



Friday, September 13, 2019

Deerfoot Inn & Casino
1000, 11500 35 Street SE
Calgary, AB T2E 8J4

\$79.95 + GST

Ticket price includes complimentary lunch

Join us for the second annual Western Canadian Snow & Ice Management Summit!

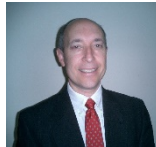
A day packed full of education from industry leading professionals, networking with peers in the snow and ice management industry, and trade show from the top industry manufacturers, dealers and suppliers.

Debora Babin Katz



Debora is vice president of Truc Brush Corp and VP business development for Fairway Lawn Care Corp headquartered in Easton, Massachusetts. A member of the national Snow & Ice Management Association since 2005, she was recognized in 2015 with the SIMA Volunteer of the year award for her ten years of commitment to the organization, including chairing the editorial advisory committee of *Snow Business Magazine*. Today, she serves on SIMA's board of directors, as one of only two supplier board seats.

Mark Adamson



Mark is Executive Vice President of Douglas Dynamics, LLC, a half a billion-dollar market leader of snow and ice products worldwide, boasting Fisher as one of their leading brands. Mark is a member of the American Public Works Association (APWA) and Accredited Snow Contractors of America (ASCA). He also is a member of the Snow and Ice Management Association (SIMA), serves on their Outreach committee and participates on their Board of Directors.

Ian Ashby



Ian is a senior advisor to SIMA (Snow and Ice Management Association) and the owner of Arbutus Landscaping based out of Calgary. Ian is heavily involved in the industry through volunteer work with Landscape Alberta Nursery Trades Association (director), membership committee of CNLA (Canadian Nursery Landscape Association), Director of Indus Ag Board, and a member of the Highway Traffic Safety Act Roadside Inspection Committee.

INDUSTRY TRADE SHOW & Educational Seminars

Featuring:

DEBORA BABIN KATZ
MARK ADAMSON

IAN ASHBY

Snow & Ice Management Association
sanctioned event



CLASSROOM SESSIONS

Maximizing your snow operations through technology

This informative session will be offered twice during the day. Come in & listen as LMN representatives show you the power of infield tracking, verification & time management.

This will be set up as a classroom environment so feel free to drop into the session, learn & stay around for more in-depth conversations with LMN!

EVENT SCHEDULE

7:30 am – 8:15 am
Registration & Coffee

8:15 am – 9:30 am
Welcome to Attendees & First Speaker

Mark Adamson
Industry & Product Updates in the Snow & Ice
Management Industry

10:45 am – 11:45 am
Technology Session with LMN

9:30 am – 5:00 pm
Trade Show Floor Opens

11:45 am – 1:00 pm
Lunch Bar Open
Come and go as you please!

1:15 pm – 2:15 pm
Debora Babin Katz
Innovations & Problem Solving in the
Snow & Ice Management Industry

3:00 pm – 4:00 pm
Technology Session with LMN

4:00 pm – 5:00 pm
Ian Ashby
Service Verification, Documentation,
Client expectations, Contractual
requirements and Insurance
Partnerships

5:00 pm
Trade show closes



Thank you to all our sponsors!

For further information or to purchase tickets, please visit www.snowandice.ca or email info@spectrumequipment.ca