



20TH ANNUAL MGIA MICHIGAN SNOW CONFERENCE & EXPO

Tuesday, September 24, 2024
Suburban Collection Showplace
46100 Grand River Ave. | Novi, MI 48374

LUNCH SPONSORED BY:
ALTA EQUIPMENT COMPANY

Don't Miss the Latest Technology in Snow & Ice Equipment and Products!

EARLY PRE-REGISTRATION: on or before September 6th

MGIA Members: \$39* | Non-Members: \$59*

REGULAR PRE-REGISTRATION: September 7th - September 17th

MGIA Members: \$49* | Non-Members: \$69*

All pre-registration includes morning and afternoon education and Expo.

**Lunch included for pre-registered attendees only. All on-site registrants dine on their own - no discount. No substitutions, changes or cancellations. All sales are final.*



CONFERENCE & EXPO SCHEDULE

Registration Opens at 8:30 a.m.

Expo Times: 9:00 a.m. - 4:00 p.m.

Seminars: 9:00 a.m. - 2:30 p.m.

*Lunch: 11:30 a.m. - 1:00 p.m.

Show Ends: 4:00 p.m.

► **Keynote Session:**
Don't Get Frostbite!
Being Unprepared for Storms will Leave You Broken & Exposed
Sponsored by ALTA Equipment Company

Featuring Keynote Speaker
Kevin Mahon, CSP

Learn how to leverage production rates and site plans to know what equipment, labor and storm strategies you will need to be successful during operations.

► **Snow & Ice Equipment Troubleshooting**
Sponsored by ALTA Equipment Company
Learn the most common reoccurring issues that can be solved with simple maintenance and a few secrets to keep your equipment at peak performance!

► **Equipment Demo Area, Try Before You Buy!**

► **Snow Plow Rodeo**
Sponsored by Michigan CAT
Compete for CASH prizes on a timed obstacle course!

BACK BY POPULAR DEMAND!

► **Snow Operations Management Panel**
Snow and ice professionals share their strategies and successes in multiple topics involving snow operations management. Bring your questions and comments, and prepare for an interactive, educational discussion!

ATTENDEE INFORMATION PACKET

For more information, call (248) 646-4992 or visit www.landscape.org



20TH ANNUAL MGIA MICHIGAN SNOW CONFERENCE & EXPO

Tuesday, September 24, 2024
Suburban Collection Showplace, Novi



EDUCATION SCHEDULE

KEYNOTE: 9:00 A.M. - 10:00 A.M.

Don't get Frostbite!
Being unprepared for storms will leave you broken and exposed.

Sponsored by: **ALTA EQUIPMENT COMPANY**

Location: Cornerstone Room

Speaker: Kevin Mahon, CSP

"Hoping" is a strategy to fail. Don't trust your gut because mother nature doesn't care what you think. Snow events will always bring surprises and if you are not making "data-based decisions" in Summer... Winter will reveal all.

Using production rates and site plans will help you to take a lot of stress out of the storm season. June preparation creates January success. There is a way to know ahead of time what equipment, labor and storm strategies you will need to be successful during operations. Your crews and mechanics will thank you!

About the Keynote Speaker



Kevin Mahon is a Certified Snow Professional with SIMA and has been in the industry for over 21 years. He uses his experience in field-management as well as corporate-management to speak across North America and share advice that will improve standard practices in any region.

He is a firm believer that a rising tide lifts all ships and if we, as professionals, focus on quality service while educating customers, both your company and our industry will benefit.

Kevin is passionate about snow and ice management as well as networking with other leaders. He enjoys learning how others have overcome the problems that we all face.

Prepare for this season with seminars detailing all you need to know about Snow Operations and equipment maintenance & troubleshooting!

A must-attend for the snow and ice professional!

1:00 P.M. - 2:30 P.M.

Snow Operations Management Panel

Location: Cornerstone Room

Panelist: Jeremy Harman, Premier Property Maintenance

Panelist: William Moore, Executive Property Maintenance

Panelist: Matt Scott, Organic Matters

Panelist: Jordan Smith, VSI by BOSS and Storm Equipment

This session involves a panel of snow and ice professionals who will share their strategies and successes in multiple topics involving snow operations management. Bring your questions and comments, and prepare for an interactive, educational discussion!



ON THE TRADE SHOW FLOOR

10:15 A.M. - 11:15 A.M.

Snow & Ice Equipment Troubleshooting

Sponsored by: ALTA Equipment Company

The snow and ice business can be frustrating to say the least, when equipment fails or does not work efficiently, causing major back-logs. A little due diligence in equipment maintenance is one of the most cost-effective ways to keep your equipment in tip-top condition and ready to go at any given moment.

Most of all, being prepared and proactive can mean the difference between a productive and profitable season or losing valuable time with breakdowns. Through the years, selling and servicing snow and ice equipment, we find the simplest things are often overlooked. In this session, you will learn the most common reoccurring issues that can be solved with simple maintenance and a few secrets to keep your equipment at peak performance!

REGISTER ONLINE AT WWW.LANDSCAPE.ORG