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Some of the biggest challenges encountered by those who are “out there – in the middle of it” occur because of being less than fully prepared. From those who are doing the scheduling, to those who are directing what happens in the field, to chasing down the data needed to invoice timely – it can be a real mess if the organization is not fully prepared. Here we will hone organizational skills and problem solving, plus get in-depth about the right way to ask owners for more equipment. Training properly, overseeing equipment maintenance, dealing with the inevitable “holy crap” situation all while keeping a cool head and “rolling with it”. This too is a skill set that company owners and field operations managers need to have. SFI now brings in some of the latest toys that boys (and girls) can crawl around on, play with, and learn about.

2019 GROUNDS & INSTITUTIONAL FACILITATORS



JOHN ALLIN



NEAL GLATT



JERRE HEYER



PEGGY ALLIN



CHARLES GLOSSOP

Monday – September 9, 2019

- 12:45 PM Flagship Trolley will pick up the group at the hotel.
- 1:15 PM Welcome to 2019 External Operations Event.
- 1:30 PM Introductions and review of agenda.
- 1:45 PM How about staff – independent, hourly, salary? How you pay them depends on the desired outcome. Many individuals make up the team that performs the work in the field. Production manager, field manager, operations manager, crew leader, sidewalk crew leader, deicing truck operator and the dispatch manager have a say in how things unfold before, during, and after an event. Let’s talk about expectation levels and if they fit into the overall business philosophy of the company. And then, how do you keep track of it all? Proper record keeping is key to the success or failure of any business.
- 3:15 PM Interaction – the good, the bad and the ugly.
How do we keep everyone working from the same playbook? And how do we resolve the inevitable conflicts that arise not just during the snow event, but before AND after it begins snowing. We’ll discuss these various challenges and how to address them successfully.
- 4:30 PM Break for Group Dinner.

Tuesday – September 10, 2019

- 8:15 AM Flagship Trolley will pick up the group at the hotel.
- 8:30 AM Accounting.
Every person in the company must have some understanding for overall accounting. No, we're not talking about the depth to which a CFO understands accounting. We are talking about the level of field operations. We discuss what level of "accounting" they need to have in order to be better assess their role and impact on the bottom line. Cost accounting for field operations is much different than for in-office staff. What's the difference between the two? What can we do to give field operations staff pertinent information to make them better at what they do?
- 10:00 AM Break.
- 10:45 AM Snow Equipment.
What equipment works best in what scenario? Do you choose a pusher or a sectional? Skid steer or payloader? Backhoe/Combo or plow truck? What size unit is best for what property? How do production values come into play when making such decisions? This will be one very intense, afternoon-long session digging into "What equipment will work best?" We will go over basic equipment as well as technology driven equipment so intelligent decisions can be made going forward. Jerre Heyer is THE best source of equipment information in North America and will lead the day's session on equipment.
- Noon Lunch.
- 1:00 PM Liquids – from a practical use viewpoint
Many want to use liquids and have read about the benefits and the comparisons between using granular and liquid product. Charles Glossop is an expert at putting liquids to practical use and will educate attendees on not only how to get started but how to make money with liquids.
- 2:45 PM So you want to buy a new spreader/plow/truck/loader/etc. Now what?
Every piece of new equipment should be cost justified before those in the field even request permission to acquire it. How does the non-accounting genius accomplish this with all the other stuff they need to consider? There are steps to follow, and we will detail those steps in a manner that is manageable for anyone who wants a new piece of equipment.
- 3:30 PM Break.
- 3:45 PM Management approved the purchase! What's next?
If you don't have a purchasing agent to go look for the right deal, then it may be the operations manager tasked with deciding what to purchase. We'll discuss what works best in order to get the best deal for the company.
- 4:30 PM Break for Group Dinner.

Wednesday - September 11, 2019

- 8:15 AM Flagship Trolley will pick up the group at the hotel.
- 8:30 AM Subs and Service Providers.
Utilizing independent service providers can be a challenge, especially from the viewpoint of the field management staff. However, it IS the best way to grow the company without spending an excessive amount of money on equipment. This process

ofn augmenting your own staff and equipment with outsourced service providers can also help the in-house operations. Essentially, you are using their money to obtain necessary resources to complete the work. Whether you use a technology-based solution or a paper-based solution to track what is happening, **preparation** is the key to the overall success of the service provider network. From the pre-season walk-through to the end-of-season review, success is in the preparation.

- 10:30 AM Break.
- 10:45 AM Equipment – Boys and Girls and Their Toys.
So you can see the latest and greatest, Snowfighters will have equipment at this event that you can touch, play with, and learn about. You can see firsthand how these new pieces will fit into your organization. We'll have manufacturers' reps in house to answer questions and explain the benefits of their respective equipment.
- 12:00 PM Lunch.
- 1:00 PM Record Keeping.
Whether you are for profit or in house, record keeping is the key to warding off the inevitable lawsuit that comes with working in winter. Here, we'll discuss specifics as well as what occurs when the inevitable happens.
- 3:00 PM Break.
- 3:15 PM During the event – ain't life grand?
No shows, dispatching snafus, equipment breakdowns – what's an operations manager to do to keep all the balls in the air and keep customers happy? We'll discuss the pros and cons of different strategies for keeping sites safe for pedestrian and vehicular traffic.
- 4:30 PM Break for the Evening. Flagship Trolley to take the group back to the hotel. Dinner will be on your own. Please see below some local restaurants that are available.

Thursday – September 12, 2019

- 8:15 AM Flagship Trolley will pick up the group at the hotel. Some may elect to drive to the Institute if they are driving home.
- 8:30 AM Communications Management.
Good communications combined with proper safety protocols in the field can help keep the lawyers at bay. Anyone can file suit against anyone else for any reason. However, instituting best practices can assist the company in appropriately defending these types of unfortunate and unforeseen occurrences. Here too, there needs to be a process that is followed so that all pertinent information is captured.
- 10:00 AM Break.
- 10:15 AM To Report or Not to Report. How much is enough?
Keeping a calm, cool, and collected face can keep the troops from panicking when the snow hits the fan. Reporting protocols that address adverse situations can save everyone considerable heartache long after the snow or ice event is over. During this session, we will discuss some technology solutions to record keeping so the operations manager and team can keep it all straight.
- Noon Lunch in the Boardroom.
Thank you for attending this Grounds/Institutional Snow Management Event!

Notes:

Snowfighters Institute will supply transportation with Hansen’s Errand Service to the Erie Airport at no charge to the attendees. Transportation to the Cleveland-Pittsburgh-Buffalo Airports can be provided at a nominal charge. Please contact Debbie 814-455-1991 or debbie@SnowFightersInstitute.com if you need further assistance.

Your itinerary should be sent to debbie@SnowfightersInstitute.com to allow for proper planning of transportation to and from the airport.

Included in registration fees:

- Group Lunch on Tuesday, Wednesday and Thursday
- Group Dinner on Monday and Tuesday
- All handout materials
- Transportation from and to Erie Airport as/if needed
- Transportation to and from hotel to Snowfighters Institute

Hotel reservations must be made by August 25, 2019, to guarantee discounted rate. Please call the TownePlace Suite by Marriott at 814-866-7100. Be sure to mention Snowfighters Institute to get into the room block at \$109.00 a night for a King size bed. Should you need a Two Bedroom Suite, please contact Snowfighters Institute for assistance. To make your reservation please click here to [book your group rate for Grounds/Institutional Snow.](#)

Wednesday Night Dinner Options

Here are some dining options available near the hotel:

