



ILCA SUMMER SNOWDAYS

July 25-26, 2018

**Pheasant Run Resort
and Conference Center
St. Charles, IL**

Featuring—

**Two days of Education,
Innovation and Fun!**

- **Exhibitor Trade Show**
- **Educational Classes**
- **Networking Opportunities**

 **ILCA**
ILLINOIS LANDSCAPE
CONTRACTORS ASSOCIATION

Wednesday, July 25, 2018

7:30 AM — Registration Opens

8:00 AM — 4:00 PM — Exhibit Hall Hours

Coffee available
while supplies last

8:30 AM - 9:00 AM SALON 4 Breakfast Forecast John Boyle, Weather-Command

Sponsored by: *Reinders*

**9:00 AM - 10:00 AM
Keynote Speaker:**

SALON 4

Don Beebe, NFL Champion

Enjoy Don Beebe's life story of "Never Giving Up". The unlikely path of playing only 2 years of College football, in which one of those years was at a tiny NAIA school named Chadron State, to a 9-year NFL career and a Super Bowl Championship with the Green Bay Packers.



Sponsored by:



Photos and book signing after presentation!

10:00 AM - 11:00 AM

SALON 6

**Potential Game Changer —
The Snow Removal Liability Act**

Sherm Fields, Acres Group;

Kerry Bartell, Kovitz Shifrin Nesbit

The Snow Removal Limited Liability Act was signed into law in September 2016. This new law has a dynamic impact in regard to who assumes liability for accidents, slip and falls, etc. for snow contractors. While the law is favorable to contractors, it currently flies (for the most part) under the radar within our industry. This session discusses and answers questions that may help a contractor utilize this law to protect their business while potentially generate additional income and profit. We will look at the act from a legal, contractor, and client point of view.



SALON 2

**Sustainable Winter Management
(SWiM): A Framework for
Professionalism**

Phil Sexton, WIT Advisors

Learn how winter management contractors can develop a framework for professionalism by following the standards and guidelines of the Sustainable Winter Management (SWiM)™ program and certifications for properties. You will learn how to educate your clients to predict their costs, control quality, and understand the environmental effects, business continuity issues and risks associated with managing winter storms and seasons.



11:00 AM - 1:00 PM Exhibit Hall and Lunch

What are your lunch options? You can grab lunch at the concession stand in the exhibit hall, Terrace Café or the Clubhouse Lounge.

1:00 PM - 2:00 PM

SALON 2

Know Your Costs and Succeed in Snow: Part 1

Jim Schwantz & Jonathon Schwantz, Acres Group

This two part session will deliver a budgeting strategy for hourly equipment and manpower costs for a snow operation. The goal of this strategy is to help manage cost and liability for a company's snow operation. This strategy will include contract structuring, indemnification clauses, and other critical items related to a snow operation. It is important to achieve a fair profit for the contractor and quality service for the client. Ultimately success in snow should be measured in accomplishing both.

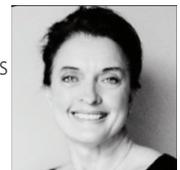


SALON 6

Winter Treatments and Applications

Diana Clonch, DW Clonch, LLC

What are the available options for snow and ice treatment? What do acceptable application rates look like? And how are they achieved? Are you considering using liquids or growing your use of liquids in your snow and ice operation? Build your understanding and knowledge base of treatments and application rates and see firsthand how others are making inroads by adding and/or expanding treatment types and applications.



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BY LS TRAINING SYSTEM

2:00 PM - 3:00 PM

SALON 2

Minimizing the Salt Damage to Turf, Trees & Landscape

Mark Mann, American BioChar Company

Learn why salt can be devastating to plants, how activated biochar can mitigate salt and other "pollutants," and how to minimize the potential negative effects of winter salting and deicing using a fall application of the activated biochar and humate blend. We'll discuss detailed results of case studies of remediation and mitigation of salt damage. We'll also review protocols that can economically and effectively remediate salt damage on turf & landscape.



SALON 6

Off Season Tactics for Your Snow Business

Phil Harwood, Pro-Motion Consulting

Creating a documentation process is imperative within any growing organization. Few of us remember everything we fail to write down... and having staff amplifies that by a number too difficult (and scary) to contemplate. Creating an easy to understand, easy to implement, streamlined documentation process that everyone in your organization can follow, will give companies more profits and more free time.



Sponsored by: **GREENIUS**
BY LS TRAINING SYSTEM

3:00 PM - 4:00 PM

SALON 2

Know Your Costs and Succeed in Snow: Part 2

**Jim Schwantz &
Jonathon Schwantz,
Acres Group**

See description on previous page.



SALON 6

Snow & Ice Best Practices

Martin Tirado, SIMA

Several best management practices have been created for the snow & ice industry. Do you know what they are and how to implement them into your company? We will cover a detailed review of current best practices, discuss why best practices matter, and teach attendees how to implement them in their company.



Sponsored by: **SIMA**
snow & ice management association

CABIN FEVER NETWORKING RECEPTION

\$2,000 in cash & prizes!



Join us Poolside/Atrium from 4:00-6:00 PM

Join us for the Wednesday night reception and network with attendees, exhibitors, and sponsors.

Share stories and experiences under the cool summer breeze.

Enjoy music by DJ Clinto.

Exhibitors

Booth Number



Outdoor Demonstrations

| | | |
|------------------------------------|---------------|--|
| 1st Choice Equipment | 505 | |
| A Beep, LLC (Digatalk) | 248 | |
| Alexander Equipment Co., Inc. | 501 | |
| Ariens Gravely | 526 | |
| Arlington Power Equipment | 330 | |
| Blu Petroleum, Inc. | 304 | |
| Buck Bros Inc. | 212 | |
| Burriss Equipment | 220 | |
| Casey Equipment | 111 | |
| Chloride Sales | 226 | |
| Conserv FS | 334 | |
| Contree Sprayer & Equipment | 413 | |
| Dultmeier Sales | 420 | |
| Emergent Safety Supply | 233 | |
| EnviroTech Services, Inc. | 216 | |
| Feece Oil Co. | 117 | |
| Greenius | 315 | |
| High PSI, Ltd. | 331 | |
| Jerry Haggerty Chevrolet | 528 | |
| JKS Ventures, Inc. | 317 | |
| Kalb Corporation | 408 | |
| LaFarge Fox River Decorative Stone | 415 | |
| Lakeshore Recycling Systems | 224 | |
| Martin Implement Sales | 204 | |
| McCann Industries | 432 | |
| Metal Pless | 127 | |
| Midwest Salt | 404, 504, 508 | |
| Modeco Systems | 522 | |
| Monroe Truck Equipment | 530 | |
| National Seed | 414 | |
| Nordic Plow LLC 222 | | |
| Old Dutch Sand & Salt | 329 | |
| Pace, Inc. | 318 | |
| Patten Industries | 230 | |
| R.A. Adams Enterprises | 313 | |
| Reinders | 516 | |
| RentalMax | 214 | |
| Russo Power Equipment | 308 | |
| SiteOne Landscape Supply | 325 | |
| SNI Solutions | 426 | |
| Snow & Ice Management Association | 503 | |
| Stichwork | 327 | |
| US Fleet Tracking | 424 | |
| Verizon Connect | 412 | |
| Vermeer Midwest | 512 | |
| Voigt Smith Innovations | 418 | |
| Weather Command | 423 | |
| West Side Tractor Sales | 100 | |
| Winter Equipment Company | 323 | |

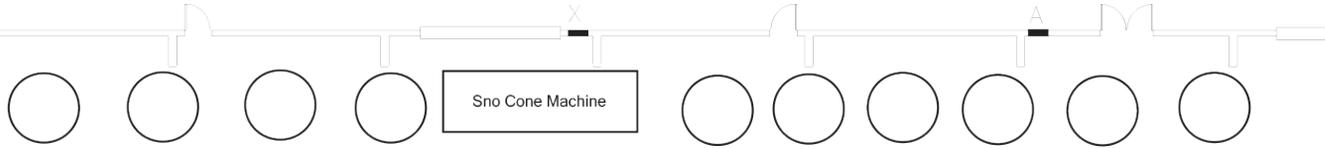


Outdoor Demonstrations —

Wed. 11:00 AM - 4:00 PM Thu. 10:00 AM - 1:00 PM

Summer Snow Days Trade Show

225'-0"



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|------------------|-------------------------|---------------------------------|
| | Casey Equipment Inc. | Feece Oil Company |
| Buck Brothers | 111 | 117 |
| | 212 | 214 |
| | | EnviroTech Services, Inc. |
| | | 216 |

| | | | |
|------------------|---------------------|-----------------|-------------------|
| Burris Equipment | Metal Pless | | |
| | | | 127 |
| | Nordic Plow, LLC | LRS Recycles | Chloride Sales |
| | 220 | 222 | 224 |
| | | | 226 |

| |
|----------------------|
| Patten Industries |
| 230 |

| |
|-----------------------|
| Russo Power Equipment |
| 308 |

| |
|------------|
| PACE, Inc. |
| 318 |

| | | |
|------------------------------|------------------------------|------------|
| Arlington Power Equipment | Emergent Safety Supply | |
| | 233 | 235 |
| | Harmony De-Icing | Conserv FS |
| | 330 | 332 |
| | | 334 |

| | | |
|------------------|--------------------|------------------|
| R. A. Adams | Greenius | JKS Ventures |
| 313 | 315 | 317 |
| Kalb Corporation | Verizon Connect | National Seed |
| 408 | 412 | 414 |

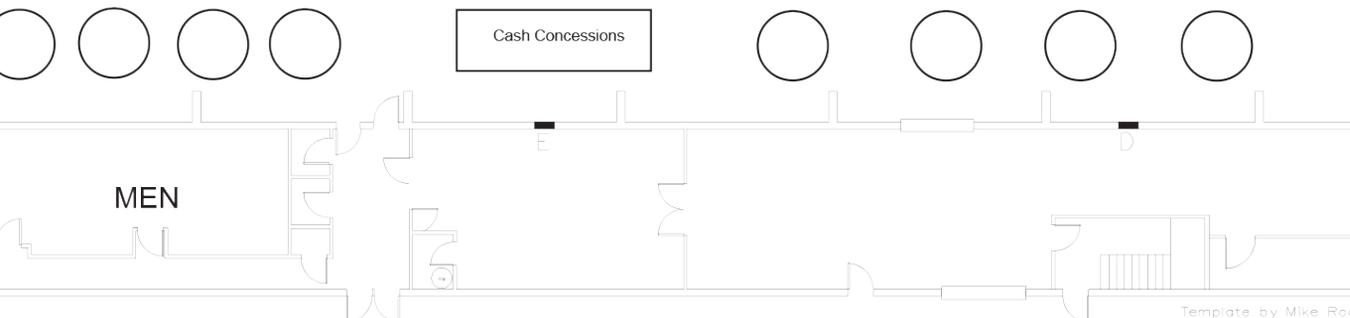
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|-------------------------------|--------------------------------|--------------------------------|-----------------------------|-------------------|
| Voigt Smith Innovations | Winter Equipment Company | SiteOne Landscape Supply | Old Dutch Sand & Salt | High PSI, Ltd. |
| | 323 | 325 | 327 | 329 |
| | Dultmeier Sales | US Fleet Tracking | SNI Solutions | Diga Talk |
| 418 | | 420 | 424 | 426 |
| | | | | 428 |

| |
|----------------------|
| McCann Industries |
| 432 |

| | | |
|--------------|---------|---------|
| Midwest Salt | ConTree | LaFarge |
| | 413 | 415 |
| | Vermeer | |
| 508 | | 512 |

| | |
|----------|--------------------|
| Reinders | Weather Command |
| | 423 |
| | Modeco |
| 516 | 522 |

| | |
|-------------------|---------------------------|
| Ariens Company | Monroe Truck Equipment |
| 526 | 530 |



Thursday, July 26, 2018

7:30 AM — Registration Opens

8:00 AM — 2:00 PM Exhibit Hall Hours

Coffee available
while supplies last

8:30 AM - 9:00 AM SALON 4 Breakfast Forecast John Boyle, Weather-Command

Sponsored by: *Reinders*

9:00 AM - 10:00 AM

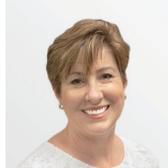
SALON 2

Liquid Strategies to Reduce Overhead Costs and Increase Profit Margins

Mary Reinders, Reinders

Joel Baxter, Reinders

This session will cover the following: exploring potential cost savings thru utilizing liquid strategies, illustrations on when to use and examples, comparing anti-icing vs. de-icing, suggested billing guidelines on liquids, and start-up costs vs. liquid ROI.



SALON 6

Six Steps to a Business Plan: A Repeatable Process for Every Year

Larry Heuvelman, The Owner Consultant

Most companies don't have a business plan, and most don't realize the value of one done properly. We'll walk step-by-step through the process to create a business plan that is so simple, the bank will even love it! Then we will discuss how to implement your new business plan and get the buy-in from your key people and staff.



10:00 AM - 11:00 AM

SALON 4

Roundtables - Participate in three, 20 minute discussions

Featuring topics such as labor, emergency preparedness, storm management, sub-contractor relations, maintenance, production efficiency, and more!



\$1,000 in cash + prizes!

11:00 AM - 1:00 PM Exhibit Hall and Lunch

What are your lunch options? You can grab lunch at the concession stand in the exhibit hall, Terrace Café or the Clubhouse Lounge.



1:00 PM - 2:00 PM

SALON 2

Small Changes Lead to Making You Real Money!

Tony Johnson, Chloride Conscious & Midwest Salt

Learn how to create an effective and stable winter supply chain where profits become more predictable. We will discuss how buyers and users will NOT be affected by salt shortages while virtually achieving their top 5 goals in purchasing bulk road salt and other de-icing products every year. Many contractors are already using liquids to fight snow events, and don't even know it. We'll show you how to transition from always spreading solids to spraying liquids and saving you real money. Liquids is one of the biggest impacts for positive change to the environment and increases your profits. We will review costing models from companies using liquids as well as using examples from other companies in the audience. We have the tools and resources to get you started in using liquids for under \$2,500 and within 30 minutes.



SALON 6

Weather Math Toolbox

Phil Harwood, Pro-Motion Consulting

The complexity of snow contracts often leaves prospective customers confused and frustrated. This is made worse when snow contractors are unable to clearly explain the differences in a way that makes sense to the buyer. By incorporating weather math into proposals, snow professionals will educate their prospects about the risk-reward tradeoffs that exist with various contract forms. Learn how to discuss and display weather data, probability, and impact in a clear, concise, and professional manner in your proposals.



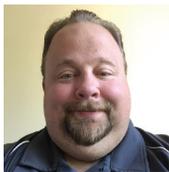
2:00 PM - 3:00 PM

SALON 2

Maximize Profitability with Proper Equipment Maintenance

Dan Kakareka, New Holland North America

Reduce your maintenance costs by learning how to properly protect your equipment during the winter season. Attendees will discuss protecting cooling systems, maximizing battery life, undercarriage maintenance and tire care. Go in depth and learn about the changes to emissioned engines and how to react to the changes.



SALON 6

Getting Some R&R: Recruiting and Retention Strategies to Build Your Snow Team

Alex Riley, MeritHall, Inc.

Let's face it, fewer people want to get up at 3 a.m. to shovel or plow snow. Successful employee recruitment must be a core focus for a growing contractor. Leveraging referral programs, word of mouth, and recruiting techniques is an essential function that must be constantly managed. Join Alex as he shares information about real-world referral, bonus, and recruiting methods with proven results. He'll also discuss how leaders can engage employees to retain them longer. There's no need to be searching for next season's employees if you can keep the ones you have.





ILCA SUMMER SNOWDAYS

**Thanks to our Sponsors,
Exhibitors, Attendees,
and Committee**

**Summer Snow Days would not have been
possible without ALL of you!**

White Gold Sponsors



Blizzard Sponsors



Snow Sponsors



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Frost Sponsors

