

# CAST A WIDE NET(WORK)

You, your company and the industry all benefit from peer connections



**G**rowing and retaining your professional network is vital to your success in the snow and ice management industry. No matter your role in your organization, you should seize the opportunity to expand your knowledge, capabilities and partnerships to provide a competitive and progressive service to your clients and the community.

### Attend industry events

One of the most important things

you can do to grow your network is to attend industry events like the annual SIMA Symposium, webinars and live web discussions, and local training events and conferences. Many times, local construction, landscaping and public works events cover topics relevant to the snow and ice management industry. Many public and private organizations perform winter maintenance operations where you can learn about new equipment, liquid and granular salt use, regulatory and compliance measures and what the industry is doing to tackle labor and operator shortages.

Get out there, be visible, ask questions, and learn what's helping

others overcome challenges. Lastly, there's also the opportunity for you to share your knowledge and expertise with others.

### Complete industry certifications

Another great way to grow your network is to complete industry certifications such as the Advanced Snow Manager (ASM) certificate program and the Certified Snow Professional (CSP) certification.

Being recognized for your dedication in completing these programs will certainly help your visibility to other ASM and CSP professionals, or those seeking to complete the program may look to

## MORE SNOW IN LESS TIME = BIGGER PROFIT



### SAVE TIME AND MONEY

- Put an end to trucking costs
- No need for on-site snowbanks
- Save clients 50% or more on snow budgets
- Eliminate snow removal delays
- Eco-friendly and energy efficient
- Eliminate snow dumpsite fees



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you for advice or feedback. Depending on your situation and who you're exposed to inside and outside of your current network, you may have the opportunity to mentor a snow and ice professional that's looking for guidance and someone to bounce ideas around with.

Speaking of your external network, being credentialed can sometimes lead to new connections in areas such as property management, risk and safety management, and being a subject matter expert. Not only does this help support the hard work you've committed to, but it can grow the opportunities for the organization since having a certified employee on staff means you're more likely to provide a knowledgeable and quality service to the client.

### Grow your strategic partnerships

As we've been navigating our way through the Covid pandemic, it's

important to recall how important our partnerships are with people and organizations across the industry. A few key components of building successful partnerships are trust, industry knowledge, patience and communication:

- A strong and secure partnership can only be built on the trust of each participant to follow through with their responsibilities and directives.
- Being aware of what's happening in the industry environment will give you insight into your own situation.
- Although having patience can be extremely difficult at times, it's important to understand the constraints and capabilities of others.
- Communication works most effectively when you know the proper time, place, people and details to coordinate on with others. It's important to agree on the desired channel of communication (e.g., email, in-person, chat apps, etc.).

### Grow the industry

While you're diligently growing yourself and your organization, make sure to stay involved in industry associations and peer groups to further the knowledge and expertise of others. This industry takes great pride in having passionate and intelligent professionals teaching others what they've learned, or reflecting on negative and positive experiences to help others grow.

As you grow make sure that you help others grow as well, and be there to support the progression of the industry. Share your knowledge with others to help align people and organizations that may benefit from partnering with someone in your network. **SB\***

Michael Wagner is fleet and safety manager at Designscapes Colorado Inc. Contact him at 303-328-5554 or mwagner@designscapes.org.

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