw County Road Commission

When establishing an emergency management plan, keeping emergency service providers in your corner is of the utmost importance. Not only in using them to help create emergency routes specifically for snow removal, but also any other type of event within your jurisdiction. This relationship will help to create support on their part and help them understand your constraints. For an emergency plan to triumph it is imperative that these providers support your decisions and maintain your position under the scrutiny of citizens and/or the media during an emergency event.

REGISTER TODAY!

This year's conference includes multiple tracks, offering education for snow professionals from all venues, such as private contractors, sub-contractors, municipal workers, grounds managers and employees from university grounds, airports and large industrial properties with multiple acres, private roads, public sidewalks and parking lots.

MICHIGAN SNOW *Conference and Expo* (SEPT. 16, 2010) Pre-Registration Form
Seating is Limited! Must Pre-register! No refunds.

Company Name: _____
 Address: _____ City: _____
 State: _____ Zip: _____ Email Address: _____
 Phone: _____ Fax: _____

Conference Cost: Full Day: MGIA Members: \$95 / Non-Members: \$125
Expo Only Cost: EXPO ONLY IS FREE! CDL Training on the Expo Floor is FREE!

Enclosed is \$ _____ for _____ Attendees (please list names at right)
 Enclose Check or Money order, payable to MGIA
 Visa MasterCard Exp. Date: _____ Card #: _____
 3 Digit Code: _____ Zip Code: _____ Signature: _____

Attendees

List first and last names below

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Please complete this form and send along with payment to: **MGIA, 30600 Telegraph Rd., Suite 3360, Bingham Farms, MI 48025** or fax to **248-646-4994** or register online at **www.landscape.org**



Michigan Green Industry Association
 30600 Telegraph Road
 Suite 3360
 Bingham Farms, MI 48025

*"The Association of Members who Create and Maintain the
 QUALITY OF LIFE in Communities Across the State of Michigan"*

**6th
 Annual**

MICHIGAN SNOW
Conference and Expo

THURSDAY, SEPTEMBER 16, 2010

ATTENDEE REGISTRATION FORM

HELD AT THE:
 Rock Financial Showplace
 46100 Grand River Ave.
 Novi, MI 48374



**6th
 Annual**



MICHIGAN SNOW
Conference and Expo

THURSDAY, SEPTEMBER 16, 2010
CALL (248) 646-4992
OR VISIT www.landscape.org

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