

2021 SIMA SNOW & ICE AWARDS PROGRAM APPLICATION GUIDE

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General Guidelines and Application Deadlines

Key dates:

- March 1, 2021 - Awards applications open at www.sima.org/awards
- May 5, 2021 - Awards applications close. Applications received after 5 p.m. CST will not be accepted.

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

Application fee:

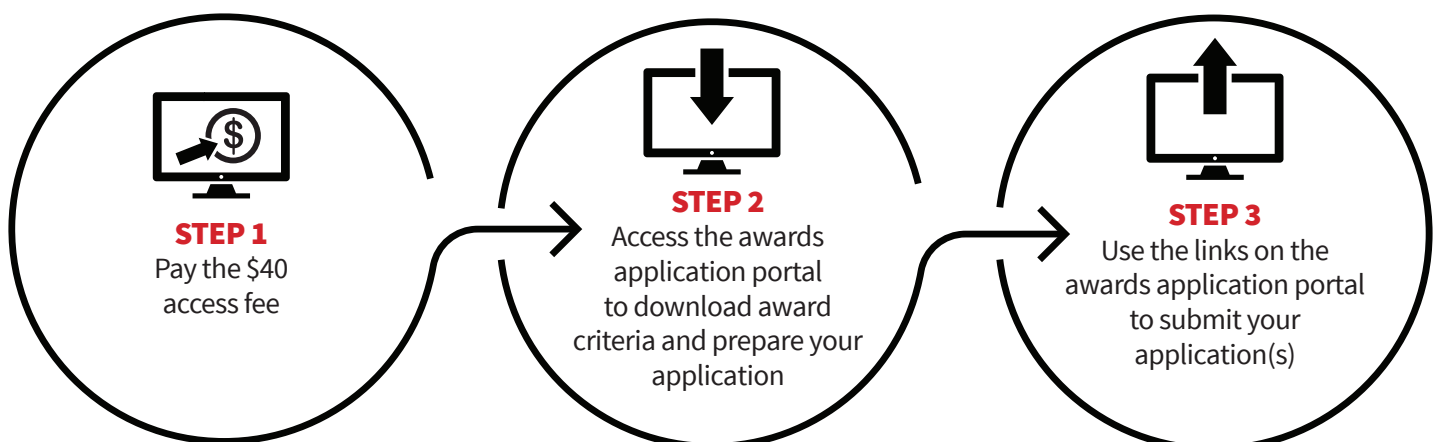
A one-time \$40 fee must be paid to receive access to applications for Best Places to Work in Snow & Ice, Snow & Ice All-Stars, Safety Award and Sustainability Leadership Award. After paying this fee, a company can apply for as many of those awards as it chooses. **No fee is required for Snow Executive of the Year nominations and Alan Steiman Scholarship applications.**

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

Preparation:

- Download and 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.
- 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.



Alan Steiman Scholarship



In recognition of longtime SIMA member, mentor and friend, SIMA created the Alan Steiman Symposium Scholarship to be awarded each year 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 to the 24th Annual Snow & Ice Symposium in Cleveland, Ohio
- \$500 travel stipend
- Complimentary room at host hotel (up to 3 nights)

Eligibility Requirements:

- Applicant must work in the snow and ice management industry.
- Applicant has never attended the Symposium.

Application questions:

1. Years worked in the snow and ice management industry
2. Company's snow and ice revenue for 2020
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. Describe what you learned from that person that you have been able to use in your snow and ice career.
6. If you receive this scholarship, how will it help you and/or your company?
7. What is your favorite thing about working in the snow & ice management industry?
8. Where do you see yourself in 5 years, and how would receiving the scholarship help you achieve that vision?
9. Please describe your financial need to earn this scholarship.

Best Places to Work in Snow & Ice 2021

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. The application will take approximately 15 minutes to complete.

Application questions:

TRAINING AND PROFESSIONAL DEVELOPMENT

1. Does company have a formal/documented onboarding training program for the following new employees?

- ☐ Seasonal snow labor
- ☐ Part-time office or general staff
- ☐ Full-time hires

2. Does company have a formal/documented training plan for returning/existing employees?

- ☐ Seasonal snow labor
- ☐ Part-time office or general staff
- ☐ Full-time hires

3. How often does training for core snow employees occur during the snow season?

- ☐ Several times per season
- ☐ Monthly
- ☐ Weekly
- ☐ Daily

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

- ☐ Snow equipment rodeo or hands-on demonstrations
- ☐ Tailgate/circle talks
- ☐ Safety meetings
- ☐ Peer ride-alongs
- ☐ On-site/on-the-job training

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

6. 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
- ☐ Health/wellness
- ☐ Stress management
- ☐ Financial management

Be prepared to provide information/samples of your organization's training.

MANAGER EFFECTIVENESS

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

- ☐ Employee coaching/development
- ☐ Emotional intelligence / communication
- ☐ Sensitivity
- ☐ Diversity and inclusion

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

9. Does the company have a whistleblower policy for employees who feel they have been treated unfairly?

Be prepared to provide information/samples of how your organization ensures quality management.

PERSONNEL ENGAGEMENT AND SUPPORT

10. Does the company have a formal awards/recognition event or program for employees?

11. Does the company offer any of the following to some or all employees?

- | | |
|--|---|
| <input type="checkbox"/> Flex-time for employees to manage schedules | <input type="checkbox"/> Retirement/401K/Simple IRA employee contribution |
| <input type="checkbox"/> Medical benefits | <input type="checkbox"/> Retirement/401K/Simple IRA matching |
| <input type="checkbox"/> Vision/Dental | <input type="checkbox"/> Bonus structures/incentives/profit sharing for more than sales staff |
| <input type="checkbox"/> Paid sick time | <input type="checkbox"/> In-office exercise/wellness classes |
| <input type="checkbox"/> Short-term disability | <input type="checkbox"/> Gym memberships or discounts |
| <input type="checkbox"/> Long-term disability | <input type="checkbox"/> Employee ownership programs |
| <input type="checkbox"/> Paid vacation | |
| <input type="checkbox"/> Maternity/paternity leave | |
| <input type="checkbox"/> Unpaid leave of absence | |

12. Does the company provide any of the following on an annual basis?

- ☐ Safety clothing/gear (e.g., boots, gloves, etc.)
- ☐ Group meals during winter events (before, during and/or after storms)
- ☐ Local company get-togethers, events for fun
- ☐ Company trips/vacations
- ☐ Team-specific celebrations/recognition
- ☐ Team/leadership retreats for planning and relationship building

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

Be prepared to submit any photos, summaries, or information related to how employees are engaged throughout the snow season and that demonstrate a culture of engagement and support.

TRUST IN LEADERSHIP

14. Does company leadership provide/conduct any of the following?

- ☐ Assessments of current company leadership
- ☐ Quarterly or annual budget updates to the staff about the state of the company
- ☐ Annual updates to staff regarding vision and strategy
- ☐ Open book policy for financials
- ☐ Formal mentoring programs between leaders and staff
- ☐ A formal/internally shared strategic plan or set of outcomes that looks further than 1 year out

Be prepared to provide any policies and summaries of how leadership at the company fosters trust, care and transparency.

Snow Executive of the Year

This award recognizes an outstanding executive whose primary responsibility is the overall management and leadership of a snow and ice management company.

Eligibility Requirements:

- Nominee's company must be a SIMA member.
- Candidates may apply directly for the award or be nominated by a peer.
- Nominee must have been in an executive leadership role in the snow company for at least three years.
- Nominee must be the CEO, president, owner or equivalent position where they are recognized as the top decision-maker in a snow contracting company that is **directly engaged** in snow and ice management services.
- Supplier members and previous winners are not eligible for this award.
- A person may only nominate one candidate per year. In the event that someone receives multiple nominations, the first nomination received will be put forth for judging.
- Winner must be willing to judge the award nominations in 2022.

There is no cost to nominate or apply for this award.

Judging:

This award will be judged by a group that includes members of the *Snow Business* Editorial Advisory Committee, SIMA staff, SIMA Board of Directors and last year's winner.

Application questions:

NOMINEE

Title _____

Company _____

City, State, Province _____

Years as Top Executive in the Company _____

Email _____

Phone _____

PERSON MAKING THE NOMINATION

Title _____

Company _____

Email _____

Phone _____

Is the candidate aware that he/she/they are being nominated?

What is the nominee's current involvement in snow and ice management for the company (i.e., day to day focus)?

KEY PERFORMANCE INDICATORS

1. 2020-21 Estimated Snow Revenue

- a.** % of Snow Revenue to Overall Revenue

2. Describe the nominee's efforts and success in growing the following:

- a.** Snow revenue
- b.** Profit margin
- c.** Number of sites
- d.** Overall acreage serviced

3. % of revenue of snow & ice services self-performed (not subcontracted) by the company in 2020-21

4. Number of full-time, part-time and seasonal employees engaged in winter services

- a. 3-year employee retention percentage
- b. Describe the nominee's vision and efforts for retention, development and promotion of employees

5. Number of Snow Clients

- a. 3-year client retention percentage

SIMA INVOLVEMENT & CREDENTIALING

1. Is the nominee a CSP___ ASM ___ Both___ Unknown___

2. How many of the nominee's employees are CSPs___ ASMs___Both___Unknown___

3. Does the nominee require or ask for their subcontractors to be SIMA members? Y___N___Unknown___

4. Describe the involvement in SIMA by the candidate and the company's employees through committee / volunteer involvement, participation in the Symposium and/or other events, etc.

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Embodiment of SIMA core values

SIMA's mission and vision are driven by the core values of Sustainability, Innovation, Trust, Service, Passion and Quality. How does the candidate exemplify those core values? **Please be specific and as descriptive as possible with your responses** to ensure the judges have as complete a picture of the candidate's qualifications.

INNOVATION:

Describe up to 3 tangible innovations, processes or initiatives the nominee has implemented in the past year that have contributed to the company's growth and/or profitability in snow and ice.

TRUST:

Provide up to 3 examples of how the nominee inspires trust between the company and its clients and its employees/subcontractors.

SUSTAINABILITY:

Describe in detail how the candidate promotes sustainability in snow and ice operations. ***Tip: Consider applying for the Sustainability Leadership award!***

PASSION:

Describe in detail how the candidate embodies and/or inspires passion for the development of and continued professionalism of a) themselves, b) their employees and the c) commercial snow and ice management industry.

SERVICE:

Describe in detail how the candidate and/or the company serves their community or the greater good through service to others.

QUALITY:

Provide up to 3 tangible examples of how the candidate leads the team to deliver quality, efficient and safe snow and ice management services.

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:

- 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 one All-Star in each category, but only one winner per company will be chosen across all three 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.

Application questions:

1. Please indicate all areas for which the individual is responsible.
2. Describe 3 measurable results achieved by the nominee in 2020 and how those results contributed to the overall success of the company.
3. Describe how the nominee contributed to outstanding customer service in 2020.
4. Describe how the nominee contributes to a positive team / company culture.
5. Does the nominee hold a certification in their area of expertise? If so, please list.

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.

Application questions:

1. What is the nominee's primary role in snow operations?
2. Describe in detail at least 3 measurable achievements by the nominee in 2020.
3. Describe in detail the impact the nominee's efforts had on the company's overall success in 2020.
4. Describe in detail how the nominee contributes to a positive team / company culture.
5. Is the nominee a Certified Snow Professional and/or Advanced Snow Manager?
6. Has the nominee been involved any major accidents or critical injuries (themselves or others) in the past 5 years?
7. Describe in detail how the nominee demonstrates a commitment to professional snow & ice management.

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. What is the nominee's primary role in snow operations?
2. Describe in detail at least 3 measurable achievements by the nominee in 2020 and the impact they had on the company's overall success in 2020.
3. Describe how the nominee contributes to a positive team / company culture.
4. Describe how the nominee excels in a leadership role.
5. Describe the nominee's involvement in training and promoting safe operations.
6. Describe example(s) of challenges the nominee has faced in their role and how they overcame them.
7. Is the nominee a Certified Snow Professional and/or Advanced Snow Manager?

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

SIMA Safety Awards

Safety Awards are given to companies who maintained exceptional safety standards to help protect their employees, clients and the public during the 2020-2021 snow season.

Eligibility Requirements:

- Applicant company must be an active SIMA member.
- Upload the required documentation for October 1, 2020 through March 31, 2021.

Documentation Requirements:

- U.S. members must upload OSHA Form 300A and loss run.
- Canadian members must upload their account profile form filed with the WSIB and loss run.
- All members must upload a copy of the company's written safety plan.
- All members must upload a detailed incident report for any incidents reported in OSHA 300A, WSIB profile and/or loss run forms.
- Any required forms not submitted will nullify the application.

Application questions:

1. What is your annual revenue from snow & ice management services?
2. What percentage of your annual revenue is derived from snow removal?
3. What percentage of your portfolio is commercial vs. residential (HOA, condos, multi-family residential)?
4. How many sites did your company service during 2020-21 snow season?
5. What is your Experience Modification Rate (EMR)?
6. Was your company involved in any work-related fatalities in 2020-21?
7. How many registered motor vehicles in your fleet perform snow and ice operations?
8. How many vehicle accidents involved personal injury and/or vehicle damage over \$750?
9. How many property damage claims were over \$750?
10. How many labor hours were dedicated to snow operations during application period?
11. How many injuries and illnesses were reported?
12. Of those injuries and illnesses, how many workdays were lost?
13. Total number of employees during snow season // Full-time / Part-time
14. Total number of subcontractors used during snow season
15. Does your company have a formal, documented drug and alcohol testing program?
16. Do you provide safety training classes?
17. Do you have regularly scheduled safety meetings?
18. Do you conduct hands-on preseason training?
19. Does your company have credentialed staff (ASM/CSP)?

Sustainability Leadership Award

Sponsored by Morton Salt

The Sustainability Leadership Award recognizes a company that has placed a commitment to environmental responsibility at the forefront of their snow and ice management operations.

Eligibility Requirements:

- The applicant must be a SIMA member for a minimum of one year.
- The winner (or company representative) must be willing to judge next year's award.

Selection Criteria:

Applicants must show demonstrated effort in the following criteria:

- Adherence to established industry best practices.
- Creation of a company culture that encourages environmental responsibility.
- Implementation of equipment, technology, process and training to support environmental responsibility, including but not limited to salt use efficiency.

Application questions:

1. Describe why environmental responsibility in snow and ice management is important to your company.
2. Describe how your environmental responsibility is reflected in your company's culture.
3. Describe the operational best practices your company utilizes to reducing overall salt use related to the following: equipment calibration, salt accounting, application rates, liquid use, etc.
4. Describe the training you provide your employees to encourage salt efficiency.
5. Describe the policies and procedures you have in place to educate your customers on the importance of embracing environmental responsibility related to snow and ice management services.
6. Describe other equipment, technology and processes in your company that contribute to reducing your environmental footprint (unrelated to salt use).
7. Describe the financial, business, operations and customer service impacts sustainability leadership has had on your company.
8. Upload pictures to support how your company, equipment and systems demonstrate environment responsibility and leadership.

Optional: Please provide any other information you feel is essential for the judges to consider regarding sustainable leadership that is not addressed in the previous questions.