

# Land Improvement Contractors of America

## Delegates Meeting

### March 2, 2019 • Tucson, Arizona

#### CALL TO ORDER

The meeting was called to order by President Mike Cook.

#### CREDENTIALS REPORT

Keith Samuelson called roll and declared a quorum present. A complete roll call is listed below:

##### Arkansas Absent

##### Illinois

- President Lee Bunting
1. Tom Beyers
  2. Grant Curtis (proxy)
  3. Jon Seevers
  4. Steve Anderson
  5. Eric Layden (proxy)

##### Indiana

- President James Ramsey
1. Bryan Noggle
  2. Chris Smidler
  3. Tony Cain

##### Iowa

- Pres. Aaron Lyle (proxy)
1. Bruce Barnhart
  2. Russ Peters
  3. Gene Blazek
  4. Worthin Grattan
  5. Coretha Rozendaal

##### Kansas

- Pres. James Fenwick (proxy)
1. Jeff Schell
  2. Dave Bose
  3. Clem Karlin

##### Michigan

- Pres. Ben Cook
1. Adam Cook

##### Minnesota

- Pres. Mike Lehmann
1. Don Loken
  2. Mark Morreim
  3. Dan Estrem
  4. Dee Ann Larson

##### Executive Committee

- Chairman Brad McArdle  
President Mike Cook  
Vice Pres. Nordis Estrem  
Region 1 Chris Wagner  
Region 2 Dave Gallahan  
Region 3 Russ Talaski  
Region 4 Chris Brauer  
Region 5 Absent  
Region 6 Keith Samuelson  
Region 7 vacant  
Region 8 Absent

##### Missouri

- President Tom Lawlor
1. Rob Liles
  2. Jake Gingerich (proxy)
  3. Jeff Lance (proxy)
  4. Mont Gilbert (proxy)
  5. Dennis Brinton (proxy)

##### Nebraska

- President Steve Kriewald (proxy)
1. Harry Hauschild
  2. Norma Lashley
  3. Jim Pruss
  4. Rick Vlach

##### New Jersey

- President Ron Garofalo
1. John Rothberg

##### New York Absent

##### Ohio

- Pres. Adam Faeth (proxy)
1. Doug Schwieterman
  2. Larry Orr
  3. Louis McFarland
  4. Steve Gerten
  5. Shawn Kirian

##### Pennsylvania

- Pres. Evelyn Cottrell
1. Richard Cottrell
  2. Dan Micsky

##### South Dakota Absent

##### Virginia Absent

##### Wisconsin

- President Tom Popp

##### Past Presidents

- Steve Anderson  
Bob Clark

##### Associates

- Kent Rodelius

##### Ladies

- Veronica Seevers

#### NECROLOGY

Jerry Gunn  
Elbert "Mac" Mullen  
Norm Rozendaal  
Judy Speicher  
Mary Becker  
Judy Fells  
Patricia Gerard  
Philip Gary McCoy  
Doyle Lund  
Warren Zimmerman  
Bonnie Braje  
Donald Theis  
David Dittmer  
Robert Bruns  
Robert Bryan  
Joe Hawkins  
Ervin Rolofson  
Ron Cornwell  
Lynn Davis  
John Downey  
Linda Reinhart  
Jim Pickhard

Camp Point, IL  
Bushnell, IL  
Monroe, IA  
Fredricksburg, IA  
Logan, KS  
Herrington, KS  
Concordia, KS  
Kansas City, KS  
Osborne, KS  
Alta Vista, KS  
Galien, MI  
Fowler, MI  
Calhoun, MO  
Syracuse, NE  
Osceola, NE  
Syracuse, NE  
Lincoln, NE  
Burlington, OH  
Defiance, OH  
Dayton, OH  
Fostoria, OH  
Randolph, WI

#### APPROVAL OF AGENDA

Lee Bunting made the motion to approve an open agenda, seconded by Chris Wagner. Motion passed.

#### APPROVAL OF PREVIOUS MINUTES

Steve Anderson made the motion to approve the previous minutes of February 24, 2018 as printed in the LICA News, seconded by Steve Gerten. Motion Passed.

#### REPORTS

##### Chief Executive Officer- Jerry Biuso Winter Convention 2019

I have been working hard to secure much needed sponsorship for the Winter Convention in Tucson I am close to \$45,000. It has been a struggle but only last week have I received commitments.

##### LICA Contractor Magazine

The LICA Contractor magazine 2018 revenues are all most \$9,000... exactly \$8,986.

- I completed the spring 2019 issue

- I am working on the mid-spring issue due this month.

##### The History of Farm Drainage and the LICA Contractor

This project has dominated my time. The project continues to receive tremendous support from our contractor members, associates and state chapters. The sponsorship for this project keeps growing. We welcome anyone who will like to add to editorial content. I have reached out to all state chapters to provide history from their state. It began as a four-page insert it grew to 16 pages, than went to 86 pages of full color.

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## Delegates Meeting (from page 3)

### REPORTS (Continued)

The History of Farm Drainage magazine was mailed December 28th, 2018. It has generated a great deal of interests from across the country with very positive comments.

*"Just received my copy of the "History of Farm Drainage and the LICA Contractor" in the mail. What a wonderful publication! Your "hope" for this publication will, no doubt, bring contributions to the lives of many! Job well done!"*

Mark Wilson, Land Stewards

Marion, Ohio

~

*"As being Drain Commissioner I am also part of the MACDC (Michigan association of county Drain Commissioners). Our association meets twice a year, once in the summer and once in the winter. Our winter conference is coming up in February. I plan on speaking briefly about this terrific magazine at our winter conference. I think there will be an overwhelming interest from our association regarding the history of drainage magazine. I believe that there will be a number of other drain commissioners from the state that would love to get a copy of this. I also think it will lead to the contribution of more information to you and the LICA about the history of drainage, more particularly the importance of the county drain commissioner to our great state of Michigan. We also have a large group of associate members including engineering firms, law firms and many other types of businesses pertaining to our line of work. I'm sure our associate members will also be very interested".*

Matt Word, Hillsdale County Drain Commission

Hillsdale, Michigan

#### The History of Drainage Book

We are beginning to receive additional editorial for the book. This will be leather bound collectors item and will be sold at a reasonable price.

Grants - In the next few months I will be applying for a variety of grants to assist in the research the History of Farm Drainage. Much information is needed to complete this historical project.

#### Associates

CNA - We continue to maintain a good relationship with CNA and a new Liaison John Furey has been assign to us and will be in Tucson.

#### New National Website

The website will be updated and have a new look to generate additional revenue. I have a meeting with Scranton Gillette March 1st in Tucson. We are also seeking additional quotes for the new design.

#### Septic Service Plan

I am in the process of restructuring the Septic Program. I have eliminated the middleman, ADP, which permits the contractor earns \$100 with every purchase of the program an increase of from \$75. Bankers Warranty has changed their name to be Centricity. I am reworking our program with them. This should stimulate interest and sales. If we cannot increase sales the program will be terminated.

- I renewed my own contract.

- We have a 10' booth at the (WWETT) Water & Wastewater Equipment, Treatment & Transportation Show in Indianapolis.

### REPORTS (Continued)

Wayne Littwiller and his company will work the show for LICA as they did last year.

#### Health Plans

We have diverse and very competitive health programs that members have saved a great deal of money using. Many members should explore and take advantage these programs.

#### State Chapters

##### Minnesota LICA

I discussed the possibility on MN LICA Exhibiting at the 2019 Minnesota Erosion Control Association (MECA) 31st Conference with Nordis. Jan. 29th – Jan. 31st, 2019. The MECA trade show is the largest of its kind in the Midwest with 350 expected attendees. I recommend the exhibit.

##### Mountain States LICA (Colorado, Nevada, Utah, Wyoming)

We have kicked off the start of our chapter in January. Nordis visited some contractors in Colorado Springs spreading the word about the new chapter. I hosted my first event in conjunction with NUCA speaking to a room of about 40 people on how a LICA membership would greatly complement a current NUCA members. A letter campaign has gone out to 160 good fit contractors in the Denver Metro that I am following up with. The website <https://www.mtnstlica.com/> is looking good along with a presence on Linked in. We are looking to grow.

##### New York LICA

###### New Brochure

NYLICA ask me to review a new brochure design. It is disturbing when I see promotional material designed by people who do not take the time to understand who and what LICA members do.

- The cover "Paving the way for growth and expansion" is cute but focuses on asphalt pavers only 1% of our members across the country are asphalt pavers.

- Inside benefit page again the focus is on asphalt paving. Not sure what the semi-circle at the top.

- Type is small and over printing type on a photo reduces the legibility of the type.

- With the blank space on the right I would reduce the number of benefits and add descriptive copy to the important benefits.

- The photo of mulch and a shove, as well as patio-pavers focuses on landscapers only 9% of members nationwide are landscapers.

- Only one photo truly reflects our services.

###### Trade show

Reviewed the expansion into Long Island by attending the Long Island Landscaping show. With the existing statewide insurance program, they have attracted 37 members but none identify with LICA and the many benefits. Long Island contractors different from the up state contractors and need to be approached differently. I offered to assist their efforts and would visited prospects in the early spring.

##### Sunbelt Rentals

Per Dave Gallahan Region II VP I began an initial conversation with Joel Theros about the benefits of LICA and the opportunities for Sunbelt rentals. He referred me to the Director of market Bryan Gassler in N. Carolina. We had a lengthy spirited conversation and he will have his two-field people communicate with me directly. One is the director of all facilities the

## Delegates Meeting (from page 4)

### REPORTS (Continued)

out the country and the other is director of regional sales for the company.

Hello Jerry!

Bryan had asked that I touch base with you regarding opportunities for Sunbelt Rentals and LICA to partner. He'd passed along the membership application and additional information about some of your member partnerships.

I'd intended to touch base with you sooner. I apologize, I was in Ireland for 10 days and this week was playing catch up! I'd love to discuss the aforementioned CONEXPO opportunity, as well as general membership benefits and opportunities... I'm in the midst of reviewing the information but would you have any availability to further discuss early next week?

Thanks so much in advance!

Rachele Moore | Sunbelt Rentals, Inc. | Field Marketing Manager

Making It Happen For Our Customers! 2341 Deerfield Drive | Fort Mill, SC 29715 | T: 803-578-5422 | C: 704-804-1780 | F: 803-578-6834

rachele.moore@sunbeltrentals.com

#### Benefits Solution

This is a company that can design a unique benefits platform to specifically address our member's needs. They were recommended by Ryan Arch Illinois LICA Executive director. We are waiting for their proposal. This program if designed correctly will offer members discounts on a wide range of products and services.

Hi Jerry,

Thank you for taking a few minutes to chat with me today. I believe that our aggregating solution could add a substantial amount of value to you/your members. Please send me your magazine and in the meantime, I will put together a short proposal for you to review.

Thanks again.

Scott Madura

Benefits and Facility Advisor

www.medova.com

Phone: 312-217-2181

email: Scott@affinityplans.com

#### Sandhills Co.

Per Brad McArdle Chairman of the LICA Board I began an initial conversation with Jess Phillips. Sandhills, more specifically Machinery Trader and AuctionTime, meet a specific need for contractors in creating a fluid process involving retail, wholesale, and flexible auction opportunities when selling their equipment. I we discuss membership and special benefit and CONEXPO session.

Hello Gerald,

Thank you for taking the time out of your day to read this. I am Jess Phillips. I work closely with Brad McArdle and McArdle Grading in assisting them in the liquidation process of their used equipment. I had the pleasure of sitting with Brad this week to discuss a program we at Sandhills have created. After our discussion Brad recommended that I reach out to you. He feels this information will be a great fit for the Auction Seminar, Live vs. Internet, at ConExpo.

Sandhills, more specifically Machinery Trader and AuctionTime, saw a specific need for contractors in creating a fluid

### REPORTS (Continued)

process involving retail, wholesale, and flexible auction opportunities when selling their equipment. AuctionTime.com is a strict online platform used to auction equipment on a weekly basis. Every Wednesday of every week during the year we hold live online auctions. Additionally, during specific times of the year we hold two day sales. Last December selling over \$110 million dollars for of equipment.

<https://www.machinerytrader.com/>

<https://www.auctiontime.com/>

I would be more than happy to explain the Contractors Program or AuctionTime to you when you have the opportunity. Please contact me on my mobile phone at (402) 613-3437 preferably, or my direct line below.

Thank you for your time and look forward to hearing back from you soon.

Jess Phillips

(531) 333-7162 (Direct) | (402) 613-3437 (Mobile)

123 W. Harvest Drive | Lincoln, NE 68521 | Jess-

Phillips@sandhills.com

#### CONEXPO 2020

I am pleased to announce we have been assigned the same 20' x 20' = 400' free exhibit space as a result of our participation in the Education Committee and collocating our convention. This strategic location is in the Main Lobby across from Starbucks facing the primary exit from the North Hall where all the Heavy Equipment is displayed. This location was much sort after by other exhibitors. We plan to use the same exhibit but with new graphics and a new theme. We will utilize a monitor in the middle of the exhibit, which will have a continuance video highlighting LICA activities and benefits.

CONEXPO 2020 Education Committee Meeting: February 28th, 2019 in Washington DC. The committee will review 244 proposed educational sessions

#### New National LICA Office Space

We moved in January, The National LICA office is our new home! After years of looking for a larger office, the Executive Committee and National Staff found the perfect office "in their own backyard." Actually, it was found in the same building and floor as the old office, and it couldn't have worked out better.

#### Memorandum of Understanding (MOU) for both NRCS and NACD

We are still working on developing an effective MOU for both NRCS and NACD. Members have submitted a constructive ideas as to the content: Promote Design Technology, Common Platform, Everything should be based on specs, ability to quickly provide plans and designs are just a few.

#### BY-LAW COMMITTEE - March 1, 2019

Meeting was called to order at 10:32 am by Harry Hauschild.

Those in attendance were: Harry Hauschild, NE; Tony Cain, IN; Brad McArdle, NE; Steve Gerten, OH; Nordis Estrem, MN; Chris Wagner, NJ; Chris Brauer, MN; Clem Karlin, KS; and Louis McFarland, OH.

## **Delegates Meeting (from page 5)**

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### **BY LAW COMMITTEE (Continued)**

Motion by Steve Gerten, seconded by Nordis Estrem for an open agenda. Passed.

Minutes read by Harry Hauschild from the last meeting. Motion by Chris Wagner, seconded by Tony Cain to accept the minutes as read.

Discussed the dues increase.

Discussed National Officer Limits.

Motion made by Tony Cain, seconded by Chris Wagner to adjourn at 10:43 am. Adjourned.

### **ELECTION OF NATIONAL VICE PRESIDENT**

Brad McArdle nominated Bob Clark for Vice President, sec-

### **ELECTION OF NATIONAL VICE PRES. (Continued)**

onded by Bruce Barnhart. Bruce spoke on Bob's behalf.

Motion by Chris Brauer to close nominations, seconded by Chris Wagner. Motion by proclamation to elect Bob Clark Vice President. Motion passed.

### **NOMINATING COMMITTEE 2018 DELEGATE**

Ben Cook motioned to accept Tony Cain on the Nominating Committee, seconded by Lee Bunting Motion passed.

Brad McArdle appointed Jon Seevers from the floor.

### **ADJOURNMENT**

Meeting was adjourned at 9:35 am.