

The LICA News

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The Land Improvement Contractors of America

January/February 2013

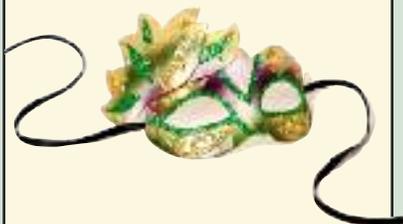


In This Issue:

2012: A Year in Review	1
President's Message	2
LICA Benefits	2
News & Notes	3

Register Today!

2013 National LICA
Winter Convention
Savannah, GA
February 5-10th



2012: A Year in Review

By: Gerald Biuso

2012 proved extremely successful for Land Improvement Contractors of America. As LICA representatives travel the country it is apparent our name is reaching into areas we have not been before!

The LICA Contractor

At a time when many publications are going out of business the national magazine, "The LICA Contractor", continues to be one of our most valuable benefits. The focus of the publication is to highlight the achievements of LICA members and to inform on industry news and member benefits.

National Summer Meetings and Winter Convention

We had a very successful Winter Convention in San Diego, California. The Summer Meeting, hosted by Kansas LICA was educational and fun. Both were very well attended. Over the last few years attendance at national events have increased.

The Marriott Savannah Riverfront in Savannah, Georgia is the site for the 2013 Winter Convention and Cleveland, Ohio is the location for the Summer Meeting (dates and hotel TBA). Registration for the Winter Convention is available on the National website (www.LICANational.org) or in the November/December issue of "The LICA News."

CONEXPO

CONEXPO 2014 is not far off. During the 2012 Summer Meeting the committees submitted seminar topics for the "Earthmoving" track. LICA is sponsoring the "Earthmoving" track for the fourth year. During the 2013 Summer Meeting in Cleveland all seminars will be finalized.

National Associates

We have been very successful recruiting National Associates. During the October meeting the Executive Committee appointed Dirk Rinker from Kansas to be the liaison to National Associates. Throughout his time on the Executive Committee he interacted well with National Associates.

Member Benefits

LICA has been recognized as offering one of the broadest benefit programs of any trade association of its size. While other associations have dropped their benefit programs, LICA continues to look for opportunities that increase the value of membership. The decision to add a new benefit program is always based on two primary issues:

1) Does it offer our members a significant benefit that they will want to take advantage of themselves? 2) Does it offer our members the opportunity to expand their own businesses?



CASE Demo in Kansas

**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

Publisher
Eileen Levy

Contributing Writers
Jerry Biuso
Allison Hack

Art Direction
Jerry Biuso

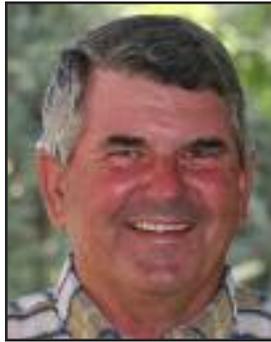
THE LICA NEWS welcomes letters, subject to editing for accuracy and brevity. THE LICA NEWS also welcomes articles relevant to the land improvement industry. Include your name and daytime phone number for verification purposes.

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

3080 Ogden Ave.; Suite 300
Lisle, IL 60532

PHONE: (630) 548-1984
FAX: (630) 548-9189
EMAIL: NLICA@aol.com

Website:
www.LICANational.org



President's Message

Happy New Year!

As I am writing this I realize that this will be my last President's Message. During the past year I have been proud to be the President of such a great association. LICA means so much to me; from the national benefits, amazing National and State Chapter Conventions and especially the great friends I have made over the years. I want to extend a big thank you to the Executive Committee for their support as well as CEO Jerry Biuso.

2012 has been a great year for myself and LICA alike. I know that 2013 holds even more! I wish everyone well over the next year and I will see you in Savannah!

Merlin Welch

Merlin Welch
National LICA President

Have You Tried the Newest LICA Benefits?

Club Colors

LICA has a new and improved LICA Store! We are partnering with Club Colors to give our members a variety of options for purchasing LICA gear. On top of the endless assortment and amazing brand choices, there are LICA benefits as well.

Minimum 15% OFF catalog pricing
Volume discounts on bulk orders
Free kitting available
Creative ideas for your events
Free graphic support

www.clubcolors.com/LICA
Email: LICA@clubcolors.com
Phone: 800-249-2582 x621



LICA Hearing Program

Our Hearing Service Plan (HSP) is dedicated to providing you and your family members with the highest quality of hearing care possible. LICA offers a complimentary program for managing hearing care and obtaining brand name hearing aids through a national network of preferred providers.

Call today to start the process; a hearing counselor is available to register you, notify you of local provider locations in your area and answer any questions you have! Call 800-956-5400 and identify yourself as a LICA member!

Membership & Expansion



Heavy Equipment Rodeo
Missouri LICA
2012 Winter Convention

Membership has increased due to a tremendous effort by individuals and states across the country. We have more members now than we have had in the last 12 years. But we are not stopping; we have added two new state Chapters: Connecticut and Arkansas LICA.

Arkansas has been in the works for two years and Connecticut a little over a year. Maryland is the next state chapter we hope to launch in the spring. We have membership drives planned for the two new states as well as California, Illinois, Missouri, New Jersey, Ohio and Pennsylvania.

During the State Chapters' and National Winter Conventions we will further discuss the growth and direction of LICA to further meet the needs of our growing association.

LICA looks forward to the new year with great optimism! 2013 will be another prosperous period for this association and its members. We will see you in Savannah!

News & Notes

2013 National LICA Scholarships



National LICA is once again awarding scholarships! To be eligible you must be related to an active LICA Contractor member. This includes members, spouse, child or grandchild. The application is available on the National website; they must be postmarked by **March 15, 2013**.

Announcing Two New State Chapters!

The new year has brought LICA two new State Chapters, Connecticut and Arkansas LICA!

Connecticut LICA

President D.J. Cavaliere

COR Equipment Sales
226 Selleck St. Suite C
Stamford, CT 06902

Office: 203-569-0339

Fax: 203-323-6010

Cell: 203-223-6150

Email: dj@cavaliereindustries.com

Arkansas LICA

President Jim Speer

3557 Hwy 49

Rector, AR 72461

Phone: 870-219-7059

Email: jspeer450@hotmail.com

Associates' Night Thursday, February 7

Associates' Night is the official opening of the LICA National Convention. Many National Associates exhibit their products and services while networking with LICA members. The theme of the night is Mardi Gras. Everyone is encouraged to wear festive attire to join in the celebration!

This year we will have a unique shoe box float parade among state chapters, individuals and/or companies. All are able to enter a shoe box display in a parade. Prizes will be given out for the top three floats. The float must be a shoe box size (about 6"x12") and unlimited height. It should have wheels and clearly display the participant (state chapter, company name etc.) All are invited to participate in this fun event!



NEW LICA Benefits!

There will be new benefits unveiled at the 2013 National LICA Winter Convention in Savannah, Georgia! Join LICA at the Marriott Riverfront to find out complete details!



Land Improvement Contractors of America

3080 Ogden Ave. Suite 300

Lisle, IL 60532



Meet ag's

MASTERS MAVERICKS™

AG CONNECT
2013 EXPO & SUMMIT

JANUARY 29-31, 2013
Preview day: January 29—by special admission

KANSAS CITY CONVENTION CENTER • KANSAS CITY, MISSOURI USA