

# The LICA News

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## In this Issue:

|                            |   |
|----------------------------|---|
| Coming in 2011             | 1 |
| President's Message        | 2 |
| Scholarships               | 2 |
| Winter Convention Sponsors | 2 |
| Wilkinson Award            | 3 |
| New National Benefits      | 3 |



March 22nd-  
March 26th

Las Vegas, NV

## Coming in 2011...

As LICA enters a new year we have many exciting events, programs, and member benefits to look forward to in 2011.

First and foremost is our Winter Convention in Las Vegas on the eve of CONEXPO 2011. Our keynote speaker is Iowa Congressman Steve King, who was a long time LICA Contractor. There are many events planned for Las Vegas; go to the National LICA website or the November/December issue of *The LICA News* for a complete agenda.

At CONEXPO 2011, LICA is sponsoring the Earthmoving and Site Development educational track. There are many important topics to choose from; visit the CONEXPO website for times and dates. CONEXPO is the world's largest international gathering place in 2011 for the construction industries, showcasing the latest equipment, services and technologies. More than 143,600 industry professionals from around the world attended the 2008 show – the largest in show history. Attendees come to CONEXPO looking for new ideas and products, face-to-face meetings with suppliers, expert education and training, and networking. LICA will have a 20' exhibit centrally located outside the main hall. As in the past LICA volunteers from across the country will man the booth. If you would like to work a two-hour shift at our booth please contact the national office.

Membership Drives were successful across the country this year and 2011 should prove to be even greater! Chapters began or continued year-long membership drives. For the first time two chapters held a joint meeting Illinois and Missouri both adding to their membership.

With the assistance of CNA Insurance we have recruited 10 members-at-large in the state of Texas. CNA will also assist LICA in new chapters in Tennessee, Alabama and Louisiana. Arizona is also a strong state to start a LICA chapter.

New national benefits will be available to members in 2011! There is a new LICA Limited Medical Plan, Petrocon Buying Program, and Beyond Perks the cash back shopping program. All are available to current LICA members in good standing. Go to page 3 for complete details.

We are all excited and look forward to 2011 and LICA's continued growth!

*From left to right: Jerry Biuso, Jack Costello, Frank Sweetin, Harry Hauschild, Dirk Riniker, Doug Gysbers, Don Estrem, Peter Rochelle, Andrew Levy, Sandy Birge, Louis McFarland, and Darrell Birge*



**The Land Improvement  
Contractors of America**



THE LICA NEWS is the official publication of the Land Improvement Contractors Association, dedicated to the professional conservation of soil and water. LICA was founded in 1951 and is today comprised of twenty-four chapters across the continental United States

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THE LICA NEWS welcomes letters, subject to editing for accuracy and brevity. THE LICA NEWS also welcomes articles relevant to the land improvement industry. Include your name and daytime phone number for verification purposes.

Deadlines are the twenty-first of the month preceding issue date. All unsolicited material must be accompanied by a self-addressed, stamped envelope.

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## President's Message

### Happy New Year LICA Members!

It's 2011 and there is a lot to be excited about. Many of our state chapters are holding their annual conventions in January. Be sure to attend your state convention, the educational programs are important to contractor members.

LICA was represented at the Ag Connect Expo in Atlanta, Georgia January 8-10, 2011. CEO, Jerry Biuso, Chairman of the Board, Bruce Barnhart and myself attended. We manned a 10' LICA booth and I was very pleased to see many of our members attended or exhibited at the show. This is the second annual Ag Connect Expo and LICA has attended both years and is a supporting association. The last four years national trade shows have greatly contributed to LICA increasing visibility throughout the industry.

It's time to register for the 2011 LICA National Winter Convention. The LICA meetings are taking place March 20th and 21st at the Riviera Hotel. Participate in as many meetings as you can they are vitally important to the Association. LICA is looking for volunteers to man our 20' booth at CONEXPO! We would love to have you represent our great association.

*Dirk Riniker*

Dirk Riniker  
National LICA President

### 2011 National LICA Scholarships

National LICA is giving eight \$500 scholarships  
Be sure to send in your applications!  
**Postmarked no later than March 15, 2011**

Visit [www.licanational.org](http://www.licanational.org) and click "Scholarship Application".

## 2011 LICA National Winter Convention Sponsors



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## John Peterson Wins Wilkinson Conservation Award



National LICA Director of Government Relations, John Peterson, was a winner of the Virginia Association of Soil and Water Conservation Districts (VASWCD) 2010 R.E. "Bobby" Wilkinson Award at the VASWCD annual banquet on December 7, 2010. The award goes to a Virginia District Director who has furthered the effective implementation of the Association's policies and the achievement of its program objectives through their unselfish acts and dedication to soil and water conservation. Peterson is an elected Director of the Northern Virginia Soil and Water Conservation District (NVSWCD), and its vice-chair.

The Wilkinson Award is named for the late R.E. "Bobby" Wilkinson of Virginia and was established in 1990 to recog-

nize an outstanding Conservation District Director.

John Peterson is not only on the NVSWCD Board, but is on the Virginia Association of Soil and Water Conservation Districts (VASWCD) Board, and serves on its legislative committee. He also represents Virginia on the National Association of Conservation Districts (NACD) Board of Directors. He serves on a number of NACD committees; legislative, finance, urban and community conservation, farm bill task force, and employee training and certification task force. He was nominated for the award by his colleagues with the Northern Virginia SWCD.

Mr. Peterson is retired from the U.S. Department of Agriculture, the U.S. Army, and is the President/CEO of KEMPS Consultants, Inc., consultants in water resources, erosion, and sediment control, and natural resources public policy.

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## New Member Benefits

LICA is ringing in the new year with new benefits exclusively for LICA members! There is something for every member, use these exciting new benefits today!

### The LICA Petrocon Program

This program will generate savings for LICA members. Members will receive a minimum savings of 10% on their oil, tires, electric, cellular expense and possibly much more, pending the geography the member resides in.

### The program contain 3 primary goals:

1. The Petrocon program are designed to reduce operating costs and expenses for LICA members by reducing prices from 10-40% for commodities such as: lubricants and greases, antifreeze, tires, electric expense (in deregulated states only), and even wireless cellular expense.
2. The Petrocon program is design for all size companies; from the one-man operation to the very large companies. This program is available to both the contractor and associate member providing there a member in good standing.
3. All membership dues have been waived for LICA members, this represents a savings of \$2,500 annually!

All LICA members are eligible for this program, pending credit approval.

For more information call 1-866-548-8750  
or email [jdgiouv@petrocon.org](mailto:jdgiouv@petrocon.org)

Please visit their website [www.petrocon.org](http://www.petrocon.org)

### Beyond Perks

Beyond Perks is a new member benefit that will allow you to shop online and receive up to 30% cash back at over 1,000 retailers, get coupons for local area stores and access other exciting exclusive member discounts.

[www.beyondperks.com/lica](http://www.beyondperks.com/lica)



### The LICA Limited Medical Plan

New and Improved Limited Medical Benefits\* available to LICA members in good standing. Benefits include indemnity first dollar coverage for:- Dr. Visits - Diagnostic - Minor Surgery - Daily Hospital and more....

### Eligibility and Pricing

1. Group coverage with no pre-existing condition limitations available for companies with a little as two participating employees.
2. Plans start at \$51.42/month for an individual.

### Who should enroll?

- Companies with hourly, part time, or non-benefit eligible employees.
- Companies that do not offer health insurance

\* *These plans are NOT MAJOR MEDICAL insurance and are not intended to replace full major medical coverage*

Contact Chris Holland at: 800-970-9778 x185

**Land Improvement Contractors of America**

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**2011 LICA National  
Winter Convention**

**March 20th & 21st**

**In conjunction with:**



**March 22-26th**

**LICA Booth  
Number: 3201**