

Richard D. Arlington III, CSP CLP

11600 Maple Ave.

Lake City, Pa. 16423

(814) 490-4700

rich@richarlington.com

CERTIFICATIONS

- Certified Snow Professional (CSP), 2004- Present
- Requirements to become a Certified Snow Professional include testing in marketing, human resources, business, law, and snow science and snow mechanics. There are less than 250 CSP's in the United State of America.
- Certified Landscape Professional (CLP) 2006 – Present

EMPLOYMENT HISTORY

- *Arlington Lawncare, Inc.*, President, April 1987 – Present
- Direct snow and ice, lawn, landscape and sweeping operations in Erie, Pennsylvania.
- Service customer base for plowing and salting, from large retail plazas to small convenience stores.
- Supervise subcontractors.
- Knowledgeable in various methods and techniques in snow & ice management.
- Experienced with record keeping, snow budgets, and contracts, scheduling, routing, and customer service.
- *Affiliated Grounds Maintenance Group, Inc.*, Consultant & Business Manager, January 2000 – Present
- National outdoor maintenance company with current contract management in 34 states. Contracts cover snow & ice, landscape maintenance, and lot sweeping services.
- *Rich Arlington & Associates*, Independent Consultant, 2005 – Present
- Litigation consultant relating to snow and ice removal. Provide case analysis, review, deposition testimony and court testimony.
- *C&K Logistics Trucking Company*, Consultant & Manager, 2001 - 2007
- Consultant on day-to-day issues, including payroll, dispatch, fuel tax, loading and servicing of vehicles.
- *Upton Lot Sweeping, Inc.*, President, 1998 – 2007
- Consulted on snow and ice budgets, created estimates based on time and material, per push, per time, and seasonal contracts. Provided lot-sweeping services to various clients.
- *Wattsburg Area School District, PA*, Vice President, School Board Director, 2001 - 2005
- Vice President and Finance Committee Chair for a school district with a 17 million dollar budget.

MILITARY HISTORY

- United States of America Marine Corp, 1983 – 1987
- Electronics Specialist

SEMINARS PRESENTED

- Indiana Green Expo Conference Indianapolis Indiana, January 7th, 2016
- Managing Personalities and Processes not the People,
- Bidding Snow in Today's Environment,
- Great Lakes Trade Expo Lansing Michigan, January 26 & 27th, 2016
- When to Buy or Lease Equipment for your Business,
- How to make Seasonal Contracts profitable for your Business,
- 2016 School of Landscape Management Conference Evansville, Indiana January 28th, 2016
- Bidding and Estimating in today's market,
- National Landscape Industry Conference Louisville Kentucky October 23rd, 2015
- How to Build a Snow and Landscape Company in Today's Market,
- National Association of Landscape Professionals August 15th, 2015
- Sales and Marketing Techniques Past and Present,
- National Pavement Expo Nashville Tennessee January 30th, 2015
- Best Practices for working with National Exterior Maintenance Providers,

SEMINARS PRESENTED, continued

- ONLA, Ohio Cents University Conference Green January 3rd-5th 2015
 - Best Practices for snow and ice contractors,
 - Managing personalities not people
 - Team Building for the Exterior Maintenance Industry
- PLANET, Green Industry Expo Louisville Kentucky October 24th 2014
 - Business Knowledge for the experienced contractor,
- New Jersey Landscape Association Regional Training October 2014
 - Contract decisions and liability for the contractor,
- PLANET, Webinar series August 2014
 - Building your Business from the ground up,
- PLANET, Green Industry Expo Louisville Kentucky October 25th 2013
 - Managing Business and Creating Strategy,
- Mahoning Valley Landscape and Nursery Association Snow Series October 8th,2013
 - Managing Snow Business without losing profits,
- Why Not You- Regional Business Training (Full Day)
 - Erie Pennsylvania July 12 2013
 - Dedham Massachusetts September 12 2013
- PLANET Webinar, February 13, 2013
 - Win-Win: How to Partner and Profit with National and Regional Providers,
- Claims & Litigation Management Alliance Annual Conference San Antonio Texas April 11th,2013
 - Managing Risk -Snow and Ice Litigation,
- Cape Cod Landscape Association ('CCLA'), Hyannis, MA, February 27-28, 2013
 - Bidding by the Numbers Afternoon Workshop
 - Bidding in Today's Environment
 - Safety Tips & Techniques plus some Trends that spell 'TROUBLE' in the Green Industry
- 2012 Green Industry Conference, October 24-26, 2012, Louisville, Kentucky
 - "What's In It For Us? How to Move, Motivate and Put in Motion a Successful Team"
- Northeast Buildings & Facilities Management Annual Conference, Boston, MA, June, 2012
 - Facility Exterior Maintenance Services: The True Savings of Preventative Maintenance
- PLANET Webinar, March 28, 2012
 - Team Building: "What's In It for Us? How to Move, Motivate and Put in Motion a Successful Team"
- Restaurant Facility Management Association ('RFMA'), Las Vegas, NV, March 5, 2012
 - Restaurant Exterior Maintenance Contracts: Does Scope of Work Successfully Translate to Your Exterior Service Provider?
- PLANET, Webinar, February, 2012
 - Language Barriers: Managing Risk in Snow & Ice
- Ohio State University Nursery Short Course, Columbus, Ohio, January, 2012
 - Protecting Plants from Snow and Snow Removal 2012
- Ohio State University Nursery Short Course, Columbus, Ohio, January 24, 2012
 - Contractor Liability: Pitfalls of Contract Language for Snow Management
- Ohio State University Nursery Short Course, Columbus, Ohio, January, 2012
 - How to Manage, Motivate and Move Your Team
- Chicago Bar Association Tort Litigation, Chicago, IL, January, 2012
 - Assumed Scope of Work in Snow and Ice Management
- PLANET, GIE EXPO and Conference, October, 2011, Louisville, KY
- PLANET, GIE EXPO and Conference, October, 2011, Louisville, KY
 - Regional Training on Best Practices for Snow and Ice Contractors
- Snow and Ice Control Training Seminar, October 2011, Woburn, MA. Sponsored by Martignetti Enterprises and International Salt
- SIMA Training Session, August, 2011, Denver, CO

- Regional Training on Best Business Practices for Snow and Ice Contractors
- SIMA, National Snow & Ice Symposium, June, 2011, Schaumburg, IL
 - Team Management & Motivation
 - Municipal Training for SSA quarterly managers meeting Snow Operations, Chicago, IL April 2011
 - Regional RFP Training speaker for SPECS Chain Store Management, March, 2011, Dallas, TX
 - Regional Training, National Facility Management & Technology ('NFMT') Conference, March, 2011, Baltimore, MD
 - **SEMINARS PRESENTED, continued**
- Webinar, PLANET, February, 2011
 - "Where Did My Profits Go? Pricing to Win Without Losing Profits."
- World Sweeper Magazine, Webinar, February, 2011
 - "How to work with National Service Providers."
 - Regional Training speaker on three (3) major business topics for Cape Cod Landscape Association at Annual Convention, March, 2011, Hyannis, MA
- Professional Retail Store Maintenance Association ('PRSM'), Webinar, January, 2011
 - "Language Barrier: Does Scope of Work Successfully Translate to Exterior Services"
- Empire State Green Industry Show Smart Growth - Learn with the Pros, Rochester, NY, January, 2011
 - Data Collection and Contracts: Managing Risk in Snow & Ice
- Empire State Green Industry Show Smart Growth - Learn with the Pros, Rochester, NY, January, 2011
 - Snow and Ice Management: Operations Overview
- International Parking Institute, Webinar, October, 2010
 - "Snow & Ice Management for Parking Facilities and Structures."
- SIMA, National Snow & Ice Symposium, Providence, RI, June, 2010
 - Risk Management
 - Data Collection
- Michigan Nursery and Landscape Association, Michigan, January, 2010
 - Business Management
- Michigan Nursery and Landscape Association, Michigan, January, 2010
 - Business & Organizational Structure
- Michigan Nursery and Landscape Association, Michigan, January, 2010
 - "Liability from a contractor's point of view. The pitfalls to avoid."
- Michigan Nursery and Landscape Association, Michigan, January, 2010
 - Sales & Marketing
- Snow & Ice Management Association ('SIMA'), Regional Training Seminar, Kitchener, ON, September, 2009
- Landscape Ontario, Regional Training Seminar speaker, Milton, ON, Canada, August 2009
 - Snow & Ice Management Association ('SIMA'), Regional Training Seminar, Cleveland, OH, July, 2009
- SIMA, National Snow and Ice Symposium, Buffalo, NY, June, 2009
 - Liability & Contracts
- Snow & Ice Management Association ('SIMA'), Regional Training Seminar speaker, Somerset, NJ, March, 2009
 - Business, Bids, and Contracts
- Ohio Nursery and Landscape Association, Wintergreen Expo, November, 2008
 - Sales & Strategy for Success
- Michigan Green Industry Expo, Michigan, October 2008
 - Sales & Strategy for Success
- International Lawn & Garden Expo, Louisville, KY October, 2008
 - Business Building
- Record Keeping
 - Association of Landscape Contractors of Colorado, Denver, CO, October, 2008
 - Risk and Liability
 - Michigan Green Industry Association, Michigan, September, 2008

- Sales Strategy for Success
- Snow and Ice Management Association ('SIMA'), Regional Training Seminar, Hartford, CT, August 2008
- Snow and Ice Management Association ('SIMA'), Regional Training Seminar, Chicago, IL, July 2008
- SIMA, National Snow & Ice Symposium, Buffalo, NY, June 2008
- Liability and Contracts
- SIMA, National Snow & Ice Symposium, Milwaukee, WI, 2007
- Business Marketing and Pricing & Effective Organizational Structure
- SIMA, International Lawn & Garden Expo, October 2006
- Business Ethics, Organization and Structure & Contracts and Liability
- Wattsburg Area School District, Erie, PA, April/May 2006
- Seminar "Choosing a Career in the Real World"
- SIMA, International Lawn & Garden Expo, October 2005
- Safety and the Snow-plow & General Accounting Principals

SEMINARS PRESENTED, continued

- SIMA, National Snow & Ice Symposium, Louisville, KY, June 2005
- Estimating, Sales, and Business Marketing
- SIMA, Regional Training Seminar, Erie, PA, April 2005
- "How to Build and Grow a Snow Business"
- Mercyhurst College, Erie, PA
- Business Marketing and Pricing Seminar "Business and How It Works," January 2005
- Seminar, "Life as a Marine," May 2005
- Gannon University, Erie, PA
- Seminar "How to Run a Small Business," Spring 1992
- Seminar "Business Ethics," Fall 1992

TRAINING, HOSPITALS & UNIVERSITIES

- Site training for maintenance and grounds personnel conducted during November 2008. Program included Storm Operations, Pre and Post Season, Effective Use of Equipment and Deicers, Plow Equipment Training, Training of New Hires, and Risk Management for Ice Thaw and Re-freeze Occurrences for the following colleges and universities:
 - Buffalo State College
 - Buffalo University of New York
 - Ithaca College
 - Nazareth College
 - Rochester Institute of Technology
 - Rochester University of New York
 - Syracuse University of New York
- Cincinnati Children's Hospital, Cincinnati, Ohio, site training of maintenance staff on how to implement snow response plan and what equipment to allocate where for snow season, September 2011

BOOKS

- Why Not You? An inspirational story of success and powerful lessons that can change a person's capacity to achieve in life. Published in 2012

RESPONSE PLANS & OTHER WRITTEN PROGRAMS

- Cincinnati Children's Hospital, Cincinnati, Ohio, Snow Response Plan written for entire facility, September 2011
- CBRE Scope of Work and Request-for-Proposals for landscape and snow and ice services written and coordinated for CBRE Hampshire Group of properties throughout the state of New Jersey, September, 2011, December, 2011

- Cleveland Hopkins Airport, Cleveland, Ohio, United Airlines Snow Response Plan written for United Airlines terminals, February 2009
- Indian Point Nuclear Power Plant, Buchanan, New York, Snow Response Plan written for entire facility, September 2007

PUBLISHED ARTICLES

- Landscape Management Magazine
 - Transport and Securing loads for landscape and snow removal company owners, October Issue, 2015
 - Best Practices for snow and ice removal company owners, March Issue 2015
- Chain Store Age Magazine
 - Snow and Ice Liability Management: Parking garages pose unique risks for store managers and facility owners, January Issue, 2012
- Snow Business Magazine
 - Proper Snow Clearing for Parking Garages, June Issue 2011
 - Risk and Liability Case Review, April Issue 2011
 - Safety Best Practices, July Issue 2009
 - Put a Freeze on Slip and Fall Claims, September 2009
 - Price to win without losing profits, October 2008
 - Be wary of Assumed Scope of Work, September 2008
 - Q & A column, November 2007
 - Q & A column, September 2007
 - Q & A column, May 2007
 - Q & A column, December 2006
 - Membership the benefits, November 2006
 - PLANET Association Magazine Publication
 - Fishing for Marketing Success, January, 2012
 - Industry Expert Q&A Contributing Columnist
- Meyer's Snow Drift- Safety Best Practices October 2010 issue
- World Sweeper- National Service Providers effecting the industry January 2011

ASSOCIATIONS

- International Snow & Ice Management Association ('SIMA'), Milwaukee, WI, 2002 – Present
 - Board of Directors, 2009 - 2011
 - Chair Person of Insurance and Safety Committee, 2007 - Present
 - Chair Person of Special Objectives Committee, 2006 - Present
 - Certification Committee, 2008 - Present
 - Membership Committee, 2007 - Present
 - Mentoring Program, Mentor and Founder of the SIMA Buddy Program, 2008 - Present
 - Consultant for bidding, sales & marketing, financial accounting, record keeping, and job cost analysis, 2008 - Present
 - Conceptualized the framework for a snow contractor training program and later co-founded the Build-A-Bid program which to date is the most successful training program in the snow industry, 2007
- Professional Landscape Network ('PLANET') – An international trade organization for landscape, nursery and snow businesses, 1996 - Present
 - Member Consultant providing mentoring on all aspects of landscape, nursery and snow businesses, 2010 – Present
 - Trailblazer, 2010 – Present
 - Safety & Risk Committee, 2010 - Present
- Pennsylvania Landscape & Nursery Association ('PLNA') – a state trade organization for landscape and nursery businesses, 1997 - Present
- Erie Regional Chamber and Growth Partnership, Erie, PA, 1997 – Present

- Small Business Alliance – a network of business-to-business working relationships, 2006 – Present
- Central Tech Career and Technical School, Erie, PA
- Chairman of the Horticulture Advisory Committee, 2008 - Present

AWARDS

- NALP, Best of the Best Safety Achievement Award -(Arlington Lawncare), 2015
 - Awarded annually to companies that demonstrates thorough, high-performing safety programs that create and maintain safe work environments in the green industry for three years in a row at Gold Level.
- PLANET, Overall Safety Achievement Award – Gold Level (Arlington Lawncare), 2014
 - Awarded annually to companies that demonstrates thorough, high-performing safety programs that create and maintain safe work environments in the green industry.
- PLANET, Overall Safety Achievement Award – Gold Level (Arlington Lawncare), 2013
 - Awarded annually to companies that demonstrates thorough, high-performing safety programs that create and maintain safe work environments in the green industry.
- Green Media, Most Influential People in the Green Industry, 2012
 - Nominated by their peers, individuals selected annually exemplify commitment to the green industry and have exhibited a wide spread influence on their peers.
- PLANET, Overall Safety Achievement Award – Gold Level (Arlington Lawncare), 2012
 - Awarded annually to companies that demonstrates thorough, high-performing safety programs that create and maintain safe work environments in the green industry.

- PLANET, Overall Safety Achievement Award – Silver Level (Arlington Lawncare), 2011
 - Awarded annually to companies that demonstrates thorough, high-performing safety programs that create and maintain safe work environments in the green industry. Of PLANET’s 3,600 member companies and affiliates, only 45 businesses received this gold level safety achievement award in 2011.
 - SIMA, Snow Industry Commitment Award, 2011
 - Awarded annually to one Associate Member who has made significant contributions to the Snow and Ice Industry and its members.
 - SIMA, National Excellence in Business Award, 2010
 - International Landscape Association (‘PLANET’), Trailblazer Honoree, 2010
 - A select group of individuals nominated by their peers as dedicated professionals who have made significant and long-term contributions to the Green Industry. The program was launched in 2002 to recognize industry leaders; there are currently only 90 PLANET Trailblazers in world.
 - SIMA, Volunteer of the Year (Rich Arlington), 2007
 - For continued dedication to the snow & ice industry and business owners in the industry as a whole.
- SIMA, National Safety Award (Arlington Lawncare), 2005, 2006, 2007,2008,2009, 2010, 2011
- Planet, National Safety Award (Arlington Lawncare) 2004, 2005, 2006, 2007, 2008, 2009, 2010
- C.N.A. Insurance & O.S.H.A. Safety Stars Award (Arlington Lawncare), 2005