



MICHIGAN SNOW CONFERENCE & EXPO WEDNESDAY, OCTOBER 12, 2022

**18th
Annual**

Held at the Suburban Collection Showplace • 46100 Grand River Ave. Novi, MI 48374

LUNCH SPONSORS:



See the Latest Technology in Snow & Ice Equipment and Products!

CONFERENCE & EXPO SCHEDULE

Registration Opens at 8:30 a.m.

Expo Times: 9:00 a.m. – 5:30 p.m.

Seminars: 9:00 a.m. – 2:30 p.m.

*Lunch: 11:30 a.m. – 1:00 p.m.

Show Ends/Tear Down: 5:30 p.m.

EARLY PRE-REGISTRATION: ON OR BEFORE SEPTEMBER 23

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

REGULAR PRE-REGISTRATION: SEPTEMBER 24 - OCTOBER 7

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

**PRE-REGISTRATION ENDS ON
OCTOBER 7TH AT 12 PM!
WWW.LANDSCAPE.ORG**

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.

*Prepare for this season with a full-day seminar
schedule, featuring the latest "hot topics"
for the snow and ice professional!*

BACK AGAIN THIS YEAR!

EQUIPMENT DEMO AREA, TRY BEFORE YOU BUY!

Equipment Vendors will be allowed to have one piece of equipment in the Demo Area, held in the parking lot of the Suburban Collection Showplace. Contact Michelle Atkinson at (248) 646-4992 for more information.

SNOW PLOW RODEO

Sponsored by LaFontaine Ford of Lansing & STE, Inc.

A competition that tests the skills and knowledge of the snow plow professional on a timed obstacle course! Maneuvering a plow truck through a serpentine course; back into tight spots; parallel park all without knocking a tennis ball off of a 12-inch cone. 1st & 2nd place prizes awarded!

ATTENDEE INFORMATION PACKET

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



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EDUCATION SCHEDULE

LOCATION: PLATINUM BALLROOM

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

Sponsored by: Bostick Truck Center



The Business of Building a Successful Snow Removal Company

Speaker: Rick Kier, Forge Ahead Consulting & Software, LLC

This program will help you understand how to attract, motivate, and keep great team members for your snow removal business. It will provide you with some specific tools you can use help grow your team and allow your people to get the most out of their relationship with your company. With dedicated team players, you as an owner will be able to work "on the business" instead of "in the business" for a more satisfying entrepreneurial experience. This session will also discuss how to manage cash flow and profitability in the current economic world.

KEYNOTE: 10:30 - 11:30 A.M.

Effective Organization & Control in Snow Operations

Speaker: Rick Kier, Forge Ahead Consulting & Software, LLC

Sponsored by: TBD

In this session, Rick will discuss proven methods for organizing your snow removal work to get the job done efficiently, on time and with a high level of customer satisfaction. He will be sharing time tested programs that show you specific ways you can save time, make the best use of your equipment, and have the confidence to take on profitable snow removal work.

About the keynote speaker



Rick Kier is a managing partner in Forge Ahead Consulting & Software LLC where he works helping other professionals involved in the snow and landscape industries. Rick was President and owner of Pro Scapes Inc., a grounds maintenance company located in Syracuse, New York for 41 years. He was a professional snow removal contractor during that entire period in one of our country's snowiest metropolitan areas with winters with over 130" of snow.

Rick was a founding board member of the Snow and Ice Management Association (SIMA), a national snow industry organization. He served on the board of directors for ten years. In 2016, Rick was honored with SIMA's Lifetime Achievement award for his involvement and dedication to the Snow and Ice Management industry. Rick has been a Certified Snow & Ice Professional (CSP) since 2001 and is also a Certified Landscape Professional (CLP). He has written or contributed to over 30 articles published in Snow Business Magazine, as well as other industry trade publications.

1:30 - 2:30 P.M.

Snow Operations Management Panel

Panelists: Jim Berns, Berns Landscape; Jeremy Harman, Superior Scape; William Moore, Executive Property Maintenance; Matt Scott, Organic Matters

Sponsored by: TBD

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!

REGISTER ONLINE AT WWW.LANDSCAPE.ORG



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EDUCATION SCHEDULE

LOCATION: TRADE SHOW FLOOR

10:00 - 11:30 A.M.

**Snow and Ice Infrastructure Maintenance,
Corrosion Prevention and Best Practices**

Speaker: Jordan Smith, BOSS Snowplow

Sponsored by: BOSS Snowplow



The number one enemy of our snow and ice equipment and infrastructure is corrosion. Corrosion not only causes short term maintenance problems, but also major long term costs and losses of equipment resale value. Additionally, corrosion on our equipment can create a negative image about the quality of work we do, even if our quality control is top notch. Corrosion and damage from chlorides is much easier to prevent than it is to reverse, so we will talk about easy ways to accomplish that.

As snow and ice contractors we also have an opportunity to educate and better sell to our customers by educating them about the harmful effects of corrosion and chlorides on their properties as well. Studies show that the infrastructure (pavement, brick, light poles, sign posts, structural steel, landscape and turf, etc..) damage costs between \$800 and \$3000 per ton of salt applied. By using liquids, corrosion inhibitors and other methods, we can not only reduce corrosion and damage on our equipment, but on our customer's facility infrastructure as well. This creates a unique selling proposition that can help us gain and retain more accounts. This is because a properly educated customer will realize that the cost of infrastructure damage from salt far outweighs the amount of budget they are spending on their snow and ice contractor. By reducing the amount of salt we put on their properties by use of liquids and other best practices, we differentiate ourselves as contractors in the marketplace and set ourselves up to win.

1:00 - 2:00 P.M.

Commercial Vehicle Compliance

Speaker: Investigator Joel Chester,

Michigan State Police Commercial Vehicle Enforcement Division

Sponsored by: Rock Bottom Stone Supply

Sponsored by: Rock Bottom Stone Supply



Attend this update session to ensure that your employees and commercial vehicles are in compliance with the motor carrier laws and regulations covering such topics as equipment, CDL licenses, load securement, and drug & alcohol use. Understand what your drivers need to be aware of to avoid tickets on the road.

MICHIGAN CENTER FOR TRUCK SAFETY'S MOBILE TRUCK SIMULATOR PROGRAM

With winter weather approaching, do you feel totally confident with your driving skills? The Michigan Center for Truck Safety will present their Mobile Truck Driving Simulator Program for MGIA Snow Expo attendees.

This virtual simulator allows you to test and improve your skills in a variety of conditions, offering a controlled, risk-free environment in which scenarios can be recreated and practiced. The focus is on safe driving of commercial vehicles in adverse conditions, including heavy traffic and bad weather. Fewer accidents mean fewer absences, fewer vehicle repairs, and better insurance rates.



To participate you sit behind the wheel and take a six-minute hands-on demonstration drive that can simulate both small, straight trucks, or full-size 18-wheel tractor-trailers. Though the primary target audience is current truck drivers, administrative and managerial staff may benefit from it as well.

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