



## 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!



**Friday, September 13, 2019**

Deerfoot Inn & Casino

1000, 11500 35 Street SE

Calgary, AB T2E 4J4

**\$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.

## EVENT SCHEDULE

**7:30am-8:15am**

Registration & Coffee

**8:15am-9:30am**

Welcome to Attendees & First Speaker

### Mark Adamson

Industry & Product Updates in the Snow & Ice Management Industry

**10:45am-11:45am**

Technology Session with LMN

**9:30am-5:00pm**

Trade Show Floor Opens

**11:45am-1:00pm**

Lunch Bar Open  
Come and go as you please!

**1:15pm-2:15pm**

### Debora Babin Katz

Innovations & Problem Solving in the Snow & Ice Management Industry

**3:00pm-4:00pm**

Technology Session with LMN

**4:00pm-5:00pm**

### Ian Ashby

Service Verification, Documentation, Client expectations, Contractual requirements and Insurance Partnerships

**5:00pm**

Trade Show Closes

Thank you to all our sponsors!

For further information or to purchase tickets, please visit [www.snowandice.ca](http://www.snowandice.ca) or email [info@spectrumequipment.ca](mailto:info@spectrumequipment.ca)

