



For Immediate Release

## Plowing Ahead: Douglas Dynamics' Doug Clark Receives Certified Snow Professional Designation

### Highlights:

- Doug Clark earns Certified Snow Professional (CSP) certification from Snow & Ice Management Association (SIMA).
- The CSP certification is an extensive program that focuses on business success, customer engagement and creating industry leaders.
- CSPs are required to obtain continuing education credits annually to keep certification active.

**MILWAUKEE** (Nov. 21, 2017) – Douglas Dynamics LLC, parent company of Dejana®, FISHER®, Henderson®, SnowEx®, SweepEx®, TurfEx® and WESTERN®, is pleased to announce that Doug Clark, product manager for Western Products, has earned his Certified Snow Professional (CSP) designation from the Snow and Ice Management Association (SIMA).

Clark joins fellow Douglas Dynamics CSP employees, including Andy McArdle, director of product marketing for Douglas Dynamics, and Daniel Gilliland, training manager for SnowEx.

SIMA's Certified Snow Professional certification was developed for owners, operators and executives within the snow and ice industry. It focuses on the critical elements of running a professional snow business and recognizes a level of service, quality and value to customers.

To achieve certification, applicants must complete a 200-question exam in less than three hours covering topics such as HR Management, Sub-contracting, Snow and Ice Science, and Snow and Ice Operations and Removal Techniques. Once accredited, professionals must fulfill annual requirements, including continuing education credits, to stay ahead of developments in the industry, general business practices and professionalism.



“We’re very proud of Doug for this accomplishment,” said Mark Adamson, executive vice president of Commercial Snow and Ice for Douglas Dynamics. “CSP certification supports the ability to relate and engage with customers, which is critical for identifying opportunities or challenges with customers. The results are better service and better business, values Douglas Dynamics and its family of brands are literally certified to deliver.”

### **About Western Products**

Western Products is proud to be a part of Douglas Dynamics, North America's premier manufacturer and up-fitter of commercial work truck attachments and equipment, and home to the most trusted brands in the industry. For more than 65 years, the Company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability. For additional information on Western products, visit our [website](#) or find your nearest [WESTERN dealer](#).

### **About Douglas Dynamics LLC**

Home to the most trusted brands in the industry, Douglas Dynamics is North America's premier manufacturer and up-fitter of commercial work truck attachments and equipment. For more than 65 years, the Company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability. Through its proprietary Douglas Dynamics Management System (DDMS), the Company is committed to continuous improvement aimed at consistently producing the highest quality products at industry-leading levels of service and delivery that ultimately drive shareholder value. The Douglas Dynamics portfolio of products and services is separated into two segments: First, the Work Truck Attachments segment, which includes manufactured snow and ice control attachments sold under the FISHER®, HENDERSON®, SNOWEX® and WESTERN® brands. Second, the Work Truck Solutions segment, which includes the up-fit of market leading attachments and storage solutions for commercial work vehicles under the DEJANA® brand and its related sub-brands.

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