



Michael Wagner,
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While working in the fleet and snow/ice management industries for over 13-years, Michael Wagner has held various roles such as fleet management, safety management, and snow and ice management. Throughout his career, he's worked in both public and private sector roles, with most recent experience including private contracting for municipalities in landscaping, fleet, and snow/ice management. While working in the private sector, he has worked closely in managing snow and ice removal contracts for both residential and commercial clients, with a large variety of site requirements and service offerings. Some of the key focus areas in snow and ice management include contract development, route planning and mapping, site specification development, emergency management communications, and vehicle/equipment procurement and deployment. Michael has also worked extensively with insurance carriers, brokers, and property managers on risk exposure, as well as insurance and injury claims that involve people of the community, company personnel, property damage, and operational activities. Another area which has complemented snow and ice management services is organization-wide safety management. Michael has worked to develop employee training and professional development programs, insurance and risk assessments, hands-on site-specific training, equipment and vehicle operator training, and administrative training. Accompanying this experience, Michael has achieved multiple certificate and certification designations in the snow and ice management industry such as the ASCA-C, ASM, and CSP, which are the most widely recognized certifications in the private snow and ice management industry. Throughout his career, he understands the premises liability concerns and protection of property owners and managers and has worked to administer snow and ice management services on a variety of commercial retail and medical properties, as well as public roadway, walkways, and residential properties such as individually owned or HOA communities.

In the professional and industry of fleet management, Michael Wagner has worked in leadership capacities that are responsible for fleet analysis, driver and operator training, risk exposure, fleet safety management, employee training, insurance claims processing, insurance partnerships with brokers and carriers, and developing fleet policies and procedures for organizations. Part of the fleet management responsibilities include monitoring driver behavior and assessing fleet risk, analyzing GPS and telematics data to influence decision-making,

coaching, following disciplinary processes to improve behavior, and leading shop management and fleet maintenance programs. In addition to these responsibilities, Michael Wagner has extensive experience in reviewing fleet accidents and collisions, investigating and reporting incidents, and utilizing root-cause analyses to determine potential consequences and outcomes. Michael Wagner is familiar with contract, tort, and negligence issues in fleet management, as well as having strong experience in the regulatory environment of fleets at the federal, state, and local level.

Previous Case Experience

Michael Wagner has been retained by counsel as a plaintiff and defendant expert witness, and has worked in four cases as an expert witness in premises liability, snow and ice management, and transportation/fleet management.

Please see the inclusive list of certifications and certificates below.

Outside of working roles, Michael Wagner has also worked with professional associations such as the Snow and Ice Management Association (SIMA), Accredited Snow Contractors Association (ASCA), American Public Works Association (APWA), NAFA Fleet Management, and FleetPros in mentoring and developing training programs and materials for their fleet and snow/ice operations and members. Michael Wagner is active in the industry, being a regular contributor to the Snow and Ice Management Association (SIMA) publication Snow Business, as well as being featured in the NAFA Fleet Management Association Publication Fleet Solutions and being a contributing writer. Along with this, Michael Wagner contributes periodically to the APWA Reporter, and the NALP publication called “The Edge”. He has covered a wide variety of topics as referenced in the list of content and publications below. Lastly, Michael Wagner has worked on more strategic projects within the associations to develop safety and training content and industry standards for snow and ice.

Professional Skills

Technical Skills

- Expert Technical Communication skills through technical writing with analytical reports, training guides, performance analytics, job design, and project management
- Extensive knowledge of training in a regulatory environment regarding DOT, EPA, FMCSA, and OSHA standards, as well as all other workplace safety and professional development programs
- 13-years of internal customer service experience focusing on relationship management, communication, and teamwork/team building to meet company vision and objectives
- OSHA-30 certified for General Industry, Certified Automotive Fleet Manager (CAFM), Certified Snow Professional (CSP), Advanced Snow Manager (ASM), ASCA-C Accredited Snow Contractors Association

Organizational Development Skills

- Actively manage and develop three organizational departments which includes fleet, safety, and snow management.
- Utilize Lean Process Improvement Techniques to improve efficiency and effectiveness.
- Strong project management skills in applying organizational development and analyses techniques to develop high performance teams and positive organizational results.
- Advanced skills in coaching and mentoring employees in setting professional goals and progressive development initiatives.
- Extensive experience in managing and developing cross-functional teams.
- Lead personnel safety programs and professional development that focus on risk exposures and hazards.
- Lean Process Certified from the Denver Peak Academy (Black Belt Certificate) in process improvement.

Education

- *Master of Arts in Communication*
- University of Colorado - Colorado Springs, CO
- Years Attending – January 2023 to December 2024
- Focus Areas – Crisis Communication, Emergency Response and Planning, Communication Training, Organizational and Leadership Communications

- *Master of Business Administration*
- University of Colorado - Colorado Springs, CO
- Years Attended – June 2021 to December 2022
- Focus Areas – Management and Leadership, Organizational Change and Development, Finance, Accounting, Human Resource Management, and Marketing

- *Bachelor of Science in Business Administration*
- University of Colorado - Colorado Springs, CO
- Years Attended – January 2018 to December 2020
- Focus Areas – Management, Project Management, Supply Chain and Logistics, Finance, Accounting, and Human Resource Management

- *Associate in Specialized Technology – Service Management and Automotive Technology*
- Wyoming Technical Institute – Laramie, WY
- Years Attended – January 2008 to September 2008
- Focus Areas – Automotive Technology, Electrical Systems, Diagnostics, Steering, Suspension, Safety, and Service Management

Credentials and Training

- *Accredited Snow Contractors Association Certification (ASCA-C)*
 - Accredited Snow Contractors Association
 - Obtained March 2023
 - Courses and Topics Include
 - Contract Language for the Snow and Ice Management Industry 101
 - Documentation to Meet Industry Standards 101
 - Education and Training to Meet Industry Standards 101
 - Ice Management Basics 101
 - Insurance Risk and Awareness 101
 - Introduction to ISO9001 and SN9001 Certification 101
 - Physical Conditions to Look for on Property 101
 - Post-Event Processes 101
 - Risk Management 101
 - Snow Management Basics 101
- *Certified Snow Professional (CSP)*
 - Obtained July 2021
 - Courses and Topics Include
 - Business Management
 - Risk Management
 - Science of Snow and Ice Operations
 - Human Resources
 - Sales and Estimating
 - Snow and Ice Operations Management
- *Advanced Snow Manager (ASM) Certificate*
 - Snow and Ice Management Association (SIMA)
 - Obtained August 2022
 - Courses and Topics Include
 - Core Principles
 - Ice Management
 - Sidewalk Operations
 - Snow Plowing
- *Fundamentals of Anti-Icing and Liquids Certificate*
 - Snow and Ice Management Association (SIMA)
 - Obtained June 2022
- *Creating Standard Operating Procedures for Snow Operations*
 - Snow and Ice Management Association (SIMA)
 - Obtained April 2021
- *Certified Automotive Fleet Manager (CAFM)*

- NAFA Fleet Management Association
- Obtained August 2021
- Courses and Topics Include
 - Asset Management
 - Business Management
 - Financial Management
 - Information Management
 - Maintenance Management
 - Professional Development
 - Risk Management
 - Vehicle Fuel Management
- Occupational Safety and Health Professional (132-hour)/In Progress, and completed courses include the following:
 - Introduction to Safety Management
 - Introduction to Ergonomics
 - Introduction to OSH Training
 - Effective Safety Committee Operations
 - Effective Accident Investigations
 - Fleet Safety Management
 - OSH Training Development
 - Conducting a Job Hazard Analysis
 - Conducting OSH Training
 - Hazard Analysis and Control
 - Hazard Communication Program
- Occupational Safety and Health Trainer – Train the Trainer Certificate
 - Obtained March 2024
- *OSHA-30 Construction Certificate*
 - Obtained May 2020

Association Affiliations

- Snow and Ice Management Association (SIMA)
 - Editorial Committee Member since 2021
 - Editorial Contributor to Snow Business Magazine since 2021
 - Conference learning session speaker 2021 and 2023
 - Participant in Task Force and Stakeholder Groups for Safety and Industry Standards
 - Contributing Writer to the Snow Business Magazine
 - Technical Advisor for Association in the development of safety and training content, programs, and learning management systems (LMS)

- FleetPros Colorado Chapter
 - Board Chair for 2023 Year
 - Board Vice Chair for 2022 Year
 - Conference Planning Committee Member 2022-2023
- American Public Works Association (APWA)
 - Conference learning session speaker NASC 2023
 - Fleet Management Knowledge Committee and Blog Contributor
 - Contributing Writer to the APWA Reporter
- NAFA Fleet Management Association
 - Editorial Committee Member since 2020
 - Contributing Writer to the Fleet Solutions Magazine
- Accredited Snow Contractors Association (ASCA)
- National Association of Landscape Professionals (NALP)
 - Contributing Writer to The Edge publication

Publications

Snow Business

- *February 2024* – “Charging Forward” – Challenges of air quality standards, compliance and new equipment.
- *December 2023* – “Talk Shop” – Best practices for determining mechanic staffing needs.
- *October 2023* – “Success is in the Details” – Effective winter preparation requires practice and good communication.
- *September 2023* – “Shop Talk” – Establish a foundation for equipment health and maintenance.
- *June 2023* – “Eyes on the Prize” – Assemble a comprehensive team to analyze financials and make decisions.
- *April 2023* – “Risk Deactivated” – Use your risk profile as a training and development tool.
- *February 2023* – “Break the Ice” – Fend off temperature instability with equipment, materials, education.
- *December 2022* – “Quality Care” – Exceling in leadership, communication, and planning

translates to success.

- *October 2022* – “Shake It Up” – Fresh approach to kickoff meetings can be positive and productive.
- *September 2022* – “Develop an A+ LOS” – Know your limits, client intentions to develop an operation plan.
- *September 2022* – “Take the Wheel” – Drive the narrative with your clients so they don’t feel the need to dictate.
- *June 2022* – “Strength Training” – Use the power of emotional intelligence to bolster your company.
- *April 2022* – “Cast a Wide Net (Work)” – You, your team and the industry all benefit from peer connections.
- *February 2022* – “Slice the Ice” – Weather, operating nuances determine correct approach.
- *December 2021* – “Evolution Revolution” – Effective communication can ease changes in processes.
- *October 2021* – “Plan, Perform, Pinpoint” – Evaluating your equipment’s performance and use is vital to maximizing ROI.
- *September 2021* – “Iron Out the Details” – Protect your team and your assets with equipment-specific training.
- Snow Stories (Podcast)
 - *March 2023* – “Creating a Culture of Safety” – Through the Snow and Ice Management Association (SIMA)

The Edge (NALP)

- *July 2023* – “Plan Snow! Preparing Equipment and Personnel for the Winter Season”

Fleet Solutions (NAFA)

- *June/July 2023* – “Ready, Plan, Go!” – 5 Steps to successfully launch your next initiative.
- *July/August 2021* – “A Safety Culture Starts with You” – (Featured and Interviewed for an article on developing and maintaining a culture of safety)

Speaking and Presentation Events

- Developing a Culture of Safety and Efficiencies – June 2021
 - SIMA Snow Symposium in Minneapolis, MN

- Preparing for Organizational Change – September 2022
 - FleetPros FleetCon 2022 in Las Vegas, NV
- Using Your Fleet as a Competitive Advantage – June 2023
 - SIMA Snow Symposium in Hartford, CT
- Priorities! You’ve Got to Get Them Straight – August 2023
 - FleetPros FleetCon 2023 in Loveland, CO
- Designing an Efficient Fleet – February 2023
 - ProGreen Expo in Denver, CO
- Reduce Salt Without Reducing Service – June 2024 (Upcoming)
 - 27th SIMA Snow and Ice Symposium in Pittsburgh, PA
- Build the Safety Standard into Your Business – June 2024 (Upcoming)
 - 27th SIMA Snow and Ice Symposium in Pittsburgh, PA
- Protection Through Preparation: Educating Your Organization and Communicating Effectively – September 2024 (Upcoming)
 - Western Snow and Ice Conference 2024 in Loveland, CO