

# BUILDING BUSINESS

'Building Business' is for snow and ice professionals of all experience levels. There is an education track for owners and managers, a technical overview session for general knowledge and a great display of equipment and technology for the industry. All professional development programs include the equipment displays and lunch.

## Program Prices

Build-A-Bid	\$250 members
	\$350 non-members
Technical Roundup	\$90 members
	\$130 non-members

Equipment Displays Only No Charge

Register online today to reserve your spot  
[www.horttrades.com/snowsposium](http://www.horttrades.com/snowsposium)

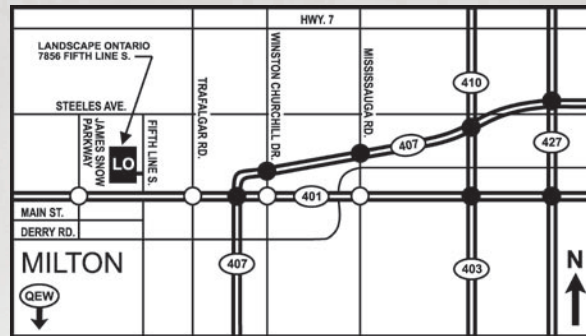


# SNOW & ICE SYMPOSIUM

September 15th, 2009  
 8:00 a.m. - 4:00 p.m.

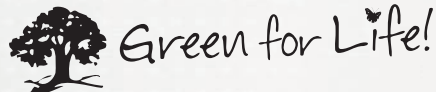
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 Click on REGISTER NOW!

Mark September 15, 2009  
 in your calendar to join  
 the Snow & Ice Symposium  
 in Milton, Ontario



For more information on attending, exhibiting at or sponsoring the Snow & Ice Symposium contact Paul Ronan at Landscape Ontario. Call 1-888-265 5656, extension 2349 or send Paul an email at [pronan@landscapeontario.com](mailto:pronan@landscapeontario.com)

HORTICULTURAL TRADES ASSOCIATION  
[landscapeontario.com](http://landscapeontario.com)



# SNOW & ICE SYMPOSIUM

## BUILDING BUSINESS

Professional development and equipment show for snow and ice professionals



Please ask about sponsorship opportunities

September 15th, 2009  
 8:00 a.m. - 4:00 p.m.

Presented by the Snow & Ice Sector Group of Landscape Ontario

HORTICULTURAL TRADES ASSOCIATION  
[landscapeontario.com](http://landscapeontario.com)



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# BUILDING BUSINESS

The Snow & Ice Sector Group of Landscape Ontario will be hosting **Building Business**, its annual symposium and equipment display program.

This event continues to grow and now features two seminar tracks to choose from and a large display of equipment and technology. Like all other businesses, snow control businesses are under pressure to be both competitive and more environmentally-friendly, and this year's professional development programs will help operators achieve both goals. Build-A-Bid will ensure that your business is positioned to make more money well before the snow flies and the Technical Roundup will help your operations become more efficient and cost-effective. Keep up-to-date with some of the most current snow control technologies and view a complete range of blades, salters and snow-moving equipment in the outdoor and indoor displays.

Mark the date, **September 15, 2009 from 8:00 a.m. - 4:00 p.m.**, to attend this event in Milton, Ontario. Join other snow and ice management professionals as you gather to learn more about **Building Business**.

Register online today to reserve your spot  
[www.horttrades.com/snowsymposium](http://www.horttrades.com/snowsymposium)  
Click on **REGISTER NOW!**

## BUILD-A-BID PROGRAM

### TRACK ONE:

The Build-a-Bid program was assembled by members of SIMA (Snow & Ice Management Association) to address one of the greatest business challenges they faced-proper pricing. Their work resulted in this full-day program that will help you put together and sell snow and ice proposals that fit YOUR business model.

Primarily for owners and managers, this detailed workshop will cover everything from understanding your numbers to qualifying customers to detailing your costs. Attendees will also be given a workbook manual and access to a special portion of the SIMA website for future reference, review and additional materials.

The Build-A-Bid Workshop will help you:

- Understand job costing and production numbers for equipment
- Use historical weather data to create more accurate bids
- Factor financial goals and long-term planning into your strategic bidding process
- Learn better ways of presenting and closing the bid
- Establish a knowledge-base for determining workload capacity for your company



## TECHNICAL ROUNDUP

### TRACK TWO:

This full day program is a general overview of many different components of snow and ice control. This series of short talks will give operators a refresher course for some of their operations and bring newer employees up to speed on some of the developments taking place in the industry. Sessions will include:

- A hands-on calibration workshop
- Liability and contracts
- Technology tools update
- Using liquids for more effective anti-icing
- Building customer relations through education
- MTO Info Session
- Smart About Salt and Snow & Ice Sector Group update

## EQUIPMENT DISPLAYS

During seminar breaks and the extended lunch, participants will be treated to indoor and outdoor displays of some of the latest equipment and technologies for the snow and ice control industry. From trucks to plows and from electronics to software, you will find the tools to help improve your business from more than 25 different exhibitors.