

# 2022 SIMA SNOW & ICE AWARDS PROGRAM APPLICATION GUIDE

- 2** General Guidelines and Application Deadlines
- 3** Alan Steiman Scholarship
- 4** Best Places to Work in Snow & Ice 2022
- 10** Snow & Ice All-Stars



# General Guidelines and Application Deadlines

---

## Key dates:

- March 1, 2022 - Awards applications open at [www.sima.org/awards](http://www.sima.org/awards)
- April 30, 2022 - Awards applications close. Applications received after 5 p.m. CST will not be accepted.
- June 22, 2022 - Awards presented at the 25th Annual Snow & Ice Symposium.

## All applications will be completed online — no paper applications will be accepted

**Ineligible for consideration:** No current member of the SIMA Board of Directors, their company or their employees may be nominated for any award.

## Preparation:

- Carefully read this document to review award requirements.
- Download word documents for each award so that you can prepare your responses in advance. When you are ready, copy and paste your answers into the appropriate online application form at [www.sima.org/awards](http://www.sima.org/awards).
- Please submit in-depth responses to all questions, where appropriate, to ensure that we can more completely judge the applicants. Candidates who submit generic answers to extended response questions are less likely to be successful.

**Questions about applying?** Email the SIMA office at [info@sima.org](mailto:info@sima.org).

# Alan Steiman Scholarship



In recognition of longtime SIMA member, mentor and friend, the SIMA Foundation's Alan Steiman Symposium Scholarship is awarded to a first-time Symposium attendee that embodies Steiman's spirit of camaraderie and his belief that education is essential to success in the snow and ice management industry. Winner(s) will be selected by a judging panel chosen by The SIMA Foundation Scholarship Committee.

The winner(s) of the Alan Steiman Symposium Scholarship receives:

- 1 full registration (including all special events) to the 25th Annual Snow & Ice Symposium
- \$500 travel stipend
- Complimentary room at host hotel (up to 4 nights)

## **Eligibility Requirements:**

- The applicant's company must be a SIMA member
- Applicants from companies who have never attended a Snow & Ice Symposium will be given higher consideration
- Company's annual snow and ice revenue must be under \$1 million

## **Application questions:**

1. Years worked in the snow and ice management industry
2. Company's snow and ice revenue for 2021
3. Is the company a SIMA member?
4. Describe a person who has served as a mentor for you and the impact that person has had on your life.
5. What is your favorite thing about working in the snow & ice management industry?
6. If you receive this scholarship, how will it help you achieve your goals in the industry and/or benefit your company?
7. Describe your financial need to earn this scholarship.

# Best Places to Work in Snow & Ice 2022

Company culture is a powerful morale booster for employees and for workforce recruiting and retention. The Best Places to Work in Snow & Ice award recognizes companies that are focused on empowering their workforce and promoting our industry as one in which you can build successful and rewarding careers. This annual award is bestowed on companies that meet or exceed certain criteria related to company culture and personnel support and engagement.

## Eligibility Requirements:

- Applicant company must be an active SIMA member.

## Selection Criteria:

Applicants will be judged on demonstrated success in training and professional development; managerial effectiveness; personnel engagement; and trust in leadership. Companies who meet or exceed a threshold determined by SIMA will be honored.

## Application Guidelines:

Before filling out the application, please ensure that the person completing the form has a thorough understanding of the key benefits and human resource processes in place at the organization.

## Application questions:

### Training and Professional Development

1. Does the company have a formal/documented onboarding training program for the following new employees?
  - ☐ Seasonal snow labor
  - ☐ Part-time office or general staff
  - ☐ Full-time employees
2. Does the company have a formal/documented training plan for the following returning/existing employees?
  - ☐ Seasonal snow labor
  - ☐ Part-time office or general staff
  - ☐ Full-time employees
3. Does the company conduct a preseason kickoff meeting for all employees involved with snow and ice operations?
  - ☐ Yes
  - ☐ No
4. How often do you conduct snow-specific training for employees?
  - ☐ Daily
  - ☐ Weekly
  - ☐ Monthly
  - ☐ Yearly
  - ☐ None

5. What types of snow-specific training does the company provide? (check all that apply)

- ☐ Snow equipment rodeo or hands-on equipment demonstrations
- ☐ Tailgate/circle talks
- ☐ Safety meetings
- ☐ Peer ride-alongs / OTJ training
- ☐ Classroom training
- ☐ Site-specific training

6. Does your company have a defined professional development budget for critical snow and ice management roles/staff?

7. Has your organization provided any of these types of training in the past 2 years? (check all that apply)

- ☐ Diversity/inclusion
- ☐ Active shooter/crisis management
- ☐ Personal self defense
- ☐ Health/wellness
- ☐ Stress management
- ☐ Financial management

8. Do you have at least one CSP on staff?

9. Do you have at least one ASM on staff?

### Manager Effectiveness

10. Does your company provide ongoing training for leadership/management related to any of the following? (check all that apply)

- ☐ Employee coaching/development
- ☐ Emotional intelligence
- ☐ Behavior assessment training (e.g., StrengthsFinder, DiSC)
- ☐ Communication / conflict management
- ☐ Diversity and inclusion

11. Does your company have a formal policy and procedure for providing employee performance feedback?

12. How often does the company conduct formal employee performance feedback related to KPIs, goals/outcomes? (check one)

- ☐ 1x a year
- ☐ 2x a year
- ☐ Quarterly
- ☐ Monthly

13. Does the company provide a documented promotion plan for employees seeking expanded roles and responsibilities?

14. Does the company prioritize hiring from within before seeking outside candidates?

15. Does the company have a formal, documented process for employee discipline?
16. Does the company have a whistleblower policy for employees who feel they have been treated unfairly?

### **Personnel Engagement and Support**

17. Does the company have a formal awards/recognition event or program for employees?
18. Does the company offer any of the following benefits?
- ☐ Flex-time for employees to manage schedules
  - ☐ Medical benefits (Canadian members: Check if you provide benefits above and beyond governmental policy)
  - ☐ Vision/dental benefits
  - ☐ Paid sick time
  - ☐ Short-term disability
  - ☐ Long-term disability
  - ☐ Life or Accidental death insurance
  - ☐ Paid vacation
  - ☐ Family Medical Leave (or Canadian equivalent)
  - ☐ Unpaid leave of absence
  - ☐ Retirement savings plan (e.g., 401K, IRA, etc. including Canadian equivalent) - employee contribution
  - ☐ Retirement savings plan e.g., 401K, IRA, etc. including Canadian equivalent - company matching
  - ☐ Bonus structures/incentives/profit sharing for more than sales staff
  - ☐ Gym memberships/discounts or company-held exercise/wellness classes
  - ☐ Employee ownership programs
19. Does the company provide any of the following every year?
- ☐ Free or partially reimbursed safety clothing/gear (e.g., boots, gloves, etc.)
  - ☐ Group meals during winter events (before, during and/or after storms)
  - ☐ Local get-togethers, events for fun
  - ☐ Company trips/vacations
  - ☐ Team-specific celebrations/recognition
  - ☐ Individual celebrations/recognition
  - ☐ Team/leadership retreats for planning and relationship building
20. Does the company have a formal mentoring program between leaders and staff?

### **Trust in Leadership**

21. Does company leadership provide/conduct any of the following?
- ☐ Employee assessments of company leadership
  - ☐ A formal/internally shared strategic plan or set of outcomes that looks further than 1 year out
  - ☐ Annual updates to staff regarding company's vision and strategy
  - ☐ Quarterly or annual budget updates to the staff about the state of the company
  - ☐ Open book policy for financials

## Snow & Ice All-Stars Awards

---

Nominations will be accepted for the following awards, all of which fall under the overall umbrella of the Snow & Ice All-Stars:

- Sales Professional of the Year
- Office Professional of the Year
- Snow Operations Employee of the Year
- Snow Operations Manager of the Year

### **Eligibility Requirements:**

- Nominating company must be an active SIMA member.
- Nominees will be categorized by the nominating company's snow revenue to ensure smaller companies are not competing against larger companies.
- Each company may nominate only one person in each category.
- Only one winner per company will be chosen across all four awards.
- Individual winners from the previous year are ineligible for nomination for one year.
- Nominees must be part-time or full-time employees. Subcontractors or 1099 workers are not eligible.
- Judges will be recused from judging a category in which one of their employees is nominated.

## Office Professional of the Year

---

Nominees for this award are in **non-field operations roles** related to the professional execution of snow and ice management services (e.g., accounting/billing, HR, insurance/contract management, office staff). CEOs and owners are not eligible for this award. Not sure if your nominee qualifies? Email [info@sima.org](mailto:info@sima.org).

### Application questions:

1. Company's snow-only revenue in 2021
2. Nominee's years in current role
3. Please indicate all areas for which the individual is responsible.
4. Is the nominee a CSP, ASM and/or hold a certification in their area of expertise? If so, please list
5. Describe in detail 3-5 measurable results achieved by the nominee in 2021 that contributed to your company's overall success.
6. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2021.
7. Describe how the nominee contributes to a positive team / company culture.
8. In addition to service (question 6), SIMA's core values are sustainability, innovation, quality, trust and passion. Describe in detail how the nominee embodies those values within their role.

**Optional Information:** Please use this space to provide any other information you feel is essential that is not addressed in the previous questions.

# Sales Professional of the Year

---

Nominees for this award are tasked with selling professional snow and ice management services. CEOs and owners are not eligible for this award. Not sure if your nominee qualifies? Email [info@sima.org](mailto:info@sima.org).

## Application questions:

1. Company's snow-only revenue in 2021
2. Nominee's years in current role
3. Is the nominee a CSP, ASM or hold a certification in their area of expertise? If so, please list
4. Describe in detail 3-5 measurable results achieved by the nominee in 2021 that contributed to your company's overall success.
5. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2021.
6. Describe in detail how the nominee contributes to a positive team / company culture.
7. In addition to service (question 5), SIMA's core values are sustainability, innovation, quality, trust and passion. Describe in detail how the nominee embodies those values within their role.

**Optional Information:** Please use this space to provide any other information you feel is essential that is not addressed in the previous questions.

## Snow Operations Employee of the Year

Nominees for this award work directly in roles that impact the successful execution of field operations in snow and ice management services (e.g., drivers/operators, material applicators, maintenance, routing, sidewalk crew members). CEOs, owners and managers are not eligible for this award. Not sure if your nominee qualifies? Email [info@sima.org](mailto:info@sima.org).

### Application questions:

1. Company's snow-only revenue in 2021
2. What is the nominee's primary role in snow operations?
3. Nominee's years in current role
4. Is the nominee a CSP, ASM or hold a certification in their area of expertise? If so, please list
5. Has the nominee been involved any major accidents or critical injuries (themselves or others) in the past 5 years?
6. Describe in detail 3-5 measurable achievements by the nominee in 2021 and the impact they had on the company's overall success.
7. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2021.
8. Describe in detail how the nominee contributes to a positive team / company culture.
9. In addition to service (question 7), SIMA's core values are sustainability, innovation, quality, trust and passion. Describe in detail how the nominee embodies those values within their role.

**Optional Information:** Provide any other information you feel is essential that is not previously addressed.

# Snow Operations Manager of the Year

Nominees for this award work directly in managerial/leadership roles that impact the successful execution of field operations in snow and ice management services. CEOs, owners and non-managerial employees are not eligible for this award.

## Application questions:

1. Company's snow-only revenue in 2021
2. What is the nominee's primary role in snow operations?
3. Nominee's years in current role
4. Is the nominee a CSP, ASM or hold a certification in their area of expertise? If so, please list
5. Describe in detail 3-5 measurable achievements by the nominee in 2021 and the impact they had on the company's overall success.
6. Describe in detail 1-3 examples of how the nominee provided an outstanding customer service experience in 2021.
7. Describe in detail how the nominee excels as a leader.
8. Describe in detail the nominee's role in training and promoting safe operations.
9. Describe in detail how the nominee contributes to a positive team / company culture.
10. In addition to service (question 6), SIMA's core values are sustainability, innovation, quality, trust and passion. Describe in detail how the nominee embodies those values within their role.

**Optional Information:** Provide any other information you feel is essential that is not previously addressed.