

The LICA News

Volume 25 No. 1

The Land Improvement Contractors of America

January/February 2012



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National LICA 2011 Year in Review

by: Jerry Biuso, National LICA CEO

During the past year National LICA has made great progress in many areas. Due to our increased presence across the country and our involvement with CONEXPO we have amplified our image and standing throughout the industry. I have traveled to over 50 cities, 12 trade shows, accumulated a little over four months on the road and more miles than I can count.

The LICA Contractor

The national magazine *The LICA Contractor* continues to be our best asset. It has grown in readership and most importantly in advertising revenues. More than 90% of the articles are generated from my extensive travel and meetings with our members. The CONEXPO issue Spring 2011 was increased to 36 pages and was a key marketing tool at the booth at CONEXPO. We have also increased the print order because many state chapters use it to recruit new members.

National Meetings and Conventions

The 2011 Winter Convention was held in Las Vegas prior to CONEXPO. We had great support from our National Associates. Congressman Steve King, a former LICA member, was our keynote speaker at Sunday's lunch and was warmly received by the members. He was also the feature article in *The LICA Contractor* Fall 2010 issue.

Once CONEXPO was over we immediately looked ahead to the Summer Meeting in Rochester, Minnesota and the 2012 Winter Convention in San Diego, California. The Summer Meeting in Rochester was well attended and Minnesota LICA did an outstanding job organizing and hosting this event. The agenda and registration for the winter convention has been distributed and this promises to be one of the best attended conventions in many years.

CONEXPO

This is our most important tradeshow. From the educational seminars to exhibiting at our 20 foot booth, CONEXPO is a great vehicle for LICA. We had over 40 volunteers attend a kick-off rally where they received new green LICA shirts. For the next five days of the show LICA volunteers darned their LICA shirts spreading the word and recruiting new members. National LICA past presidents introduced our speakers at our sponsored seminars. We are already preparing for CONEXPO 2014.



CONEXPO 2011

From left: Gerald Biuso, Nordis Estrem, Allison Hack, Maura Dibble, David Rule, Marilyn Robertson, Steve Robertson, Merlin Welch, Clem Karlin, Dean Neiswinger, Nancy Micsky, Veronica Seevers.

"Review" continued on page 4

**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

LICA Members,

As we conclude the 2011 year LICA has made great progress in many areas, starting with our Winter Convention in Las Vegas and our involvement with CONEXPO we have increased our image, membership and standing across the country. Our national magazine *The LICA Contractor* has been a great asset by highlighting the achievements of LICA members and at the same time promoting our Associate members with their advertising. We cannot say enough on how much LICA appreciates the Associates' efforts and time.

The new website along with the LICA Store provides valuable information and materials to our members. Member benefits are still a vital part in what we have to offer. This fall we have introduced the CLC Hotel Program which offers 20% - 40% discounts off published room rates of many hotel chains. Petrocon has the potential of being our best member benefit with savings on lubricates, energy and Good Year tires, as well as a host of other member benefits that LICA has to offer. I wish the very best to all our members and a prosperous 2012

Work Safe and look forward to seeing you in San Diego

Steve Gerten

Steve Gerten
National LICA President

2012 National LICA Scholarships

For information and an application go to
www.LICANational.org
and click on the scholarship link.

Must be postmarked by
March 15, 2012

The LICA Store

Attention all LICA Members!

Check out the newest items available at the LICA Store. In addition to the LICA Shirts, coolers and straw hats we have added these stylish and comfortable outerwear items.

LICA Store items will also be available for purchase in San Diego, California at the 2012 National Winter Convention.



LICA Fleece

The "Tundra" is constructed of 10.5 oz. heavy-weight 100% spun polyester Anti- Pilling panda fleece. Two front pockets with zippers, full zipper front, and elastic waistband and cuffs.

Available in sizes S, M, L, XL, XXL, XXXL

\$50.00 (plus shipping)



LICA Windbreaker

The "Coach" features a 100% Taffeta nylon woven water resistant shell with a lightweight cotton flannel lining. Constructed with a snap-up placket, with an adjustable drawstring at the bottom.

Available in sizes S, M, L, XL, XXL, XXXL

\$55.00 (plus shipping)



Long Sleeve LICA Shirt

Available in mens' and ladies' sizes:

S, M, L, XL, XXL, XXXL

Mens \$30.00 (plus shipping)

Ladies \$25.00 (plus shipping)



6-Pack LICA Cooler

\$10.00 (plus shipping)

Short Sleeve LICA Shirt Available in mens' and ladies' sizes: S, M, L, XL, XXL, XXXL

Mens \$30.00 (plus shipping)
Ladies \$25.00 (plus shipping)



LICA Straw Hat

\$25.00 (plus shipping)



To order please call: (630) 548-1984 or Email: anational.lica@gmail.com

Remember visit the LICA Store online at: www.LICANational.org

I Make America

LICA joined the national campaign "I Make America". Anne Forristall Luke made a brief five minute presentation on the grassroots campaign aimed at getting Congress to enact policies critical to the health of the U.S. equipment manufacturer sector as well as the recovery and competitiveness of the U.S. economy at the opening breakfast at our convention in Las Vegas. I am proud to say LICA was by far the leading organization to support this campaign.

The LICA Store

We have selected the initial products for the opening of the LICA Store. The products consist of apparel, novelties, educational safety books and videos. There will be more products added all the time.

New National Website

Over the past year LICA has revamped the National website. Our focus is to deliver information easily while maintaining a modern contemporary image. This new version is easier to navigate and is updated constantly to give LICA members the latest information about the association.

Member Benefits

In early 2011 we introduced Petrocon, a commodities program, that has the potential of being our best member benefit. Many members have been taking advantage of this great new benefit. 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.

In the fall we introduced the CLC Hotel Program. This program offers 20% to 40% discount off published room rates of many of the largest hotel chains.

Associate Members

We aggressively pursued new National Associate members in 2011. We have more active Associates than we have had in the last 10 years. As our image increases we will attract additional Associates. LICA members should continue to support them!

Coming in 2012

National LICA will continue to expand and give LICA members new and unique benefits in 2012. 2011 was an immensely successful year and 2012 will exceed that!

More Member Benefits

In the spring National LICA will introduce a Fuel Discount Card for members. There is also a Dental program in the works which is designed for small businesses.

Membership

Increasing membership is still one of our main goals. Many state chapters have done very well increasing their member base and that trend will continue in 2012. A National membership campaign will kick off in January 2012. Anyone that recruits 3 contractor members will have the choice of receiving a LICA windbreaker or fleece jacket. Members can also recruit 6 new contractor members and win both.

Expansion

Due to the economy and severe weather in we delayed our expansion to early 2012. We fully intend to develop the southeast part of the country. We began to launch websites for states without state chapters to promote members-at-large within the state. In 2012 we hope to have a generic website for every state in the country.

National LICA Membership Drive

Win and Choose!

Beginning January 1, 2012



**Recruit 3 Contractor Members
and win your choice of a
LICA Fleece or Windbreaker!**

**Recruit 6 Contractor Members
and win both!**

LICA's Strategic Plan

A strategic plan is used to set the goals of National LICA and create an action plan to achieve those goals. Every five years the LICA Board reviews the plan and sets the agenda for National LICA to follow. A planning session was held at the summer board meeting in Minnesota, where all members were given a chance to have input building a consensus of where we wish to go. From that meeting the following goals were set. The strategic plan is used to clarify where LICA is and where we want to be in the next few years. Implementing the plan involves using the resources we have to achieve the goals. The following seven goals will be used to move the association forward.

5 Year LICA Strategic Plan Goals and Actions 2012-2017 (updated 07/11)

GOAL I: Promote LICA membership.

- Action 1: LICA will participate in at least 6 trade shows in the next two years
- Action 2: Membership drives will be a continuing activity on state and national level. Maintain ongoing recruitment and support of state membership
- Action 3: Encourage LICA Associates to identify and recruit to promote membership
- Action 4: Expand Associate member base

GOAL II: Encourage appropriate contractor certification where applicable.

- Action 1: LICA will maintain national certification committee
- Action 2: Inform LICA members about existing certification programs
- Action 3: Inform LICA members about the Technical Service Provider Program (TSP)

GOAL III: Provide, promote and support educational opportunities.

- Action 1: Provide seminars, field days and demonstrations

GOAL IV: Position Land Improvement Contractors of America as a professional trade association.

- Action 1: Utilize press releases and media contacts.
- Action 2: Network with other associations.

Goal V: Monitor and maintain working relationship with local, state, and federal government.

- Action 1: Host agency meetings for the exchange of information.
- Action 2: Send promotional material to target groups
- Action 3: Prepare and share position papers with members
- Action 4: Engage in personal visits, letter writing, phone calls and e-mail where appropriate

Goal VI: Develop and expand membership benefits.

- Action 1: Search for discounts for LICA members.
- Action 2: Learn and be aware of other contractors needs through surveys and questionnaires.

Goal VII: Mentoring, develop future LICA leaders.

LICA's Mission Statement

A mission statement is the purpose of LICA. The mission statement guides our actions, helps decision-making and provides a path for our association. Below is the final mission statement.

LICA serves its members by strengthening their capability in assisting landowners and users in the stewardship of our nation's precious natural resources by promoting high standards of land improvement

LICA's Vision Statement

A vision statement expands on the LICA mission, and provides more insight into how that mission is to be carried out. Below is the final vision statement.

LICA will be an effective partner to its members supporting their capability in assisting landowners and users in the stewardship of our nation's precious natural resources by providing leadership and training, improving communications, promoting sound financial management, and providing representation to federal, state and local legislative bodies on natural resource issues.

These three items are essential to LICA's future and a road map for the association. They will be voted on in San Diego, California at the Board Meeting; Saturday, February 11.

LICA Annual Conference Golf Outing

sponsored by The LICA Contractor Magazine

When: Thursday, February 9th

Time: Shotgun start 1 pm

Where: Riverwalk Golf Club
1150 Fashion Valley
San Diego, CA

Hole Sponsors Available for \$125

Contact: John Weatherhead at 678-427-9512

Transportation: Bus will leave the hotel at 12:15 pm sharp.
Box Lunches will be in your golf carts with refreshments.

Check-in will be open at 12:30 pm at the Golf Course.

Registration Fee: \$75.00 per golfer.

(This includes your green fees, carts, starter kit, lunch and transportation.)

Rental clubs available at the pro shop for \$35.00

Events will be held on the course during the events such as: Longest Putt, Longest Drive, Shortest Drive, Closest to the pin, best Jerry Biuso special event, and hole in one contest for \$10,000. We will also have a golf vacation for two at a selected Fairmont Hotel, a set of Callaway Razr X irons 4-SW, Escort Ultimate Driver Protection Package plus sweepstakes for a hole in one on the other Par 3's.

All profit from the event will be given to the LICA Scholarship Fund.

Event Details:

You will be playing at 18 hole, 4 person scramble. This format requires all players to tee off, and then determine which was the best drive, and move all other golf balls to that spot. From this position, you will hit again and choose the best shot, and continue this process until the ball is holed. Only one score will be recorded on the official scorecard.

All male golfers will be playing from the white tees and all lady golfers play from the red tees. Ladies must hit from the white tees on all par 3's.

We will award prizes for the top three teams. All ties will be played back on the card starting with the lowest handicap hold until a winner is determined.

Winners will be announced and prizes will be distributed at Associates' Night following the golf outing.



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Land Improvement Contractors of America

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National LICA at World of Asphalt 2012

**Charlotte, NC
March 12-15, 2012**

World of Asphalt is the leading exposition & education resource for the asphalt industry. The event features in-depth industry focused educational programming & comprehensive exhibits that showcase the latest technologies & innovations in asphalt-related equipment, products & services.

If you are attending the show, please stop by the LICA booth!