

The LICA News

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The Land Improvement Contractors of America

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National LICA Website

Get the most updated information regarding trade shows, national benefits, conventions & so much more!



www.LICANational.org

Visit the site today.

A Look Back at 2014

Every year LICA sets a list of goals we hope to achieve. In doing this we establish our "road map" for the year. 2014 was no different we had three primary goals that we wanted to meet.

The first goal was to continue to increase our image and impact on the industry. CONEXPO takes place every three years and is our most important trade show. In March CONEXPO 2014 immediately followed our National Convention in Las Vegas. LICA again sponsored the seminars in the "Earth Moving Track" and exhibited in a complimentary 20' booth. Our members manned the booth again in their "LICA green" shirts. 2014 was a record year; we recruited more new members than ever before.



Aerial view 2014 CONEXPO

Our seminars attracted attendees from across the country. Our own members participated in panel presentations and they were very well received.

In November the Executive Committee hosted luncheon in Washington DC for organizations and government agencies with similar interests. This was the first time LICA had ever attempted a meeting of this kind and it went very well. Governing officials from (NRCS) Natural Resources Conservation Service, (NACD) National Association of Conservation Districts, (AEM) Association of Equipment Manufactures and (IECA) International Erosion Control Association were in attendance.

Our second goal was to develop additional member benefits. We issued membership cards to be used by members to access the many benefits available to them.

In September we launched The LICA Portal. Each LICA Contractor member has access to the Zywave Resource Library. LICA members can access the Portal through the national website. Using a unique username and password, members can explore their own personalized platform and search through a wealth of information.

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**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

Greetings,

I am Steve Anderson the new LICA president. For those that attended 2015 National LICA Winter Convention in Tampa, you know how much fun it was and what we did. For those that did not attend, you missed some great tours, an evening of pirates, the committee meetings, and the delegate and board meetings.

We did a trip to Busch Gardens where the President and Vice President rode the roller coasters and the Falcon's Fury. That last one will make your heart go faster. We visited a World War II Victory ship, had a sporting clay shoot and some sore shoulders. There was a brewery tour and ladies events too. At the Associates Night many dressed up as pirates with some great outfits and lots of fun.

As always conducted the business needed. This often gets glossed over but it is the reason we meet. It was a good convention that could only have been made better by your attendance and involvement. So keep Little Rock on your mind for summer as it is shaping up to be a good one as well.

The convention is the best place to get to know other members. In the committee meetings you can hear the thoughts they express about the problems we all face. While sitting at one of the meals, you get a chance to share on a more personal level both the joys and the pains of being a contractor. In the hospitality room in the evening, you can share in the consumption of your favorite beverage and conversation with other members. And you can learn something new and or just have fun on some of the pre-convention tours we do. For all those who have not attended a convention, state or in this case, a national meeting, I will just say that you have missed a lot that will make your business better, your enjoyment rise, and your number of friends grow. I look forward to the challenge of my term and making LICA even better than it is now.

Steve Anderson

Steve Anderson
National LICA President

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The third goal was to continue our growth and National Membership Drives. In 2014 we successfully developed five new state chapters including Arkansas, Texas, Delaware, Maryland, and North Dakota. Arkansas will host our 2015 Summer Meeting in Little Rock and Texas will host our 2016 Winter Convention in San Antonio.

We will explore additional states that have shown a sincere interest in joining LICA. Many state chapters have membership drives already planned for 2015 and plan on increasing our numbers even more. With the goals from 2014 met, we look ahead to the upcoming year. 2015 will be another successful year for this great Association.

News & Notes

Control your Healthcare Costs with a New Medical Benefit for LICA Members

For many years National LICA has been looking for a health plan that would give its members options when buying major medical coverage. At the national convention in Tampa, Florida such a program was introduced.

LICA Healthy Benefits: A New Approach

Lifestyle Health Plans has developed a unique health benefits program for LICA members throughout the country that provides major medical health benefits with an integrated wellness and lifestyle improvement program designed to address the root cause of the escalating cost of healthcare - employee health behaviors.

As a Member of LICA You Can Enjoy:

1. Premium savings in most cases of 5-15%.
2. Economies of scale discounts for participating LICA Members as part of LICA Healthy Benefits Program.
3. Integrated wellness program with deductible credit incentives, credit matching & case incentives for health improvement.
4. A strategic, sustainable health benefits program that addresses the underlying causes of rising healthcare costs without reliance or being tied to a single carrier.
5. Consumer-driven program features including 100% Lab, 100% Diabetic Supplies and 24/7 Telephonic Consultations at no additional cost.

Plan Design Overview:

Healthy Choice The choice is yours! Plan designs feature lower deductible levels, 80/20 Co insurance, Office Visit Copays, and Prescription.

Healthy 100 Once your deductible is met, plan picks up 100%. Plan designs feature 100% Co-insurance once elected deductible level is met. Also - Office Visit Copays and Prescription are included.

Healthy Value Save on monthly premium costs while still offering the same great benefits. Plan designs feature higher deductibles, variations of Co-insurance, Office Visit Copays and Prescription.

Healthy Consumer Qualified HDHP plan designs for HRA / HSA integration with higher deductibles and 100% Co-insurance. Office Visit Copays apply once elected deductible is met.

Program Administrator

The program will be administered by Krueger & James Insurance of Kansas City, Missouri. They are a leader in delivering insurance solutions customized to meet the needs of various association membership throughout the country. By partnering with Lifestyle Health Plans, the LICA Healthy Benefits Program represents solutions to address the rising employee benefit costs in the post-Affordable Care Act (ACA) benefits environment.

Contact:

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National LICA Scholarship

Every year National LICA awards scholarships to young adults around the country. To be eligible the applicant must be related to an active contractor member.

Visit the national website and download the application under "Benefits". Follow the instructions carefully and send back the National LICA Office.

Be sure to have the materials postmarked no later than **March 15, 2015**.

Trade Shows

LICA is expanding constantly and part of the reason is our visibility at various Trade Shows across the country. In 2015 we already are hitting the road!



First up was the (IECA) International Erosion Control Association's Environmental Connection in Portland, Oregon. This event was an educational event for the erosion, sediment control and storm water industry. There were a variety of full and half day training courses with technical sessions and the largest expo of its kind. LICA had a booth, both Bruce Barnhart of Iowa and John Peterson from National were there.



LICA is a Supporting Organization and will have a Booth at the World of Asphalt. The show is March 17-19 in Baltimore, Maryland. This premiere asphalt industry event that features new products from 300+ exhibitors. At the show, there will be 6,000+ attendees.



LICA Booth at IECA

Land Improvement Contractors of America

3080 Ogden Ave. Suite 300

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2015 National LICA Summer Meeting

Little Rock, Arkansas

Tentative Schedule

Tuesday, July 14

- Tour Caterpillar Motor Grader Plant

Wednesday, July 15

- Tour Bayou Meto Water Mgmt. Project & Equipment Demonstration
- Dillard's Private Showing & Spa Day

Thursday, July 16

- Seminars
- Rock Town Distillery
- Rubber Duck Race
- "The Roaring 20's" Associates' Night

Friday, July 17

- Committee Meetings
- Dinner Cruise on Mark Twain Riverboat

Saturday, July 18

- Board Meeting
- Farmers Market

*More information to come!
Start planning now...*