

APWA WESTERN

SNOW & ICE[®]

CONFERENCE AND NATIONAL SNOW ROADED

A photograph of a snowplow spreading salt on a road in winter. The plow is in the center, moving away from the viewer. A silver car is in the distance on the left. The road is wet and dark, with snow on the shoulders. The background shows snow-covered trees and a utility pole.

***GOING THE
EXTRA MILE***

September 27 - 29, 2023 | Embassy Suites | Loveland, CO

LETTER FROM THE CHAIRMAN

Dear Snowfighting Professionals,

We look forward to seeing you at the 2023 Western Snow and Ice Conference and National Snow Rodeo! It is my humble honor to serve as the 2023 conference chair. The organizing committee and I proudly invite you to attend the 43rd Annual Conference being held September 27th through September 29th at the Embassy Suites Hotel and Conference Center in the beautiful city of Loveland, Colorado. This conference serves as an opportunity for professional growth for operators and supervisors, and underscores the conference mission of advancing the development of Operators, Supervisors, and Managers involved in snow operations.



The theme of this year's conference is "**Going the Extra Mile**." This theme recognizes the dedication of all snowfighters, which is to do what it takes to get the job done. Our goal with this conference is to enhance your knowledge of techniques, methods, and equipment to continue your great work and professionalism.

The 2022 conference in Loveland was an overwhelming success thanks to all the snow removal and ice control professionals from across the country. While the 2021 conference proved how much people wanted to get together after the pandemic lockdown, we more than exceeded our expectations in 2022. After having 1,100 attendees in 2021, we topped 1,300 attendees in 2022. We hope you are planning to attend this year!

The organizing committee continues to strive to deliver to you a great experience. We have a great variety of topics and subjects for this year's conference with speakers from across the United States and Canada. You will see vendors showing the latest technology available for snow removal and ice control, plus one of the best equipment displays you will see at a regional conference. Our highlights include a great keynote from Denver Broncos Ring-of-Famer Karl Mecklenburg, and closing session with long-time Public Works professional Keith Reester reviewing his trek of the entire Colorado Trail (on foot) last summer.

One of the greatest benefits of this event is the opportunity to reconnect with colleagues and meet vendors who stand ready to meet agencies' needs. Do not miss out this year on the creative spark; the opportunity to network with colleagues and to think about planning for the upcoming winter season. There is no better place to experience and communicate with other Snow Operators, Supervisors, and Managers to acquire new ideas for your snow operations.

Whether this is your first Snow and Ice Conference, or you have attended previously, we are confident that you will leave the 43rd APWA Western Snow and Ice Conference and National Snow Rodeo ready to further advance the mission of your agency's snow operations this upcoming season. There has never been a better time to attend this conference with your snow colleagues from around the country.

We hope to see you in Loveland in September!

Sincerely,

Pete Adler, Chairman
43rd Annual APWA Western Snow & Ice Conference
and National Snow Rodeo



Help us to save the environment!

Be green by letting us know if you are receiving multiple mailers or for people that have left your agency.

MAJOR SPONSORS



CONFERENCE HIGHLIGHTS

Shuttle to the Rodeo Site

Wednesday, 9/27

We've made it easier than ever to catch all the fun at the National Snow Rodeo with our free shuttle. It runs all day Wednesday from the north (back) side of the Embassy Suites Conference Center, to "The Ranch" – the Rodeo site at the Budweiser Events Center.



Featured Speaker: Karl Mecklenburg

Presenting "Teamwork and Leadership in a Changing World"

Thursday, 9/28 | 8:30 AM

Story-based and full of humor, Karl Mecklenburg's presentation brings a team together in times of change, and fights complacency in times of success. The lessons life in the NFL taught him about teamwork, courage, dedication, desire, honesty and forgiveness, and goal setting can be applied anywhere. Teams with leaders throughout the organization win. Great teams use the strengths of the individual to help the team win, and the strengths of the team to cover for the weaknesses of the individual.



Karl Mecklenburg rose from a college walk-on at the University of Minnesota and 12th round NFL draft pick to a career with the Denver Broncos that included six Pro Bowl and three Super Bowl appearances. Considered the most versatile player in the NFL, Mecklenburg played all seven Defensive front positions—sometimes in the course of a single game. In 1987 he was selected as both the *AFC Linebacker of the Year* and the *AFC Defensive Player of the Year*. Since retiring from football, Mecklenburg has been inducted into the *Colorado Sports Hall of Fame* and the *Denver Broncos Ring of Fame*. Mecklenburg was a *Pro Football Hall of Fame* semifinalist for ten consecutive years. Karl has earned Certified Speaking Professional designation from the National Speakers Association.

Since retiring from professional football, Karl divides his time between public speaking and his ongoing charity commitments. The Mecklenburgs still live in Littleton, Colorado.



MAJOR SPONSORS



CONFERENCE HIGHLIGHTS

Winter Maintenance Supervisor Certificate Workshop

Thursday, 9/28 & Friday, 9/29

The APWA Winter Maintenance Supervisor Certificate Workshop provides a well-rounded overview of all aspects of snow and ice control for individuals charged with supervising their winter maintenance operations. This course examines all the aspects of winter maintenance management, including a winter maintenance plan, deciphering winter weather patterns, determining the proper material and equipment to use, examining different snow and ice control techniques, and dealing with unusual winter situations.

The workshop will also consist of testing throughout the day. Attendees receive a certificate of completion upon receiving a score of 80 percent or above. The Winter Maintenance Supervisor Certificate Workshop is a fantastic training opportunity for new Supervisors, Senior Operators, or anyone wanting a good overall understanding of winter maintenance operations.

Please Note: Pre-registration is required for this workshop, and there is an additional \$25 fee added to the conference registration cost for those who participate.



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RHOMAR

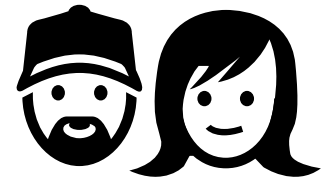
VAISALA



Operator Training Program

Friday, 9/29 | 7:30 AM – 11:30 AM

This session is focused on Operators, and what they need to know about both common and cutting-edge snow equipment, materials, and operations. Register now for this half-day session that includes multi-modal techniques, safety tips, equipment review, interactive discussion and other important topics related to snow operations. A certificate of participation will be provided to those who complete the training.



New for
2023!

Please Note: Pre-registration is required for this workshop and there is an additional \$25 fee added to the conference registration cost for those who participate.

Featured Speaker: Keith Reester, City of Littleton

Presenting “It’s About the Journey—500 Miles on the Colorado Trail”

Friday, 9/29 | 12:00 PM

We all strive to be present and live in the moment, but it’s hard in today’s fast-paced, multi-tasking world. In 2022, Keith Reester hiked the entire 500 miles of the Colorado Trail. Averaging over 10,300 feet, the Colorado Trail is “mile for mile the most beautiful trail in America.” Hiking 500 miles by just putting one foot in front of the other provides a unique path to assess the value of life, what it means to be present, and discover the lessons we can translate to our daily lives. Keith is the Public Works Director for the City of Littleton.



TUESDAY / WEDNESDAY AT-A-GLANCE

Tuesday, 9/26

TIME	DESCRIPTION
8:00 a.m. - 12:00 p.m.	Rodeo Course Setup and Judges Orientation
3:00 p.m. - 5:00 p.m.	Early Registration for Conference and Rodeo

Wednesday, 9/27

TIME	DESCRIPTION	ROOM
7:00 a.m. - 8:00 a.m.	Rodeo Registration Hours	Aspen Daisy / Elderberry
7:00 a.m. - 4:00 p.m.	Conference Registration Hours	Conference Registration Area
7:00 a.m. - 5:00 p.m.	Exhibit Hall Hours	Front Range Ballroom

COFFEE & SNACK BREAKS






SPONSORED BY









	 Education	 Innovation	 Snow Best Practices	Rodeo Events	Major Sponsor Showcase
ROOM	SNOWBERRY	GOLDENGLOW	ELDERBERRY	ASPEN DAISY AND THE RANCH	BIG THOMPSON A&B
7:00 a.m.				Rodeo Registration	
8:00 a.m.				Rodeo Competitors Orientation	
9:00 a.m.	When Good Was Just Not Enough!	Best Practices in Recruiting and Retaining Talent	Tips to Energize Your Body and Mind During Work	9:30 AM - 4:00 PM Rodeo Written and Diagnostics Test: Single Axle Tandem Axle Loader Grader Skid Steer	DTN
10:15 a.m.	BREAK - Visit Our Exhibitor Hall				9:15 AM - Completion
10:45 a.m.	Colorado Weather and Climate, Understanding Our Crazy Conditions	Using AI in Winter Maintenance—How Might That Happen?	Public Works and Emergency Management: Roles in EM and Emergency Operations Center Coordination		Evolution Edges
12:00 p.m.	Lunch				
1:00 p.m.	Clear Roads—Research, Training and Innovation	Everything You Always Wanted (Needed) to Know about Mag Chloride and Calcium Chloride for Winter Maintenance	Traffic Incident Management During Winter Operations		Winter Equipment
2:00 p.m.	BREAK - Visit Our Exhibitor Hall				
2:15 p.m.	Lessons Learned Roundtable - "Ask an Expert"	On the Cutting Edge	Introduction to Snowplowing		Dawson IS
3:15 p.m.	BREAK - Visit Our Exhibitor Hall				
3:25 p.m.	Leadership Matters: How to Make a Difference for Your Agency	Use of New Technology in Plowing Operations	Advanced Snowplowing		EnviroTech Services
4:30 p.m.	Prize Drawing - Exhibit Hall Join us in the Exhibit Hall for your chance to win valuable prizes.				
6:00 - 9:00 p.m.	"Blades Up" Social Sponsored by 4Rivers Equipment Enjoy a fun-filled night and network with your peers.			<div style="display: flex; justify-content: space-around; align-items: center;">   </div>	

TUESDAY, 9/26 & WEDNESDAY, 9/27

Tuesday



Roadeo Course Setup & Judges Orientation //
8:00 a.m. – 12:00 p.m.

All Roadeo judges and committee members should report.



Early Registration for Conference & Roadeo //
3:00 p.m. – 5:00 p.m.

Wednesday



Roadeo Registration // 7:00 a.m. – 8:00 a.m.



Conference Registration Opens // 7:00 a.m.



Roadeo Competitors Orientation //
8:00 a.m. – 9:00 a.m.



**Roadeo Written & Diagnostics Test - Single Axle,
Tandem Axle, Loader, Grader, Skid Steer //**
9:30 a.m. – 4:00 p.m.



**Roadeo Competition - Single Axle, Tandem Axle,
Loader, Grader, Skid Steer //**
9:15 a.m. – Completion



Major Sponsor Showcase: DTN //
9:00 a.m. – 10:15 a.m.



Morning Tracks // 9:00 a.m. – 10:15 a.m.

When Good Was Just Not Enough!



Presented By: Jason Pauling, Village of Carol Stream, IL

As a department, we were always told we cannot get our trucks to salt at 100 pounds per lane mile, and what we were doing was not smart. We took salt calibration a step further by replacing gearboxes, live testing all the calibration, and catching the salt in the back of the truck, we ensured it was putting down the exact amount of material.

Best Practices in Recruiting and Retaining Talent



Presented By: Rebecca Doane, Arapahoe County

Every employer across the country has experienced challenges in recruiting and retaining talent in the midst of the “great resignation” and other recent, unprecedented labor market trends. Learn innovative ways to help you stand out as an employer when recruiting, as well as proven approaches to engage and retain the talent you have.

Tips to Energize Your Body and Mind During Work



Presented By: Sherri Goering, City of Loveland

We'll build a strategy that can give you gentle but powerful tools to increase your energy and decrease stiff joints and achy muscles through movement, breath, and nutrition.



**Major Sponsor Showcase: Evolution Edges -
Sabre Armored Carbide Snow Plow Blade //**
10:45 a.m. – 12:00 p.m.



Morning Tracks // 10:45 a.m. – 12:00 p.m.

Colorado Weather and Climate, Understanding Our Crazy Conditions



Presented By: Mike Nelson, KMGH Channel 7

Colorado's weather is fast changing and stormy, beautiful and sometimes life threatening. Mike will share resources for tracking weather; show where and how storms form; and how to best be prepared for them. Plus, he'll explain how our climate is changing due to the effects of global warming.

Using AI in Winter Maintenance—How Might That Happen?



Presented By: Wilfrid Nixon, Professional Snowfighters Association

There has been a lot of discussion in recent months about various Artificial Intelligence (AI) tools that are being made available, with the ChatGPT tools getting a lot of attention. But how might AI impact winter operations? In addition to looking at how AI is already being used, we will also discuss some future applications which are either planned, or already being tested. The implications are quite startling!

Public Works and Emergency Management: Roles in EM and Emergency Operations Center Coordination



Presented By: Cody Stark, Colorado Department of Public Safety

This session will discuss the evolution of a disaster, and the coordination between emergency management responders and the emergency operations centers—including a guided visual and how it all fits together.



Afternoon Tracks // 1:00 p.m. – 2:00 p.m.

Clear Roads—Research, Training and Innovation



Presented By: James Morin, WashDOT

Learn about the role Clear Roads plays in our industry. We'll explore the website and resources available, and highlight several projects—both in-progress and completed.

WEDNESDAY, 9/27

Everything You Always Wanted (Needed) to Know about Mag Chloride and Calcium Chloride for Winter Maintenance

Presented By: Mike Coffey, EnviroTech Services

There is a lot of emphasis on salt brine as an effective anti-icing tool, but it's not the only anti-icing liquid available to snowfighters. Magnesium and calcium chlorides offer lower operating temperatures and faster melting than salt brine. And lower application rates make them key tools for sustainable snowfighting operations.

Traffic Incident Management During Winter Operations

Presented By: Patrick Chavez and Steven Gillespie, CDOT Traffic Incident Management (TIM) responders—including fire, police, ambulance, transportation, and towing and recovery professionals—work together to help motorists, and to clear incidents safely and quickly. This session will highlight recent incident response challenges and the collaboration used between agencies to meet them, with real examples from winter operations, and potential solutions for your team.

Major Sponsor Showcase: Winter Equipment - Why Change Blades? // 1:00 p.m. – 2:00 p.m.

Afternoon Tracks // 2:15 p.m. – 3:15 p.m.

Lessons Learned Roundtable - "Ask an Expert"

Moderated By: Austin Rowser, City of Omaha and Wilfrid Nixon, Professional Snowfighters Association

Sometimes it is not clear what we should do in a given winter operations situation. This is your chance to pose your puzzles, tricky situations and challenges to a panel of experts to see what ideas they might have.

On the Cutting Edge

Presented By: Allison Madison, Wisconsin Salt Wise

From experimentation with various blade technologies, to pushing past the "limits" in pre-wetting rates, Wisconsin municipalities are innovating snow-fighting solutions that minimize the use of chlorides. Hear their stories, and share what's cooking at your agency, as we all work towards a smarter salting future.

Introduction to Snowplowing

Presented By: Josh Sutherland and William Heath, CDOT We'll Look at the fundamentals of snowplow operations, methods, safety, and goals—including how removal of snow and ice from the highways, public streets, public parking lots,

and other public areas is an emergency operation that takes precedence over other non-emergency work.

Major Sponsor Showcase: Dawson IS - Above and Below: Protecting Infrastructure and the Surrounding Environment Through the Use of Street, Storm, and Sewer Equipment and Technology // 2:15 p.m. – 3:15 p.m.

Afternoon Tracks // 3:25 p.m. – 4:25 p.m.

Leadership Matters: How to Make a Difference for Your Agency

Presented By: Jason Sakalaskas, Alaska DOT and Sarah Schacher, Michael Baker International

With so much competition to be an employer of choice among a limited pool of experience and talent, leadership in your organization can be the reason people stay or move on, impacting retention and overall engagement and productivity, not to mention the high cost of the 'revolving door.' Find out why everyone can be a leader at all levels in an organization, and why a focus on leadership will pay dividends to your agency—now and into the future.

Use of New Technology in Plowing Operations

Presented By: Bret Hodne, City of West Des Moines; Mark DeVries, Vaisala

Learn about advancements in equipment, constantly changing technology, and programs agencies use to optimize winter operations—including new innovations, advancements in existing programs, and recent changes in our industry.


Advanced Snowplowing

Presented By: Josh Sutherland and William Heath, CDOT

This session will go more in-depth into snowplowing techniques, technology, deicers, and equipment. You'll learn how to understand the storm, how to react, and methods to maximize efforts on the road.

Major Sponsor Showcase: EnviroTech Services // 3:25 – 4:25 p.m.

Prize Drawing in the Exhibitor Hall // 4:30 p.m. – 4:45 p.m.

 "Blades Up" Social Sponsored by 4Rivers Equipment // 6:00 p.m. – 9:00 p.m.



THURSDAY AT-A-GLANCE

Thursday, 9/28

TIME	DESCRIPTION	ROOM
7:30 a.m. - 3:00 p.m.	Conference Registration Hours	Conference Registration Area
8:00 a.m. - 5:00 p.m.	Exhibit Hall Hours	Front Range Ballroom

COFFEE & SNACK BREAKS

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	Education	Innovation	Snow Best Practices	Winter Maintenance	Major Sponsor Showcase
ROOM	SNOWBERRY	GOLDENGLOW	CARTER LAKE A&B	ASPEN DAISY/ELDERBERRY	BIG THOMPSON A&B
7:30 a.m.	CONTINENTAL BREAKFAST				
8:00 a.m.					
8:30 a.m.	Color Guard Flag Presentation by the CSU ROTC Wing Walker Honor Guard; National Anthem by Windsor High School; opening remarks by Loveland City Manager Steve Adams and APWA Colorado Chapter President Mark Jackson.				
9:00 a.m.					
9:30 a.m.	Featured Speaker: Karl Mecklenburg, Presenting "Teamwork and Leadership in a Changing World"				
10:00 a.m.	BREAK - Visit Our Exhibitor Hall				
10:30 a.m.	Can I Bring My Pet Monkey to Work? The Limits of Expression In and Outside the Workplace	Powering the Future: Vehicle-to-Grid Technology	Leveraging Strategic Partnerships for Career Advancement and Workforce Development	Winter Maintenance Supervisor Certificate Workshop (11:00 a.m. - 5:00 p.m.)	PlowOps
11:00 a.m.					
11:30 a.m.	BREAK - Visit Our Exhibitor Hall				
12:00 p.m.	Lunch				
1:15 p.m.	All Aboard the Nonstop Train of Winter Storms in the Western US During Winter 2022-23	Creating and Maintaining a Successful Apprenticeship Program	Hands-On Pre and Post Trips	Winter Maintenance Supervisor Certificate Workshop	FORCE America
2:15 p.m.	BREAK - Visit Our Exhibitor Hall				
2:45 p.m.	From Salt to Asphalt and Back Again: 72 Hours in the Life of an Omaha Snowfighter	Meeting Recruitment and Retention Challenges In Alaska	Variable Speed Limits - High Tech in the Snowfighter's Toolbox	Winter Maintenance Supervisor Certificate Workshop	Kois Brothers
3:45 p.m.	Safety Considerations in Winter Maintenance Operations	Winter Driving in the Wild: How Wild Ideas Can Educate and Resonate with the Public	Hiring and Retention - A Snapshot of What's Working in Waukesha County		Bruckner's Truck & Equipment
4:50 p.m.	Prize Drawing - Exhibit Hall Join us in the Exhibit Hall for your chance to win valuable prizes.				



Opening Ceremony and Featured Speaker // 8:30 a.m. – 10:00 a.m.

Color Guard Flag Presentation by the CSU ROTC Wing Walker Honor Guard; National Anthem by Windsor High School; opening remarks by Loveland City Manager Steve Adams and APWA Colorado Chapter President Mark Jackson.

FEATURED SPEAKER: Karl Mecklenburg, Presenting “Teamwork and Leadership in a Changing World”

Story-based and full of humor, Karl’s presentation brings a team together in times of change, and fights complacency in times of success. He’ll share his life lessons learned from the NFL that can be applied anywhere.

Major Sponsor Showcase: PlowOps - Transitioning Your Fleet Operations into Modern, Digital Assets // 10:30 a.m. – 11:30 a.m.

Morning Tracks // 10:30 a.m. – 11:30 a.m.

Can I Bring My Pet Monkey to Work? The Limits of Expression In and Outside the Workplace

Presented By: Chuck Passaglia, Defend Work
We live in a time when anyone can—and frequently wants to—be heard. This lively session addresses the limits of employee expression on- and off-the-job. Topics include an employee’s right to privacy, when griping about work is protected, workplace romance and other relationships, religious beliefs and practices in and outside work, political and social justice advocacy, use of social media and other technology, and engaging in dangerous activities such as drug and alcohol misuse or abuse.

Powering the Future: Vehicle-to-Grid Technology

Presented By: Diego Lopez, Northern Colorado Clean Cities
Curious about the future of energy and transportation? Explore Vehicle-to-Grid (V2G) technology, its benefits, challenges and potential to revolutionize the way we think about energy storage and consumption. We’ll cover grid stability, energy costs, standardized charging infrastructure, regulatory barriers, and potential revenue for EV owners. Whether you’re an EV owner, an energy industry professional, or simply someone interested in the latest advancements in sustainability, this presentation is for you.

Leveraging Strategic Partnerships for Career Advancement and Workforce Development

Presented By: Susan Baillargeon, FRCC and Heather Carlson, Colorado LTAP

See how LTAP and Front Range Community College are progressing their offerings by leveraging existing programming with an intentional approach to recruitment, retention, and succession.

Winter Maintenance Supervisor Certificate Workshop // 11:00 a.m. – 5:00 p.m.

Lunch // 12:00 p.m. – 1:15 p.m.

Afternoon Tracks Part I // 1:15 p.m. – 2:15 p.m.

All Aboard the Nonstop Train of Winter Storms in the Western US During Winter 2022-23

Presented By: Russ Schumacher, CSU CO Climate Center
The Western US saw a very active winter in 2022-23, with repeated storms and atmospheric rivers bringing record snowfall to the mountains of California, Utah and even Colorado. We’ll recap the 2022-23 snow season across the west, including the weather and climate patterns that set the stage, where the snow totals landed in historical context, and the places that missed out on all the action.

Creating and Maintaining a Successful Apprenticeship Program


Presented By: Jessica Mathis, Colorado Department of Labor and Employment and Stacy Phillips Learning, City of Loveland


Join this panel discussion with Apprenticeship Colorado and City of Loveland to learn how to structure and create a successful Registered Apprenticeship Program to recruit talent in today’s tough job market—covering partnerships, funding opportunities, success stories and lessons learned.


Hands-On Pre and Post Trips


Presented By: Bryce Scott and Ben Nuci, City of Colorado Springs

Pre and post trip checks are vital to ensuring maximum effectiveness while conducting snow and ice operations. The addition of plow, sander, and liquid capabilities produce various supplementary requirements compared to standard CDL inspections. Learn key items to examine for snow and ice operations. Plus, get identification and troubleshooting tips for common issues to help keep trucks on the road.


 **Major Sponsor Showcase: FORCE America - Precise GPS Telematics, Varitech Updates //**
1:15 p.m. – 2:15 p.m.


 **Afternoon Tracks Part 2 //**
2:45 p.m. – 3:45 p.m.


From Salt to Asphalt and Back Again: 72 Hours in the Life of an Omaha Snowfighter 
Presented By: Austin Rowser, City of Omaha, NE
Get an overview of the City of Omaha's street maintenance operations, and a general outline of its staffing and operating structure. Case history from recent winters will detail the extreme schedule demands for Public Works heroes serving their community.


Meeting Recruitment and Retention Challenges In Alaska 
Presented By: Jason Sakalaskas and Dan Schacher, Alaska DOT

Many government agencies are not able to adapt at the rate of private sector employers, resulting in limited resources to meet the traveling public's expectations. Learn how Alaska DOT & PF Maintenance & Operations has responded to current recruitment and retention challenges. Discover innovations that have helped them overcome a 25-30% vacancy rate—brought about by the effects of the pandemic combined with mass retirement of long-term employees that also left a large gap in institutional knowledge. They'll cover identifying mission critical staffing levels, using non-traditional methods of recruitment, and proposing long-term solutions to retain staff at all levels of the organization.


Variable Speed Limits - High Tech in the Snowfighter's Toolbox 
Presented By: Lee Perkins, Renfrew County Ontario
The use of variable speed limits for winter conditions has been proven to curb driver behavior and reduce the severity of accidents. See how this agency in Canada is using technology to the advantage of their residents.


 **Major Sponsor Showcase: Kois Brothers - AquaPhalt - Fix it and Forget It! Kuper - The Sharpest Blade in Town! //**
2:45 p.m. – 3:45 p.m.


 **Afternoon Tracks Part 3 //**
3:45 p.m. – 4:45 p.m.

Safety Considerations in Winter Maintenance Operations 
Presented By: Bret Hodne, City of West Des Moines, IA
Working around, and operating winter maintenance equipment can often be dangerous. Learn tips and ideas to minimize these risks. Highlights include pictures and videos of real-life accidents, and group exploration of what might have been done differently in these situations.

Winter Driving in the Wild: How Wild Ideas Can Educate and Resonate with the Public 
Presented By: Jared Fiel, CDOT
How do you get motorists to think about winter driving safety and the work our operators do in a new way that stands out? Explore how edgy and eye-catching communications can help change the public's mindset for the better. Attendees will walk away with new ideas for storytelling, have a better understanding of the power of communications campaigns, and learn how to be a part of telling the operator's story.

Hiring and Retention - A Snapshot of What's Working in Waukesha County 
Presented By: Nathan Wachtendonk, City of Green Bay and Tom Zembruski, Waukesha County, WI
This session will discuss the practices adopted at Waukesha County, including outreach to technical colleges, facility tours, mentorship, employee feedback surveys and rounding. Learn how these actions have helped them recruit, hire, and retain technicians in an incredibly competitive job market.

 **Major Sponsor Showcase: Bruckner's Truck & Equipment - The ABC's of Government Procurement: Making Sense of the Alphabet Soup; ITB, RFQ, RFP, etc. //**
3:45 p.m. – 4:45 p.m.

 **Prize Drawing in the Exhibitor Hall //**
4:50 p.m. – 5:00 p.m.
Join us in the Exhibit Hall for your chance to win valuable prizes!

FRIDAY AT-A-GLANCE






Friday, 9/29

TIME	DESCRIPTION	ROOM
7:30 a.m. - 11:00 a.m.	Conference Registration Hours	Conference Registration Area


COFFEE & SNACK BREAKS


SPONSORED BY



	 Education	 Innovation	 Snow Best Practices	 Winter Maintenance	 Operator Training
ROOM	SNOWBERRY	GOLDENGLOW	CARTER LAKE A&B	ASPEN DAISY/ELDERBERRY	RIVER BIRCH C
7:30 a.m.				Winter Maintenance Supervisor Certificate Workshop (7:30 a.m. - 11:30 a.m.)	Operator Training Program (7:30 a.m. - 11:30 a.m.)
8:00 a.m.	Vital Collaboration with Emergency Operations During Winter Storm Conditions	What to Know About Private Sector Snow Removal	Stories from the Road		
9:00 a.m.	BREAK				
9:10 a.m.	Snow Removal in the Snowiest Place in the World	Cascading Events and Unintended Consequences	APWA Excellence in Snow & Ice Control Winner		
10:15 a.m.	BREAK				
10:30 a.m.	Leading Multiple Generations in the Workforce: A Multi-Generational Perspective	Improving Employee Morale, Creative Approaches to Attract New Employees	Snow Removal from Trails		
11:30 a.m.	BREAK				
12:00 p.m. - 2:00 p.m.	<p align="center">Awards Banquet Luncheon With Featured Speaker: Keith Reester, City of Littleton, Presenting "Its About the Journey—500 Miles on the Colorado Trail" Plus: Rodeo Awards and Major Prize Drawings!</p>				



 **Operator Training Program //**
7:30 a.m. – 11:30 a.m.

 **Winter Maintenance Supervisor Certificate Workshop //** 7:30 a.m. – 11:30 a.m.

 **Morning Tracks Part I //** 8:00 a.m. – 9:00 a.m.

Vital Collaboration with Emergency Operations During Winter Storm Conditions

Presented By: Robert Carmosino, Police Department and Streets Division Representatives, City of Loveland, CO

Emergency managers assist with analyzing the situation (local, county, and statewide), notifications, communications, resource management, and learning how today's preparation leads to tomorrow's successes or failures. Learn how to build a collaborative relationship with your emergency manager that will prove vital during winter storm conditions.

What to Know About Private Sector Snow Removal


Presented By: Martyn Church, Eco Snow Removal

Learn about private contracted snow removal for Commercial and Residential clients. Martyn will cover staffing, equipment, product application, and anything else you want to ask. Plus, learn about Eco Snow Removal, Martyn's approach to making snow operations eco-friendly.

Stories from the Road

Moderated By: DJ Hughes and Mike Schauster, Pitkin County, CO

This session is so popular it has become an annual session. Hear unique stories—from frightening to laughable—and share your out-of-the-ordinary experiences removing snow.

 **Morning Tracks Part 2 //** 9:10 a.m. – 10:15 a.m.

Snow Removal in the Snowiest Place in the World

Presented By: Brandon Hotopp, Arapahoe County

Learn about snow removal in Misawa, Japan—one of the top three snowiest places in the world. We'll discuss the differences in snow removal operations and equipment, as well as how to handle massive amounts of snow.

Cascading Events and Unintended Consequences

Presented By: Lori Hodges, Larimer County

Lori will review different catastrophic events, and how decision-making can affect outcomes. See how cascading events can also increase critical thinking during, and after emergencies and disasters. Plus, learn the importance of relationships in the response to major events.

APWA Excellence in Snow & Ice Control Winner

Presented By: Brian Rowe, Rob Winter, and Eric Lucas, Town of Windsor, CO

The APWA Excellence in Snow and Ice Control Award was established to promote excellence in managing and administering public works snow and ice operations, and to promote best practices in snow and ice removal while minimizing environmental impacts. This year, the Town of Windsor, CO was recognized for its innovative processes and operations. Join us to hear about their trail-blazing efforts.

 **Morning Tracks Part 3 //** 10:30 a.m. – 11:30 a.m.

Leading Multiple Generations in the Workforce: A Multi-Generational Perspective

Presented By: Mike Coffey, EnviroTech Services; Dan Schacher, Alaska DOT; and Allison Madison, Wisconsin Salt Wise

As the gray tsunami continues, employees across all levels of public works are retiring, while the pandemic has impacted workforce stability. Having a clear plan in place to identify and develop future leaders is critical. Discover how a servant leadership philosophy can help attract and retain multi-generational teams. Presenters from multiple generations and roles in public works will share their experiences, and share their vision of effective succession planning.

Improving Employee Morale, Creative Approaches to Attract New Employees

Moderated By: Susie Hervert, Town of Vail; Tony Fietzer, City of DePere; and Tom Aguilar, CDOT

Public Works is continually faced with issues in recruiting and retaining employees. This interactive panel discussion will look at strategies for attracting new employees while keeping a high retention level of existing staff.

Snow Removal from Trails

Moderated By: Mike Saaranen, Denver Parks & Recreation

Explore the challenges and process of managing snow removal on urban trails, including types of equipment used, communication process, and how managers make the call.

Awards Banquet Luncheon and Featured Speaker // 12:00 p.m. – 2:00 p.m.

Featured speaker Keith Reester from the City of Littleton shares his journey hiking 500 miles of the Colorado Trail. Plus, join us for the Rodeo Awards and major prize drawings.

NATIONAL SNOW ROADEO

The National Snow Roadeo is an exciting one-day event that tests the skills and knowledge of equipment operators from around the country.



The competition offers five events. Participants can register for one event or multiple events.

- + Single Axle Snow Plow (two-person team event)
- + Tandem Axle Snow Plow (two-person team event)
- + Loader (individual event)
- + Grader (individual event)
- + Skid Steer (individual event)



Each event includes a diagnostic vehicle inspection, and a timed obstacle course. Prizes and trophies for all events will be awarded at the Roadeo Awards Luncheon held Friday. Winners will also be recognized nationally by APWA.

We'll award the top three best combined scores from agencies who participate in all five (5) events. So you don't have to get first place in an individual event to earn your plaque and bragging rights!

Bring your family and friends to cheer you on and watch you in action as you compete. One of the biggest pleasures is watching so many talented equipment operators show off their skills in the Roadeo events. It's not often that family and friends get a chance to watch, in a safe environment, what you do day in and day out in the winter.



Please Note: There will be no roadeo event registrations the day of the Roadeo, September 27. Substitutions are allowed. Please make sure you have registered for all the events you wish to participate in by 9/26.

Register Your Team Now for the Best Rates!		By 9/19	After 9/19	NO "Day of" Registrations 9/27
OR	Full Conference Registration <i>(Includes one Roadeo Event and a seat at Friday's Awards Luncheon.)</i>	\$300	\$325	
	Wednesday-Only (One-Day) Conference Registration <i>(Includes a seat at the Awards Luncheon. Does not include any Roadeo Events.)</i>	\$135	\$150	
Add Roadeo Events		By 9/25	On 9/26	New for 2023!
Each Additional (or Wednesday-Only) Roadeo Event Registration—Per Person, Per Event		\$100	\$150	

LOCATION AND ACCOMMODATIONS

Bring Your Spouse

Bring your spouse along to enjoy all the wonderful activities and attractions in, and around Loveland! There is shopping at nearby Centerra, museums, local brewery tours, golf, or visit world-renowned Rocky Mountain National Park and hike or bike one of the many trails! The Embassy Suites also offers a full service spa with a variety of high quality treatments to help you both relax and unwind. You may want to register your spouse as a guest if they'd like to enjoy the meals at the conference. Tickets are required.

Accommodations

The following is a list of recommended hotels that are offering discounted conference rates. Most of the hotels are holding blocks of rooms through late August, so make your reservation as early as possible to ensure you get the location, rate, and number of rooms you prefer. Attendees should identify themselves as "Snow & Ice Conference" to receive any available group room (discounted) rates.

HOTEL NAME	ADDRESS	PHONE	RATE	NOTES
Embassy Suites (Headquarters Hotel)	4705 Clydesdale Pkwy	970-593-6200	\$153	Includes parking + Wi-Fi. Book by 8/26/23.
Courtyard by Marriott	6106 Sky Pond Dr	970-667-7810	\$179	Includes parking + Wi-Fi. Book by 8/26/23.
Fairfield Inn	1710 Foxtrail Dr	970-461-1000	\$159	Includes parking, Wi-Fi + breakfast. Book by 8/26/23.
Hampton Inn	5500 Stone Creek Cir	970-593-1400	\$165	Includes parking, Wi-Fi + breakfast. Book by 8/26/23.
Residence Inn	5450 McWhinney Blvd	970-622-7000	\$165	Includes parking, Wi-Fi + breakfast. Book by 8/26/23.
OTHER AREA HOTELS - RATES ARE NOT GUARANTEED AND MAY BE SUBJECT TO CHANGE AT ANY TIME. CONTACT THE HOTEL DIRECTLY FOR PRICING/AVAILABILITY.				
Best Western Plus	5542 E US Highway 34	970-667-7810		
SpringHill Suites (Marriott)	6428 Crossroads Blvd	970-795-8800		
Wingate by Wyndham	5360 Ronald Reagan Blvd	970-578-0966		
Comfort Suites	4851 Thompson Parkway	970-663-3300		
Holiday Inn Express	6092 E Crossroads Blvd	800-315-2621		

Please Note: If tax exempt, please notify the hotel when making a reservation. Deposit and cancellation policies will be unique to each hotel. Please inquire with the hotel when making a reservation.

Conference Location



Additional Hotels



Exclusive Online Registration

Full Conference Registration fees include access all three days to educational sessions, exhibitor areas, prize drawings, participation in one (1) Rodeo event, break refreshments sponsored by Custom Linings, Holman, Neverest Equipment, PlowOps and Frost Solutions, lunch on Wednesday and Thursday, Wednesday "Blades Up" Social sponsored by 4Rivers Equipment, and Friday Awards Banquet Luncheon. Single-Day Registrations only include access to that day's events.

VISIT WWW.WESTERNSNOWANDICE.COM TO REGISTER TODAY!

FULL CONFERENCE REGISTRATION	ONE-DAY REGISTRATION
Full Conference Cost: <input type="checkbox"/> \$300 by 9/19 <input type="checkbox"/> \$325 after 9/19	<input type="checkbox"/> WED <input type="checkbox"/> \$135 by 9/19 <input type="checkbox"/> \$150 after 9/19 <input type="checkbox"/> WED w/ Rodeo <input type="checkbox"/> \$135 by 9/19 <input type="checkbox"/> \$150 after 9/19 (see below for details) <input type="checkbox"/> THUR <input type="checkbox"/> \$135 by 9/19 <input type="checkbox"/> \$150 after 9/19 <input type="checkbox"/> FRI <input type="checkbox"/> \$135 by 9/19 <input type="checkbox"/> \$150 after 9/19

GUEST REGISTRATIONS - BRING YOUR SPOUSE!

\$100 - Includes a ticket for Wednesday lunch, Thursday lunch, and Friday Awards Banquet

WINTER MAINTENANCE SUPERVISOR CERTIFICATE WORKSHOP	OPERATOR TRAINING PROGRAM
<input type="checkbox"/> \$25 - In Addition to the Conference Registration This class is held Thursday & Friday. Must attend both days. Registration is Required!	<input type="checkbox"/> \$25 - In Addition to the Conference Registration This class is held Friday 7:30am-11:30am. Registration is Required!

ROADEO REGISTRATION

- A Full conference registration includes one rodeo event and a ticket to Friday's Rodeo Awards Banquet. Additional events are \$100/event by 9/25; \$150 on 9/26.
- Those who purchase a *Wednesday-Only with Rodeo* conference registration may participate in the Rodeo for an additional cost of \$100 per event, per person if purchased by 9/25. Additional events are \$150 on 9/26.

"Day of" Rodeo registrations are no longer available for either type of registration fee. Substitutions are allowed.

Visit www.westernsnowandice.com to register. Please include all names of participants who are going to compete in the Rodeo when you complete the online form. If you do not know the names of attendees at the time of registration, please list them as your agency #1 (e.x. City of Loveland #1), and then email the confirmed names to Pam at bdweimer@msn.com.

IF ADDITIONAL	BY 9/25	ON 9/26	NO "DAY OF" REGISTRATIONS	IF ADDITIONAL	BY 9/25	ON 9/26	NO "DAY OF" REGISTRATIONS
<input type="checkbox"/> Single Axle Plow	\$100	\$150		<input type="checkbox"/> Loader	\$100	\$150	
<input type="checkbox"/> Tandem Axle Plow	\$100	\$150		<input type="checkbox"/> Grader	\$100	\$150	
<input type="checkbox"/> Skid Steer	\$100	\$150					

REGISTER EARLY. SAVE MONEY!

All registrations must be completed online. Visit www.westernsnowandice.com to pay by credit card. Cancellations must be processed online using the confirmation code obtained in the original confirmation email by September 11, 2023 to receive a refund.

QUESTIONS: Contact Pam Weimer at bdweimer@msn.com.



c/o Pamela Weimer
6540 S. Tabor St.
Littleton, CO 80127

REGISTER ONLINE AT WWW.WESTERNSNOWANDICE.COM!

GOING THE EXTRA MILE

SEPTEMBER 27 - 29, 2023
EMBASSY SUITES
LOVELAND, CO

