



APWA WESTERN

**SNOW & ICE**®

CONFERENCE AND NATIONAL SNOW ROADSHOW

# Snow Troopers

The Coolest People We Know

9.30.26 - 10.02.26

Embassy Suites  
Loveland, CO



# Letter from the Chairman

Dear Snowfighting Professionals,

The organizing committee and I wish to invite you to attend the 46th Annual Western Snow and Ice Conference and National Snow Rodeo being held September 30th through October 2nd at the Embassy Suites Hotel and Conference Center in the beautiful city of Loveland, Colorado. I am proud to serve a fourth year as the Conference Chair, and wanted to share with you some of the great things we have on deck for 2026.

As the largest conference from American Public Works Association's 62 chapters across North America, it serves as an opportunity for professional growth and underscores the conference mission of advancing the development of Operators, Supervisors, and Managers involved in snow operations. You'll see this reflected throughout the workshops, break-outs, and speaker topics.

In choosing the theme of this year's conference: **"Snow Troopers: The Coolest People We Know,"** the conference committee recognizes the great skill, fortitude, preparation, and patience all dedicated snowfighters show with every shift they work to do what it takes to get the job done effectively. Our goal is to enhance your knowledge of techniques, methods, and equipment so you can continue your great work and professionalism.

The 2025 conference was another overwhelming success thanks to all the snow removal and ice control professionals who attended from across the country and Canada. Our registrations remain high, and the first year of hosting the National Snow Rodeo as a two-day event went better than expected. We're applying lessons learned to improve the two-day rodeo even further this year, and hope you will consider participating in at least one event.

The organizing committee strives to deliver a great experience. We have a variety of topics and subjects, with speakers from across the United States. We also have vendors showing the latest technology available for snow removal and ice control, and one of the best equipment displays you will see at regional conference. Plus, we look forward to welcoming the National APWA President Robert Garland from Sarasota, Florida, and our keynote speaker, renowned STEM educator Steve Spangler.

## Celebrating 15 Years of Certificate Programs

It has been 15 years since we initially sponsored the Winter Maintenance Supervisor and Operator Certificate programs. We're proud to be the first, and longest running program of any other conference. We encourage you to register to earn your certificate during this year's conference and advance your expertise.

Celebrating  
**15** Years

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. Don't miss out on the creative spark you'll get and acquaintances you'll make. We are confident there is no better place to connect with other Snow Operators, Supervisors, and Managers to acquire new ideas. You'll leave ready to further advance the mission of your agency's snow operations this upcoming season. We hope to see you in September!

Sincerely,

Pete Adler, Chairman  
46th Annual APWA Western Snow & Ice  
Conference and National Snow Rodeo



### HELP US 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



2-DAY  
ROADEO!

# Conference Highlights

## SHUTTLE TO THE ROADEO SITE

Wednesday, 9/30 and Thursday, 10/1

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 and Thursday from the east side of the Embassy Suites Conference Center, to The Ranch Events Complex where the rodeo is held.



NEW!

### MORE PRIZE DRAWINGS THAN EVER BEFORE!

Stop by the Exhibit Hall during breaks for your chance to win. At-A-Glance Schedules have all the details.

## FEATURED SPEAKER: STEVE SPANGLER

Presenting "The Engagement Effect: Cultivating Experiences That Ignite Connection, Build Trust, and Inspire Action"

Thursday, 10/1 | 8:30 AM

How do you break through the noise, capture attention, and create real connection in a world where people are constantly distracted? You don't shout louder, you design better experiences. Steve Spangler's Engagement Effect is more than a keynote. It's a blueprint for transformational leadership in action. Drawing from the principles in his latest bestselling book of the same name, Steve reveals how leaders, educators, and entrepreneurs can engineer experiences that move people from passive listeners to active participants, from compliance to commitment. His message is simple but powerful: Engagement isn't a tactic. It's a skill you can build, a mindset you can adopt, and a strategy you can master.



## WINTER MAINTENANCE SUPERVISOR CERTIFICATE WORKSHOP

Thursday, 10/1 & Friday, 10/2

The APWA Winter Maintenance Supervisor Certificate Workshop provides a well-rounded overview 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: Class size is limited.** Pre-registration is required for this workshop, and an additional \$50 fee will be added to the conference registration cost for participants. **If you are competing in the rodeo on Thursday, you cannot register for this class as you must attend the class on both Thursday and Friday.**

Celebrating  
**15** Years

SPONSORED BY



**VAISALA**

## MAJOR SPONSORS



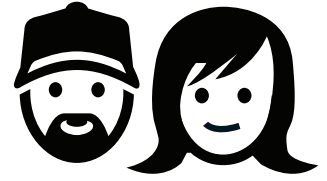
# Conference Highlights

## WINTER MAINTENANCE OPERATOR CERTIFICATE WORKSHOP

Friday, 10/2 | 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.

**PLEASE NOTE: Class size is limited.** Pre-registration is required for this workshop and there is an additional \$25 fee added to the conference registration cost for those who participate.



Celebrating  
**15** Years

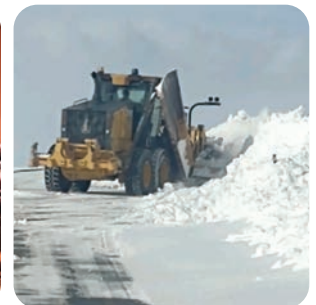
## FEATURED SPEAKERS: DAN SCHACHER, ALASKA DOT&PF AND MARK DEVRIES, VAISALA

Presenting “15 Years of Winter Maintenance  
Certificate Programs”  
Friday, 10/2 | 11:30 AM

Celebrating  
**15** Years



The Winter Maintenance Supervisor and Operator Certificate Programs have been in place for 15 years now. Over 13,000 professional snowfighters have taken and completed the workshops. The Western Snow and Ice Conference has offered the workshops ever since their inception – longer than any other event in North America! Two of the program’s founders – Mark DeVries and Dan Schacher – will discuss the roots and growth of the certificate programs, and where the programs may go in the future.



**EARLY CHECK-IN  
OPENS TUESDAY  
3-5 PM**

# Wednesday At-A-Glance

## WEDNESDAY, 9.30

| TIME                  | DESCRIPTION                     | ROOM                     |
|-----------------------|---------------------------------|--------------------------|
| 7:00 a.m. - 8:45 a.m. | Rodeo Check-In                  | Aspen Daisy / Elderberry |
| 7:00 a.m. - 4:00 p.m. | Conference Administration Hours | Main Hall                |
| 7:00 a.m. - 4:30 p.m. | Exhibit Hall Hours              | Front Range Ballroom     |

### COFFEE & SNACK BREAKS



| Session Topics   |                                                                                                            |                                                                          |                                                                       | Rodeo Events                                                                                                                                                                                                                                      | Major Sponsor Showcases                                                                                                                                                                                                                               |
|------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ROOM             | SNOWBERRY                                                                                                  | GOLDENGLOW                                                               | CARTER LAKE A&B                                                       | THE RANCH/ASPEN DAISY                                                                                                                                                                                                                             | BIG THOMPSON A&B                                                                                                                                                                                                                                      |
| 7:00 a.m.        |                                                                                                            |                                                                          |                                                                       | Rodeo Check-In<br>7:00 AM - 8:45 AM<br>in Aspen Daisy & Elderberry                                                                                                                                                                                |                                                                                                                                                                                                                                                       |
| 8:00 a.m.        |                                                                                                            |                                                                          |                                                                       | Rodeo Orientations<br>8:00 AM - 9:00 AM<br>Competitors - Aspen Daisy<br>Judges - McKee Building at The Ranch                                                                                                                                      |                                                                                                                                                                                                                                                       |
| 9:00 a.m.        | Your Choice, Your Topic:<br>An Interactive Winter Maintenance Session                                      | Contrasts and Similarities of Winter Operations Small City vs Large City | Building a Unified Team While Working in Remote Locations             | 9:15 AM - Completion<br><br>Rodeo Written and Diagnostics Test<br>in McKee Building at The Ranch<br><br>Competition at The Ranch<br><br>Loader Skid Steer Tandem Axle<br><br>Grader and Single Axle Plow Testing and Events Will Be Held Thursday | Campbell Scientific                                                                                                                                                                                                                                   |
| 10:00 a.m.       | BREAK - Visit Our Exhibitor Hall, Stay for Prize Drawing                                                   |                                                                          |                                                                       |                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                       |
| 10:30 a.m.       | Wildest Weather in the World... Forecasting Weather in a Complex Environment                               | When Are You Plowing My Street? A Public-Facing Dashboard Program        | Generative Leadership: Leaving a Learning Legacy                      |                                                                                                                                                                                                                                                   | Sno-Biz                                                                                                                                                                                                                                               |
| 11:30 a.m.       | Lunch, Don't Miss the Prize Drawing at 12:45                                                               |                                                                          |                                                                       |                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                       |
| 1:00 p.m.        | Observations: Their Value and Limitation in Winter Operations Decision Making                              | The End of the Road: Sharing Knowledge Gained With the Next Leaders      | Hiring and Retention: A Snapshot of What's Working in Waukesha County |                                                                                                                                                                                                                                                   | Dawson Infrastructure Solutions                                                                                                                                                                                                                       |
| 2:00 p.m.        | BREAK - Visit Our Exhibitor Hall                                                                           |                                                                          |                                                                       |                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                       |
| 2:15 p.m.        | Does It Really Snow in Arizona?                                                                            | From Prompt to Plow: Using AI to Build Better Winter Maintenance         | Introduction to Snowplowing                                           |                                                                                                                                                                                                                                                   | Winter Equipment                                                                                                                                                                                                                                      |
| 3:15 p.m.        | BREAK - Visit Our Exhibitor Hall                                                                           |                                                                          |                                                                       |                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                       |
| 3:30 p.m.        | Fleet Operations During a Snow Event                                                                       | Let's Talk Liquids                                                       | Advanced Snowplowing                                                  |                                                                                                                                                                                                                                                   | Bruckner's Truck & Equipment                                                                                                                                                                                                                          |
| 4:30 p.m.        | Prize Drawing<br>Visit Our Exhibitor Hall for your chance to win valuable prizes.                          |                                                                          |                                                                       | Prize Drawing                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                       |
| 6:00 - 9:00 p.m. | "Blades Up" Social Sponsored by 4Rivers Equipment<br>Enjoy a fun-filled night and network with your peers. |                                                                          |                                                                       |                                                                                                                                                                                                                                                   | <div><div>JOHN DEERE</div><div><div>4RIVERS<br/>EQUIPMENT</div></div></div> |

# Wednesday, 9.30

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

 Rodeo Check-In // 7:00 a.m. – 8:45 a.m.

 Rodeo Competitors & Judges Orientations // 8:00 a.m. – 9:00 a.m.

 Rodeo Tests and Competition - Loader, Skid Steer, Tandem Axle // 9:15 a.m. – Completion

 Major Sponsor Showcase: Campbell Scientific // 9:00 a.m. – 10:00 a.m.

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

## **Your Choice, Your Topic: An Interactive Winter Maintenance Session**

Presented By: Mike Coffey, Retired Technical Expert and Alaska DOTA Assistant Commissioner and Steven Clark, EnviroTech Services

Learn practical, actionable takeaways that can be applied immediately in day-to-day public works operations.

## **Contrasts and Similarities of Winter Operations Small City vs Large City**

Presented By: Jeff Calentine, City of La Vista, NE and Austin Rowser, City of Omaha, NE

Get an overview of the planning and execution of winter maintenance operations for suburban vs. central city communities and the importance of good internal and external communication utilizing a snow and ice control plan. Plus, understand different operational approaches and how to better manage community expectations.

## **Building a Unified Team While Working in Remote Locations**

Presented By: Sarah Schacher, Michael Baker International, Mark DeVries, Vaisala, and Dan Schacher, Alaska DOT&PF

While there's a lot of talk about "return to office," there is less discussion about keeping employees engaged when geography dictates separate work environments, such as remote maintenance yards. Learn how to build a team overseeing maintenance crews at remote locations.

 Major Sponsor Showcase: Sno-Biz // 10:30 a.m. – 11:30 a.m.

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

## **Wildest Weather in the World... Forecasting Weather in a Complex Environment**

Presented By: Mike Chapman, Colorado DOT

Get an overview of weather forecasting for the Colorado Department of Transportation. Both weather and complex decisions around the weather will be highlighted and discussed.

## **When Are You Plowing My Street? A Public-Facing Dashboard Program**

Presented By: Michael Duffy, City of Cedar Rapids, IA

In response to resident requests, Cedar Rapids initiated an outward-facing snow removal dashboard. Learn about the process, including vendor selection, public expectations, interaction with information technology, and the challenges and successes over the past year of implementation.

## **Generative Leadership: Leaving a Learning Legacy**

Presented By: Susan Baillargeon, Front Range Community College

Explore generative leadership as a powerful approach to building teams that think critically, adapt, and continuously improve. Use it to create a lasting learning legacy by developing independent thinkers and shared ownership.

 Lunch, Plus Prize Drawing at 12:45 // 11:30 a.m. – 1:00 p.m.

 Major Sponsor Showcase: Dawson Infrastructure Solutions // 1:00 p.m. – 2:00 p.m.

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

## **Observations: Their Value and Limitation in Winter Operations Decision Making**

Presented By: Ben Hershey, DTN

Discover how to maximize the value of RWIS, MDC/AVL, and weather station observations for real-time winter maintenance decisions while understanding their critical limitations. Learn how to strategically integrate multiple observation sources for optimal resource deployment and chemical application, while recognizing why observations alone can't replace numerical weather prediction and pavement temperature modeling.

# Wednesday, 9.30

## **The End of the Road: Sharing Knowledge Gained With the Next Leaders**

Presented By: Dan Schacher, Alaska DOT&PF and Tom Aguilar, Colorado DOT

We'll discuss how passing on knowledge gained over 30+ year careers in the snow and ice industry results in increased efficiency, faster decision making, and enhanced innovation.

## **Hiring and Retention: A Snapshot of What's Working in Waukesha County, WI**

Presented By: Tom Zembruski, Waukesha County, WI and Nathan Wachtendonk, City of Green Bay, WI  
Training and retaining mechanics and employees continue to be a challenge across the industry. Gain insight into what strategies are working in Waukesha County, Wisconsin.



**Major Sponsor Showcase: Winter Equipment - Razor® XL with Winter Carbide™ //**  
2:15 p.m. – 3:15 p.m.



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

## **Does It Really Snow in Arizona?**

Presented By: Kevin Duby, Arizona DOT, Mark DeVries and Kenberly Field, Vaisala

Arizona is often thought of as a desert, but higher elevations experience harsh winter storms. See how Arizona DOT prepares for winter maintenance operations, from snowplow operator training, to equipment readiness, and weather technology forecasting.

## **From Prompt to Plow: Using AI to Build Better Winter Maintenance**

Presented By: Wilf Nixon, City of Pella, IA

Discover the practical use of generative Artificial Intelligence (AI) in winter maintenance planning and operations. Learn how to craft effective prompts using recognized prompt-engineering frameworks and see how iterative interaction with AI can refine and strengthen operational plans. Plus, get techniques for improving AI-generated outputs that can be applied confidently in real-world public works settings.

## **Introduction to Snowplowing**

Presented By: Will Sutherland and Miguel Tovar, Colorado DOT

The removal of snow and ice from highways, public streets, parking lots, and other public areas is considered an emergency operation that takes precedence over all

non-emergency work. This review covers the fundamentals of snowplow operations, safety protocols, and primary goals.



**Major Sponsor Showcase: Bruckner's Truck & Equipment - The ABC's of Government Procurement: Making Sense of the Alphabet Soup: ITB, RFQ, RFP, etc. //** 3:30 p.m. – 4:30 p.m.



**Afternoon Tracks //** 3:30 p.m. – 4:30 p.m.

## **Fleet Operations During a Snow Event**

Presented By: Gus Brown and Mark Hash, City of Loveland, CO

The speakers will share their past and current experience during snow operations with in-service repairs, out-of-service repairs, and on-call response.

## **Let's Talk Liquids**

Presented By: Diana Clouch and Diane Watkins, DW Clonch LLC, and Bryan Pickworth, City of Farmington Hills, MI

Don't miss this interactive discussion among seasoned panelists and attendees exploring all things related to liquid deicers. This session will offer the opportunity to ask questions on any level, discover available resources, and share first-hand experiences among users.

## **Advanced Snowplowing**

Presented By: Mick Bogenhagen and David Mansanares, Colorado DOT

Learn about snow planning, major events, working with partners (towns, rocky mountain 4x4 rescue), using weather data, materials, and mental attitudes. Preparation for pre-storms, friction sensors, living snow fences and all items to help us do our job better will also be covered.



**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.



Enjoy a fun-filled night and network with your peers.

# Thursday At-a-Glance

## THURSDAY, 10.1

| TIME                  | DESCRIPTION                     | ROOM                 |
|-----------------------|---------------------------------|----------------------|
| 7:30 a.m. - 4:00 p.m. | Conference Administration Hours | Main Hall            |
| 8:00 a.m. - 4:00 p.m. | Exhibit Hall Hours              | Front Range Ballroom |

### COFFEE & SNACK BREAKS



| Session Topics |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                 |                                                     | Rodeo Events                                                                                                                                                            | Winter Maintenance                                                          | Major Sponsor Showcase   |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------|
| ROOM           | SNOWBERRY                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | GOLDENGLOW                                                      | CARTER LAKE A&B                                     |                                                                                                                                                                         | ASPEN DAISY/<br>ELDERBERRY                                                  | BIG THOMPSON<br>A&B      |
| 7:30 a.m.      | CONTINENTAL BREAKFAST                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                 |                                                     |                                                                                                                                                                         |                                                                             |                          |
| 8:30 a.m.      | <p>Color Guard Presentation by the Associated Veterans Loveland. National Anthem by Windsor High School Choir. Opening Remarks by Loveland Deputy City Manager Rod Wensing, APWA Colorado Chapter President Chuck Weiss, APWA Region IX Director Donald Huling, and National APWA President Robert Garland.</p> <p><b>Featured Speaker:</b> Steve Spangler, Presenting "The Engagement Effect: Cultivating Experiences That Ignite Connection, Build Trust, and Inspire Action"</p> |                                                                 |                                                     |                                                                                                                                                                         |                                                                             |                          |
| 10:00 a.m.     | BREAK - Visit Our Exhibitor Hall, Stay for Prize Drawing                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                 |                                                     | Prize Drawing                                                                                                                                                           |                                                                             |                          |
| 10:30 a.m.     | Public Works Visibility: How to Be Recognized as First Responders                                                                                                                                                                                                                                                                                                                                                                                                                   | So You Want to Build a Snow Fence?                              | Hands-On Pre- and Post-Trips                        | 10:30 AM - Completion                                                                                                                                                   | Winter Maintenance Supervisor Certificate Workshop (10:30 a.m. - 5:00 p.m.) | Wagner Equipment         |
| 11:30 a.m.     | Lunch, Don't Miss the Prize Drawing at 12:45                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                 |                                                     | Rodeo Written and Diagnostics Test in McKee Hall at The Ranch                                                                                                           |                                                                             |                          |
| 1:00 p.m.      | Where Was the Snow? Looking Back at a Below-Average Snow Year and What the Upcoming Winter Might Bring                                                                                                                                                                                                                                                                                                                                                                              | Fifteen Years Later: Technology Development Within Colorado DOT | Equipment Calibration Part 1 - The What and The Why | Competition at The Ranch                                                                                                                                                |                                                                             | EnviroTech Services, LLC |
| 2:00 p.m.      | BREAK - Visit Our Exhibitor Hall                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                 |                                                     | Grader Single Axle Plow                                                                                                                                                 |                                                                             |                          |
| 2:15 p.m.      | Tracking Your Materials Throughout a Storm on a Budget                                                                                                                                                                                                                                                                                                                                                                                                                              | There's Been an Accident; Dad's Not Coming Home Tonight         | Equipment Calibration Part 2 - The How              | <p>Check-In and Orientation for Thursday-Only Rodeo Competitors Takes Place in Carter Lake A&amp;B</p> <p>Judges Orientation Takes Place in McKee Hall at The Ranch</p> |                                                                             | FORCE America            |
| 3:30 p.m.      | <b>Prize Drawing</b><br>Visit our Exhibitor Hall for your chance to win valuable prizes.                                                                                                                                                                                                                                                                                                                                                                                            |                                                                 |                                                     | Prize Drawing                                                                                                                                                           |                                                                             |                          |
| 5:00 p.m.      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                 |                                                     |                                                                                                                                                                         |                                                                             |                          |



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

Color Guard Presentation by the Associated Veterans Loveland. National Anthem by Windsor High School Choir. Opening Remarks by Loveland Deputy City Manager Rod Wensing, APWA Colorado Chapter President Chuck Weiss, APWA Region IX Director Donald Huling, and National APWA President Robert Garland.

### **FEATURED SPEAKER: Steve Spangler, Presenting “The Engagement Effect: Cultivating Experiences That Ignite Connection, Build Trust, and Inspire Action”**

How do you break through the noise, capture attention, and create real connection in a world where people are constantly distracted? You don’t shout louder, you design better experiences. This is more than a keynote. It’s a blueprint for transformational leadership in action. Learn how to build your engagement skills, adopt an engagement mindset, and master this strategy.



## Major Sponsor Showcase: Wagner Equipment - Caterpillar Snow Tools and Solutions // 10:30 a.m. – 11:30 a.m.



## Rodeo Check-In, Orientations, Tests, and Competition - Grader, Single Axle // 10:30 a.m. – Completion



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

### **Public Works Visibility: How to Be Recognized as First Responders**

Presented By: Joubin Pakpour, Pakpour Consulting Group

Public Works Professionals have been referred to as the silent first responders, first in, last out. They are typically first to arrive after natural or man-made disasters, clearing the way for other first responders, and last to leave, long after the emergency is over. Yet many community members, elected officials, and even other agency departments do not regard public works as first responders.

### **So You Want to Build a Snow Fence?**

Presented By: Laura Fay and Karalyn Clouser, Western Transportation Institute at Montana State University  
Snow fences offer several benefits for a transportation agency including maintaining open roadways, reducing crashes, and reducing winter maintenance needs. This presentation will help agencies identify, prioritize, and determine the cost-effective locations to provide the greatest safety improvement. Presenters will walk through how to prioritize your blowing snow problem areas for snow fence implementation and provide guidance on snow fence use, considerations, and costs.

### **Hands-On Pre- and Post-Trips**

Presented By: Bryce Scott, City of Colorado Springs, CO

We’ll start with the importance of doing a pre-trip, including key things we have noticed in our experience to look for, as well as how to do it. Lastly, we’ll cover how to set up your vehicle during the post-trip, and what to look for after a shift.



## Winter Maintenance Supervisor Certificate Workshop // 10:30 a.m. – 5:00 p.m.



## Lunch, Plus Prize Drawing at 12:45 // 11:30 a.m. – 1:00 p.m.



# Thursday, 10.1



**Major Sponsor Showcase: EnviroTech Services, LLC // 1:00 p.m. – 2:00 p.m.**



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

**Where Was the Snow? Looking Back at a Below-Average Snow Year and What the Upcoming Winter Might Bring**

**Presented By:** Russ Schumacher, Colorado State Climatologist

This presentation will review the 2025-26 snow season in Colorado and the West, which in many places was a warm and dry one. This will include weather and climate data from around the region. Then, we'll take a look in the forecast models and the crystal ball for what the upcoming winter may look like.

**Fifteen Years Later: Technology Development Within Colorado DOT**

**Presented By:** Bjorn Zachrisson, NIRA Dynamics Inc, and Mike Chapman, Colorado DOT

Colorado DOT has some of the most challenging and diverse winters of any state with the massive annual snowfall, the mountains, the sun, and the avalanches. In the last two years a new platform has been introduced for real-time weather and real-time road conditions from connected vehicles.

**Equipment Calibration Part 1 - The What and The Why**

**Presented By:** Diana Clonch, DOW Clonch LLC, and Bryan Pickworth, City of Farmington Hills, MI

Part 1 of a two-part series provides an overview of controller calibration discussing and illustrating the calibration process and procedures. Additionally, a focus on the importance of calibration will be provided detailing the need for a regular and ongoing calibration program.



**Major Sponsor Showcase: FORCE America - Precise and Varitech Updates and New Products // 2:15 p.m. – 3:15 p.m.**



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

**Tracking Your Materials Throughout a Storm on a Budget**

**Presented By:** Corey Rivera and Zach Mackey, City of Colorado Springs, CO

This session will discuss how to create spreadsheets and possibly create apps to help monitor and track materials and equipment. See how these products can help save time, and how you can do all of this on a budget.

**There's Been an Accident; Dad's Not Coming Home Tonight**

**Presented By:** Bret Hodne, Iowa LTAP

Working around equipment can be dangerous – even fatal. The presenter is a long time equipment operator and manager who has seen a lot of accidents over the course of his career. He will share some of the accidents he has encountered and how they could possibly have been prevented. This interactive session will also be an opportunity to learn from the experiences of others as well.

**Equipment Calibration Part 2 - The How**

**Presented By:** Diana Clonch, DOW Clonch LLC, and Bryan Pickworth, City of Farmington Hills, MI

Part 2 of a two-part series provides an overview of actual controller calibration and related resources. Additionally, a short hands-on demonstration is planned.



**Prize Drawing in the Exhibitor Hall // 3:30 p.m. – 3:45 p.m.**

Join us in the Exhibit Hall for your chance to win valuable prizes!



# Friday At-A-Glance

## FRIDAY, 10.2

7:30 a.m. - 11:00 a.m.

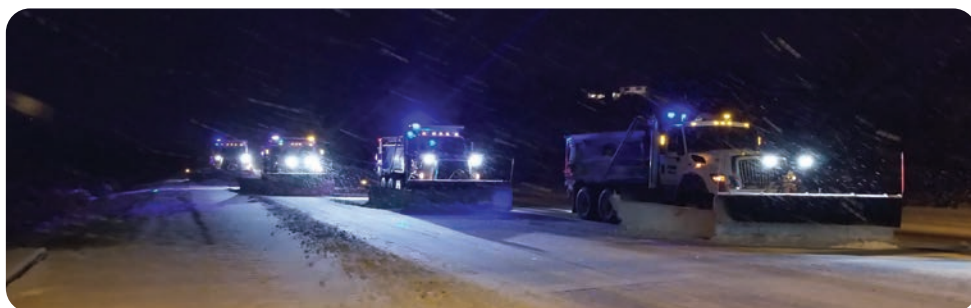
Conference Administration Hours

### COFFEE & SNACK BREAKS

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| Session Topics         |                                                                                                                                                                                                                                                                                                      |                                                                                 |                                                                 | Winter Maintenance                                                             | Operator Training                                                            |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| ROOM                   | SNOWBERRY                                                                                                                                                                                                                                                                                            | GOLDENGLOW                                                                      | CARTER LAKE A&B                                                 | ASPEN DAISY/ ELDERBERRY                                                        | RIVER BIRCH                                                                  |
| 7:30 a.m.              |                                                                                                                                                                                                                                                                                                      |                                                                                 |                                                                 | Winter Maintenance Supervisor Certificate Workshop<br>(7:30 a.m. - 11:30 a.m.) | Winter Maintenance Operator Certificate Workshop<br>(7:30 a.m. - 11:30 a.m.) |
| 8:00 a.m.              | Improving Employee Retention While Boosting Morale in Today's Economy                                                                                                                                                                                                                                | Avalanche Hazard and Mountain Roads: Information for Snow and Ice Professionals | Stories From the Road                                           |                                                                                |                                                                              |
| 9:00 a.m.              | BREAK                                                                                                                                                                                                                                                                                                |                                                                                 |                                                                 |                                                                                |                                                                              |
| 9:10 a.m.              | Situational Awareness for Maintainers and Snowfighters                                                                                                                                                                                                                                               | Life Cycle of Severe Weather Response                                           | Different Roads To Leadership                                   |                                                                                |                                                                              |
| 10:10 a.m.             | BREAK                                                                                                                                                                                                                                                                                                |                                                                                 |                                                                 |                                                                                |                                                                              |
| 10:20 a.m.             | High Speed Highways and Low Volume Roads                                                                                                                                                                                                                                                             | Traffic Incident Management During Winter Operations                            | Turning Weather Intelligence into Action - The Pikalert® System |                                                                                |                                                                              |
| 11:30 a.m. - 2:00 p.m. | <div><div><div>Awards Banquet Luncheon</div><div>With Featured Speakers: Dan Schacher, Alaska DOT&amp;PF and Mark DeVries, Vaisala Presenting "15 Years of Winter Maintenance Certificate Programs"</div><div>Plus: Rodeo Awards and Major Prize Drawings!</div></div><div>Prize Drawing</div></div> |                                                                                 |                                                                 |                                                                                |                                                                              |





# • Friday, 10.2



**Winter Maintenance Operator Certificate Workshop // 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.**

**Improving Employee Retention While Boosting Morale in Today's Economy**

**Presented By:** Deanna Hibbert, Archuleta County, CO  
Learn effective strategies to improve employee retention while boosting morale, including recognition and incentives, positive culture and communication, professional growth, safety and environment, and work-life balance.

**Avalanche Hazard and Mountain Roads: Information for Snow and Ice Professionals**

**Presented By:** Brandon Levy, Colorado Avalanche Information Center

Most people associate avalanches with recreation, but they pose a serious risk to anyone working in, under, or near steep, snow-covered slopes. The CAIC works with CDOT to increase safety for high-way workers and the traveling public in the 522 avalanche paths on state highways in Colorado. Learn about that work and basic safety for roads in these areas.

**Stories From the Road**

**Presented By:** TJ Blake and Kane Schneider, Colorado DOT

This popular session returns in 2026 with a different twist. The speakers will first review post-forest fire and mudslide cleanups on I-70 in Glenwood Canyon, the main east-west arterial between Denver and Grand Junction. Then they'll open up the discussion to attendees for sharing their stories.



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

**Situational Awareness for Maintainers and Snowfighters**

**Presented By:** Marty Medina and Chris Ukowich, Colorado DOT

Understand the high-level aspects of on-the-job situational awareness. Then learn how you can apply that away from the job site, and how it could affect you (good and bad).

**Life Cycle of Severe Weather Response**

**Presented By:** Rick Nelson, Nevada DOT (Retired), Subject Matter Expert and Podcast Host  
Mounting an effective response to severe weather involves far more than loading plows and taking to the road. It begins

with thoughtful planning for a wide range of contingencies, followed by careful execution and real-time monitoring. After the event, performance is evaluated and the plan is refined based on lessons learned. This continuous cycle defines the lifecycle of an effective winter response.

**Different Roads To Leadership**

**Presented By:** Kevin Hensley, City of Grimes, IA  
In career progression, there are many avenues where leadership is displayed, and promotion to higher levels are achieved. Learn about Kevin's unique glidepath, and other stories for advancement.



**Morning Tracks Part 3 // 10:20 a.m. – 11:30 a.m.**

**High Speed Highways and Low Volume Roads**

**Presented By:** Dane Robinson, Weld County, CO and Brandon Hotopp, Roy Jorgensen Associates  
Plowing comes in all different shapes and sizes. Learn about the differences and similarities between both low volume county roads and the high volume highways in Colorado.

**Traffic Incident Management During Winter Operations**

**Presented By:** Brandon Hipp, Colorado DOT  
Traffic incidents cause delays and create unsafe situations that put motorists', pedestrians' and responders' lives at risk. Learn about incident response challenges and how Traffic Incident Management (TIM) responders collaborate to successfully meet them to clear incidents safely and quickly.

**Turning Weather Intelligence into Action - The Pikalert® System**

**Presented By:** Thomas Brummet, National Center for Atmospheric Research

See how the cloud-based Pikalert® System integrates connected vehicle data with ancillary weather observations and an advanced dynamic blend of weather forecast models to produce current and predicted road hazards and maintenance recommendations – customizable with image recognition, grip prediction, and enhanced total snowfall and liquid precipitation.



**Awards Banquet Luncheon and Featured Speakers // 11:30 a.m. – 2:00 p.m.**

Featured speakers Dan Schacher and Mark DeVries share the roots and growth of the certificate programs they help found. Plus, join us for the Roadeo Awards and major prize drawings.

# National Snow Rodeo

The Rodeo has expanded to a two-day event to accommodate the growing number of participants and move everyone through the competition in a more timely manner. The competition offers five events. Participants can register for one event or multiple events.

## WEDNESDAY ROADEO EVENTS

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

## THURSDAY ROADEO EVENTS

- + Single Axle Snow Plow (two-person team event)
- + Grader (individual event)

## ROADEO CHECK-IN

Rodeo check in will take place on Wednesday for full conference and Wednesday-only attendees. We will accommodate Thursday-only registrants to check in on Thursday morning prior to the competition.

Each event includes a diagnostic vehicle inspection, and a timed obstacle course. Prizes and trophies for all events will be awarded at the Rodeo 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 Rodeo 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 rodeo event registrations the day of the Rodeo.



### Register Your Team Now!

Please make sure you have registered for all events you wish to participate in by Tuesday, 9/15. Substitutions are allowed. Cancellations must be received by 9/8/26.

Full Conference Registration  
(Includes one Rodeo Event.)

Wednesday-Only or Thursday-Only or Friday-Only (One-Day)  
Conference Registration  
(Does not include any Rodeo Events.)

#### Add Rodeo Events

Each Additional (or Wednesday-Only or Thursday-Only) Rodeo Event Registration –  
Per Person, Per Event

### 9/15 - Last Day to Register!

Registration Closes on this Date.  
No Late or Day-Of Rodeo  
Registrations Accepted.

\$300

\$150

\$100

OR

# Location and Accommodations

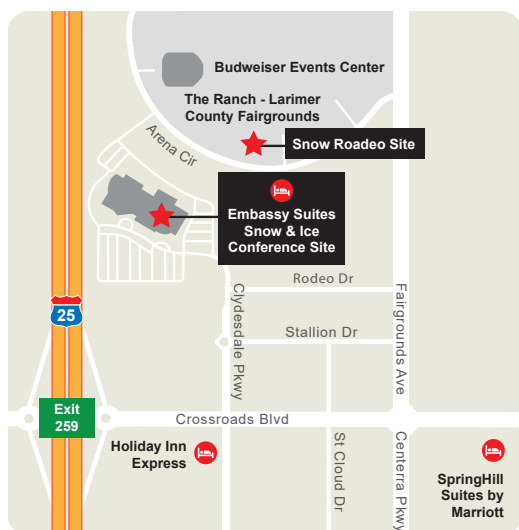
## ACCOMMODATIONS

The following is a list of recommended hotels that are offering discounted conference rates. Some 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. Be sure to mention the Snow & Ice Conference to get the discounted rate.

| HOTEL NAME                                                                                                                                                                                                                   | ADDRESS                 | PHONE        | RATE  | CODE                     | NOTES            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------|-------|--------------------------|------------------|
| Embassy Suites<br>(Headquarters Hotel)                                                                                                                                                                                       | 4705 Clydesdale Pkwy    | 970-593-6200 |       | Snow & Ice<br>Conference | <b>SOLD OUT!</b> |
| Courtyard by Marriott                                                                                                                                                                                                        | 6106 Sky Pond Dr        | 970-599-7171 | \$189 | same                     | Book by 8/29/26  |
| Fairfield by Marriott                                                                                                                                                                                                        | 1710 Foxtrail Dr        | 970-461-1000 | \$169 | same                     | Book by 8/29/26  |
| Hampton Inn by Hilton                                                                                                                                                                                                        | 5500 Stone Creek Cir    | 970-593-1400 | \$175 | same                     | Book by 8/29/26  |
| Residence Inn                                                                                                                                                                                                                | 5450 McWhinney Blvd     | 970-622-7000 | \$175 | same                     | Book by 8/29/26  |
| <b>OTHER AREA HOTELS</b>                                                                                                                                                                                                     |                         |              |       |                          |                  |
| RATES ARE NOT GUARANTEED AND MAY BE SUBJECT TO CHANGE AT ANY TIME. THE HOTELS BELOW DO NOT HAVE ANY BLOCKS OF ROOMS RESERVED. AVAILABILITY IS FIRST COME, FIRST SERVED. CONTACT THE HOTEL DIRECTLY FOR PRICING/AVAILABILITY. |                         |              |       |                          |                  |
| Best Western Plus                                                                                                                                                                                                            | 5542 E US Highway 34    | 970-667-7810 |       |                          |                  |
| Comfort Suites                                                                                                                                                                                                               | 4851 Thompson Parkway   | 970-663-3300 |       |                          |                  |
| Holiday Inn Express                                                                                                                                                                                                          | 6092 E Crossroads Blvd  | 800-315-2621 |       |                          |                  |
| SpringHill Suites (Marriott)                                                                                                                                                                                                 | 6428 Crossroads Blvd    | 970-795-8800 |       |                          |                  |
| Wingate by Wyndham                                                                                                                                                                                                           | 5360 Ronald Reagan Blvd | 970-578-0966 |       |                          |                  |

**Please Note:** Hotels may extend rates for early arrivals and late departures. Please inquire with the hotel during reservations to see if they are offering this. 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

Conference fees include: educational sessions, entrance to exhibitor areas, prizes, participation in one (1) Rodeo event (full conference registration only; see below for additional Rodeo event costs), break refreshments sponsored by Colorado Asphalt Pavement Association (CAPA), Custom Linings, Holman, Neverest Equipment, lunch on Wednesday and Thursday, Wednesday "Blades Up" Social sponsored by 4Rivers Equipment and Friday Awards Banquet Luncheon.

**Visit [www.westernsnowandice.com](http://www.westernsnowandice.com) to register today!**

### FULL CONFERENCE REGISTRATION

- ☐ Full Conference ..... \$300 by 9/15  
 A Full conference registration includes one rodeo event and a ticket to Friday's Rodeo Awards Banquet. Additional Rodeo events are \$100 per event by 9/15.

### ONE-DAY REGISTRATION

- ☐ WED ☐ WED w/ Rodeo ☐ THUR ☐ THUR w/ Rodeo ☐ FRI ..... \$150 by 9/15

### WINTER MAINTENANCE SUPERVISOR CERTIFICATE WORKSHOP

- ☐ \$50 - In Addition to the Conference Registration  
 This class is held Thursday & Friday. You must attend both days. **If you are competing in the rodeo on Thursday, you cannot attend this class.**  
**Registration is required! Class size is limited.**

### WINTER MAINTENANCE OPERATOR CERTIFICATE WORKSHOP

- ☐ \$25 - In Addition to the Conference Registration  
 This class is held Friday 7:30 a.m.-11:30a.m.  
**Registration is required! Class size is limited.**

### ROADEO REGISTRATION

Those who purchase a \$150 *Wednesday-Only with Rodeo* or *Thursday-Only with Rodeo* conference registration may participate in the Rodeo for an additional cost of \$100 per event, per person. Must be registered by 9/15.

**"Day of" registrations are no longer available for the Conference or the Rodeo. Substitutions are allowed. No registrations will be accepted after Tuesday, September 15, 2026.**

Visit [www.westernsnowandice.com](http://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](mailto:bdweimer@msn.com).

#### WEDNESDAY ROADEO EVENT - IF ADDITIONAL

#### BY 9/15 LAST DAY TO REGISTER!

#### NO "DAY OF" REGISTRATIONS

**REGISTRATION  
 CLOSES  
 TUESDAY, 9.15**

#### THURSDAY ROADEO EVENT - IF ADDITIONAL

#### BY 9/15 LAST DAY TO REGISTER!

#### NO "DAY OF" REGISTRATIONS

**REGISTRATION  
 CLOSES  
 TUESDAY, 9/15**

- ☐ Loader  
☐ Skid Steer  
☐ Tandem Axle Plow

\$100  
 \$100  
 \$100

- ☐ Single Axle Plow  
☐ Grader

\$100  
 \$100

All registrations must be completed online. Visit [www.westernsnowandice.com](http://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 8, 2026 to receive a refund.

QUESTIONS: Contact Pam Weimer at [bdweimer@msn.com](mailto:bdweimer@msn.com).

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

Register online at [www.westernsnowandice.com](http://www.westernsnowandice.com)



# Snow Troopers

The coolest people we know

9.30.26 - 10.02.26 ::: Embassy Suites ::: Loveland, CO