

## ALAN STEIMAN SCHOLARSHIP: ADAM HUNTER, A&J LAWN AND LANDSCAPE LLC

**→** ADAM HUNTER LOVES SNOW — always has. It makes perfect sense then that he'd choose to own a snow and ice management company. This year's Alan Steiman Scholarship winner is still getting his feet wet as a snow professional in his St. Louis, MO, market, which is why he turned to SIMA and applied for the scholarship.

"I am ready for the next step," said Hunter, who not only serves a small contingent of residential and commercial clients but also works as a subcontractor.

"I know that I have worked hard every day to achieve my goals. I feel that the scholarship would not only give recognition but help to motivate me as a person and a company to set new goals and strive to achieve excellence for my clients."



## EXCELLENCE IN BUSINESS: IPPOLITO SNOW SERVICES

**→** IPPOLITO SNOW SERVICES picked up the Excellence in Business Award for its use of technology to improve operations and make the company more efficient. Owner Frankie Ippolito said the company doubled its client base and more than tripled its top-line revenue from the previous year. This achievement was due in part to the use of software to manage client data and fleet tracking and the creation of a shared service center for sidewalk operations.

Marketing efforts paid off for Ippolito Snow Services as well. The company's Yelp presence generated over 2,300 views (a 300% increase), and its "Inches Matter" advertising campaign added edginess and humor to the business. Ippolito's appearance on CNBC showed the value of positive, professional snow expertise. Nielsen estimated the company's media appearances reached over 3 million viewers and had a publicity value of \$360,000.

Despite the new technologies and positive press, Ippolito says people will always be the "secret sauce that makes a business like ours a great company. It's our people who make things happen, and keeping them involved and engaged is an important part of our job as leaders."



## SAFETY AWARDS

Affiliated Grounds Maintenance Group – Erie, PA

Arbutus Landscaping Inc. – Calgary, AB

Bella's Lawn & Landscape LLC – Toledo, OH

Case Snow Management Inc. – Attleboro Falls, MA

Edmond's Landscape & Construction – Halifax, NS

Foegley Landscape – South Bend, IN

G. Greene Construction Co. Inc. – Allston, MA

Grant & Power Landscaping – West Chicago, IL

Greg's Lawn & Landscaping – Cedar Rapids, IA

Green Stripes Landscaping – Waterbury Center, VT

Jack's Lawn Service and Snowplowing Inc. – Byron Center, MI

James Martin Associates, Inc. – Vernon Hills, IL

Markham Property Services Limited – Markham, ON

Precision Snow Removal – Ottawa, ON

R.S. Widdoes & Son, Inc. – Wilmington, DE

Rabine Snow Pros – Schaumburg, IL

Rocky Fork Company – New Albany, OH

Silvis Group, Inc. – Mount Pleasant, PA

Snow and Ice Pros Inc. – Hammond, IN

The Groundskeeper Inc. – Ashland, MA

The Lawn Pro – Louisville, KY

Urban Meadows Property Maintenance Group – Ayr, ON

Winter Services Inc. – West Allis, WI

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