

# PARTNERING FOR SUCCESS

'Partnering for Success' is for snow and ice, & parks and landscape professionals of all experience levels. This is an education program which includes the opportunity to experience a great display of equipment and technology for the industry. All professional development programs include the equipment displays and lunch.

## Program Prices (Lunch included):

**Sept. 1**  
Build-A-Bid                      \$250 members  
   \$350 non-members

**Sept. 2**  
Education Program        \$100 members  
   \$140 non-members

**Stream One:** Snow and Ice

**Stream Two:** Parks and Landscapers

**Equipment Displays Only** No Charge

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



## FALL TRADE SHOW SNOW & ICE SYMPOSIUM

**September 1 & 2, 2010**  
**8:00 a.m. - 4:00 p.m.**

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



### Information on Symposium & Build-a-Bid contact

Sally Harvey 800-265-5656 ext 315,  
sharvey@landscapeontario.com,  
or Trisha Price 905-864-6152 ext 6710,  
trisha@ontarioparksassociation.ca

### Information on exhibiting & sponsorship

**opportunities** contact Gilles Bouchard 800-265-5656  
ext 323, gbouchard@landscapeontario.com, or Paul Day  
800-265-5656 ext 339, pday@landscapeontario.com

**PRESENTS...**

## FALL TRADE SHOW SNOW & ICE SYMPOSIUM

### PARTNERING FOR SUCCESS

Professional development  
and equipment show for snow and ice  
& parks and landscape professionals



**September 1, 2010**  
**Build-a-Bid**

**September 2, 2010**  
**Symposium & Trade Show**

**NEW LOCATION!**  
**Kitchener Memorial Auditorium Complex**

**[www.horttrades.com/snows Symposium](http://www.horttrades.com/snows Symposium)**



# PARTNERING FOR SUCCESS

The Snow & Ice Sector Group of Landscape Ontario in conjunction with the Ontario Parks Association and the Municipal Equipment Operators Association will be hosting **Partnering for Success**, its annual symposium and equipment display program.

This event continues to grow and now features two days of education seminars focused on running and effectively managing snow removal and ice management operations. A large display of equipment and technology will also be offered throughout the day.

Day one highlights Build-A-Bid, this session will ensure that your business is positioned to make more money well before the snow flies. Day two consists of a comprehensive plenary panel discussion and two educational streams. Stream one demonstrates how snow and ice operators can become more efficient and cost-effective while remaining environmentally friendly. Stream two features current parks and landscaping hot issues.

Keep up-to-date with some of the most current snow control technologies. View a complete range of blades, salters and snow-moving equipment in the outdoor and indoor displays.

**September 1 & 2, 2010** from 8:00 a.m. - 4:00 p.m., to attend this event in Kitchener, Ontario. Join other snow and ice management professionals as you gather to learn more about **Partnering for Success**.

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

Click on **REGISTER NOW!**

## BUILD-A-BID PROGRAM

**Sept. 1, 2010**

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.

### Who should attend:

#### Owners/Managers/Snow Service Purchasers

This detailed workshop will cover everything from understanding your numbers to qualifying customers. If you are in charge of hiring a snow professional to manage snow and ice. The Build a Bid program can help you determine how snow contractors build their pricing structures. It can also help you understand the challenges a professional snow service faces when bidding on snow work, you will be empowered to ask the right questions to find the right service level at the right price.

Attendees will 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



## EDUCATION PROGRAM

**Sept. 2, 2010**

This full day program is a general overview of many different components of snow and ice control & parks and landscape management. This series of short talks will give operators a refresher course for some of their attendees. Newer employees will learn some of the important developments taking place in the industry. These sessions will include:

### Stream 1: Snow and Ice

- Weather, Environment Canada
- Facts about Chlorides in Parking Lots
- 30 years of Experience Applied to Parking Lots
- Truths and Myths of Snow Operations
- Tenders and Contract interpretation

### Stream 2: Parks and Landscapers

- Giant Hogweed
- Ball Diamond Infield Grooming (outdoor demonstration)
- Seasonal Worker Training Challenges

**Detailed schedule available online at:**

[www.horttrades.com/snowsposium](http://www.horttrades.com/snowsposium)

## EQUIPMENT DISPLAYS

On September 2nd 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, including the Municipal Equipment Operators Association. From trucks to plows and from electronics to software, you will find the tools to help improve your business from over 100 exhibitors!

**Return Form and payment  
 by Mail or Fax to:**  
 Landscape Ontario  
 7856 Fifth Line South, RR 4  
 Milton, ON L9T 2X8  
 Fax: 905-875-3942

## SNOW & ICE SYMPOSIUM

### Kitchener Auditorium - Sept. 1 & 2, 2010

## PARTICIPANT REGISTRATION

(Fill in one form for each registrant. Name badges will be provided at the registration desk.) For quick and easy sign-up: register online at [locc.ca](http://locc.ca), Trade Show Registration

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Tel: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

I am a member of: ☐ Landscape Ontario ☐ SIMA ☐ OPA ☐ MEOA For Membership Info visit: [www.horttrades.com/membership/categories.php](http://www.horttrades.com/membership/categories.php)

Primary area of business:

- ☐ Government/Municipal ☐ Landscape Contractor ☐ Snow and Ice Contractor  
☐ Ground Maintenance ☐ Private Park/Campground ☐ Other: \_\_\_\_\_

My role in the organization is:

- ☐ Owner ☐ Foreman/Supervisor ☐ Purchasing  
☐ Manager ☐ Sales/Marketing ☐ Technician/Operator

### REGISTRATION INFORMATION

<b>REGISTER ON-LINE TODAY TO RESERVE YOUR SPOT –  <a href="http://www.horttrades.com/snowsposium">www.horttrades.com/snowsposium</a></b>	Member Fee	Non Member Fee	Total Fees
Sept 1 – Build a Bid Education, Lunch Included	\$250.00	\$350.00	\$
Sept 2 – Educational Program, Lunch & Trade Show Included	\$ 100.00	\$140.00	\$
Sept 2 – Trade Show Entry with Lunch	\$ 40.00	\$ 40.00	\$
Sept 2 - Trade Show Only	FREE	FREE	
TOTAL AMOUNT OWING			\$

### Session registration: Please choose the sessions you will be attending

Check	Time	Stream One: Snow & Ice	Check	Time	Stream Two: Parks
<input type="checkbox"/>	8:00 – 9:20	Plenary Panel: Fleet Safety Compliance			
<input type="checkbox"/>	9:30 – 10:10	Weather, to Be or Not to Be, That is the Question, isn't it?			
<input type="checkbox"/>	10:15 – 10:55	Facts about Chlorides in Parking Lots			
			<input type="checkbox"/>	11:00 – 11:50	Giant Hogweed, It's here, Let's deal with it
<input type="checkbox"/>	12:00 – 12:40	30 Years Exp. Applied to Parking Lots			
			<input type="checkbox"/>	12:45 – 1:40	Ball Diamond Infield Grooming Demo
<input type="checkbox"/>	1:45 – 2:25	Truths and Myths of Snow Operations			
			<input type="checkbox"/>	2:30 – 3:20	Seasonal Worker Training Challenges
<input type="checkbox"/>	3:25 – 4:00	Tenders and Contracts Interpretation			

☐ **TRADESHOW ONLY REGISTRATION (NO CHARGE)**

### PAYMENT OPTIONS

We would like to pay by:

- ☐ Cheque (Payable to Landscape Ontario)  
☐ Credit Card Visa / MC / AMEX

Card Number

Expiry Date

Name on card (Please Print)

Signature