EXBET ADVISING, LLC

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While working in the fleet and snow/ice management industries for over 14 years, Michael Wagner has held various roles which includes fleet management, safety management, and snow and ice management. Throughout his career, he's worked in both public and private sector roles, with the 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, material usage and procurement, material selection, and vehicle/equipment procurement and deployment. Michael has also worked extensively with insurance carriers, brokers, and property managers on risk exposures, 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 his snow and ice management experience 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

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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 38 cases as an expert witness in premises liability, snow and ice management, and one case that involved transportation/fleet management and wrongful death. Of these cases, Michael currently represents plaintiffs about 60% of the time, and defendants 40% of the time. Michael Wagner has also represented another organization he is employed for in cases that involve transportation safety and snow and ice removal operations.

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.

Education

- *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

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- 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

Level 100

Contract Language for the Snow and Ice Industry	Intro to ISO9001 and SN9001 Certification
Documentation to Meet Industry Standards	Physical Conditions to Look for on Property
Education and Training to Meet Industry Standard	Post-Event Process
Ice Management Basics	Risk Management
Insurance Risk and Awareness	Snow Management Basics

Level 200

Additional Legal Language	ISO9001 Measurement, Analysis, Improvement
De-Icing Chemicals	ISO9001 Product (Service) Realization
De-Icing Equipment	ISO9001 Quality Management Systems
Insurance and Risk Management – Add Insured	ISO9001/SN9001 Specific Requirements
ISO9001 Management Responsibility/Resources	Liquid De-Icers

Level 300

Contract Language	ISO Panel Discussion
Government Affairs Initiatives	Managing Crews
Industry Standards Update	Professional Customer Approach
Insurance Awareness	Safety Manual
ISO 9001 Sequence and Interaction	Sidewalk Maintenance

- **Certified Snow Professional (CSP)**
    - Snow and Ice Management Association (SIMA)
    - Obtained July 2021
    - Courses and Topics Include:

Business Management	Sales and Estimating
Human Resources	Science of Snow and Ice Operations
Risk Management	Snow and Ice Operations Management

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- **Advanced Snow Manager (ASM) Certificate**
    - Snow and Ice Management Association (SIMA)
    - Obtained August 2022
    - Courses and Topics Include:

Core Principles	Sidewalk Operations
Ice Management	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	Maintenance Management
Business Management	Professional Development
Financial Management	Risk Management
Information Management	Vehicle Fuel Management

- **Occupational Safety and Health Professional (132-hour)**/In Progress, and completed courses include the following:

Conducting a Job Hazard Analysis	Hazard Communication Program
Conducting OSH Training	Introduction to Ergonomics
Effective Accident Investigations	Introduction to OSH Training
Effective Safety Committee Operations	Introduction to Safety Management
Fleet Safety Management	OSH Training Development
Hazard Analysis and Control	

- **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

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- Editorial Contributor to Snow Business Magazine since 2021
- Conference learning session speaker 2021, 2023, and 2024
- 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) - Continuous

- FleetPros Colorado Chapter
  - Board Chair for 2023
  - Board Vice Chair for 2022
  - 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
  - Conference Speaker at the Western Snow and Ice Conference in September 2024

- NAFA Fleet Management Association
  - Editorial Committee Member since 2020
  - Contributing Writer to the Fleet Solutions Magazine
  - CAFM Certification Commission 2026
  - NAFA Awards and Appeals Committee 2026

- Accredited Snow Contractors Association (ASCA)

- National Association of Landscape Professionals (NALP)
  - Contributing Writer to The Edge publication

Publications

Snow Business

- *June 2025* – "Success in Safety" – How to develop and manage an industry-leading training program.
- *December 2024* – "Know Before You Buy" – Partner with your vendors to be successful when purchasing technological advancements.
- *October 2024* – "Fuel for Thought" – Weighing the pros and cons of on-site vs. off-site filling programs.
- *September 2024* – "Nothing Left Behind" – Prepare your team for an extended absence.
- *June 2024* – "Fleeting Thoughts" – Create a replacement plan with the future in mind.
- *April 2024* – "Be on Alert" – Train for uncommon but high-risk exposures like drugs,

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guns, and assault.

- *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)

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- *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)

Ramblin Jackson Podcast

- *June 2024* – "The SIMA Safety Standard for Snow and Ice Management"

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
  - 27th SIMA Snow and Ice Symposium in Pittsburgh, PA
- Build the Safety Standard into Your Business – June 2024
  - 27th SIMA Snow and Ice Symposium in Pittsburgh, PA
- Protection Through Preparation: Educating Your Organization and Communicating Effectively – September 2024
  - Western Snow and Ice Conference 2024 in Loveland, CO
- Organizational Change Management for Fleets
  - FleetPros Webinar Management Training Series – April 2025
- Navigating the Winter Equipment Lifecycle – June 2026
  - 29th SIMA Snow and Ice Symposium in Cincinnati, OH
- Preparing for Organizational Change – August 2026
  - FleetPros FleetCon 2026 in Loveland, CO

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