

FOR IMMEDIATE RELEASE

Western Canadian Snow & Ice Management Summit

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Western Canadian Snow & Ice Management Summit returns to Calgary, Alberta, Canada

Calgary, Alberta, Canada (August 8, 2019) – Friday, September 13th marks the return of the largest Western Canadian Snow and Ice Management Summit for professional snow service companies. “The demand to offer both industry education and the ability to see first-hand the latest technologies in snow management was evident by the attendance of last year’s Summit, which was our first show,” said Summit Executive Director, Steve Wheatcroft. “This year we are expecting over 500 snow & ice management professionals to attend, and we have already doubled the pre-registrations compared to last year at this time.”

The all-day event includes networking, an outdoor snow equipment tradeshow, with over 30 of the industry’s leading equipment company representatives present, and a line-up of national industry speakers. The focus of this year’s education is *Innovation in the Industry* with national speakers Mark Adamson, VP, Douglas Dynamics, Debora Babin Katz, VP of TrucBrush Corporation and Fairway Lawn Care Corp., and Ian Ashby of Arbutus Landscaping. All three speakers are active members of the national Snow & Ice Management Association (‘SIMA’) with Katz serving as a SIMA’s Board of Director (‘BOD’), Adams is a former BOD, and Ashby is a SIMA senior advisor.

“We could not offer this show at such a reduced cost to attendees without the financial support of our sponsors Spectrum Equipment, Glover International Truck, Landscape Management Network, and SIMA, the Snow & Ice Management Association based out of Milwaukee,” added Wheatcroft. The cost to attend the all-day event is \$79.95 and includes lunch.

The Western Canadian Snow & Ice Management Summit will take place at the Deerfoot Inn & Casino, 100, 11500-35 Street SE Calgary, Alberta. Special hotel room rates are available to Summit attendees. For more information and to register visit: www.snowandice.ca.