

THE LICA CONTRACTOR

Volume 16, Number 1

Early Spring 2023

Looking Back at LICA and CONEXPO

Three New LICA Safety Programs

CONEXPO 2023 Site Map

Land Improvement Contractors
of America

LICA

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The LICA Contractor is the official publication of the Land Improvement Contractors of America, 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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A Message from the President



On a gorgeous spring evening in 2001 Billy Esposito invited me to an NJLICA meeting at John Rothberg's shop in Middlesex, NJ. There was a pig roast and a crazy presentation by an insurance firm pushing a group health plan for Associations. I left that meeting knowing two things. First the insurance thing could not happen as it was illegal in NJ at the time. Second this was an incredible group of people dedicated to their profession. I joined LICA later that year.

If someone told me then that I would now be writing my last President's message for National LICA I would have placed a lot of money on that bet saying that that would never happen. And yet here I am doing it. A Jersey guy who when you talk about "tiling," I ask how many square feet on the bathroom, kitchen, and mud room floors and walls, not how many thousands of feet of drainage pipe are being laid and how far apart the laterals are. So, I leave you with this.

The journey from a NJLICA member to their Board, to NJLICA President, to Region One VP, to National President has been incredibly rewarding. The friends made along the way. The support from so many people throughout the journey. There is no other association in the country that has what LICA has. I am not talking about benefits, etc. I am talking about the people, the bonding, the dedication to the industry, the sharing of ideas, the helping out of a competitor who is in a bind.

There are many things I have asked the membership to do over the years, but never this. Think about taking the journey. LICA, both State and National, gives an incredible number of services to its members. Please think seriously about giving it back. Go to your state meetings. Join a committee. Join a board. Become an officer. Come to a National Convention. See the true benefit of being a LICA member. Your journey does not need to end like mine, but I assure you that if you take any part of the journey you will never regret the trip.

I have been honored to represent LICA on the National level. Pat and I cannot thank you enough for allowing us to be a part of the best extended family in the world.

Chris Wagner,
National LICA President

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Looking Back at LICA and CONEXPO

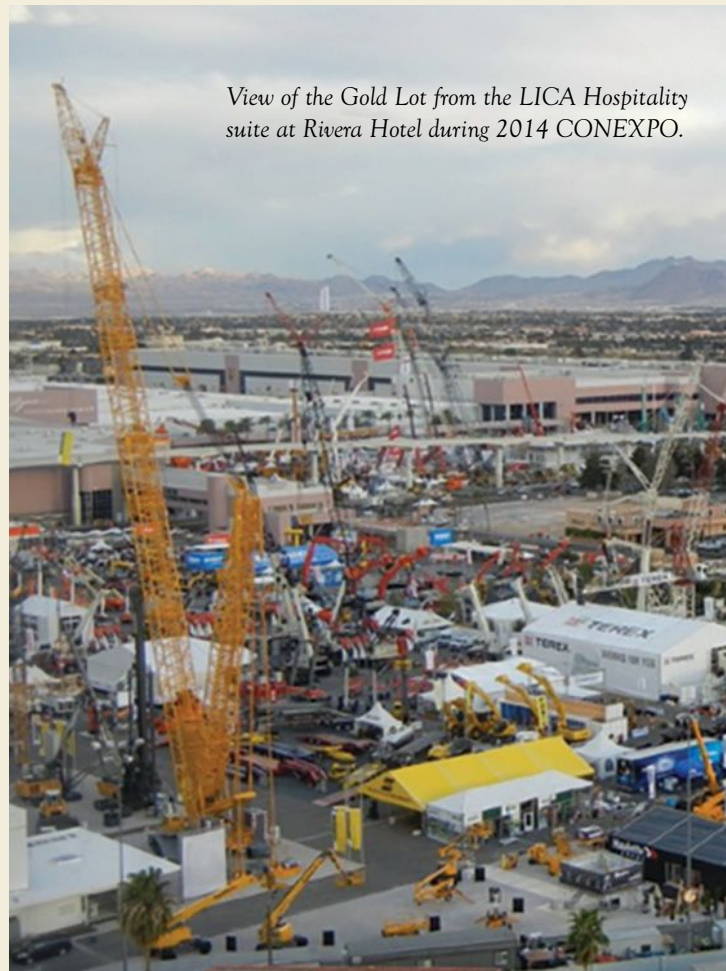
The longest running construction expo in America is returning this Spring and the industry is excited!

By CAROLINE KRUG, Assistant to the National LICA CEO

Since its inception, CONEXPO/CON-AGG has been a show of progress toward building our great nation, the United States of America. Originally dubbed the “Road Show”, the first CONEXPO was held in Columbus, OH in 1909. The construction industry was in its infancy and has since grown exponentially, hitting some amazing milestones along the way. In 1926, a new tractor company called Caterpillar hit the scene and exhibited for the first time. In 1928, the first CON-AGG (Construction Aggregates) show was held in Detroit, Michigan. Then in 1948, the first Road Show post-World War II was held at Soldier Field in Chicago, which topped the size and diversity of all other Road Shows before it. In 1996, CONEXPO and CON-AGG joined forces for the first time in fabulous Las Vegas, eventually becoming the largest “show” ever, in terms of attendance and exhibit space in 2005. That year, the show had more than 120,000 industry professionals from around the world in attendance, covering over 1.8 million square feet of exhibit space. CONEXPO 2017 filled a record 2.8 million square feet with more than 128,000 attendees witnessing the first 3-D printed excavator in action at the “Tech Experience”. The project was a collaboration between the Center for Compact and Efficient Fluid Power (CCEFP), Oak Ridge National Laboratory (ORNL), and researchers and students from Georgia Tech, the University of Minnesota, and the University of Illinois at Champaign-Urbana. So many other advances in technology have led the construction industry to where it is today.

Tradition and Innovation

Many LICA members have made it a long-standing tradition to attend CONEXPO time after time, traveling from



View of the Gold Lot from the LICA Hospitality suite at Rivera Hotel during 2014 CONEXPO.

“Every year there is so much to learn to keep up with the new equipment and technology. Anyone who is serious about their business must attend this show.”

– John Rothberg, New Jersey LICA



their corners of the country to see the world’s largest collection of construction equipment and ideas. Harry Hauschild, Veteran, Nebraska member, and National LICA Past President, has been attending CONEXPO with his wife Linda since it was held in New Orleans in the 1980s. Hauschild makes the drive from Nebraska more fun by planning stops in Oklahoma and Albuquerque on the way, including one at a favorite Mexican restaurant. The first year he attended CONEXPO in Las Vegas he was blown away by the North Hall. “All of that equipment looks so much bigger inside! Wow!” Hauschild comments. He really enjoys “kicking the iron” at the show. It’s a great chance to talk with the manufacturers and compare equipment in one place.

John Rothberg, New Jersey LICA Member, has been attending CONEXPO since the 1980s as well. He typically brings his crew leaders out for the week to soak up all the show has to offer. He has them attend a variety of seminars as part of their attendance. “Every year there is so much to learn to keep up with the new equipment and technology. Anyone who is serious about their business must attend this show!” Rothberg says.

National LICA Past President and Iowa member, Bruce Barnhart, has been attending CONEXPO for over 25 years. He credits this loyalty to the magnitude and universal appreciation of the event. “In the construction business everything we talk about is benchmarked by the last CONEXPO-CON/AGG we went to. It’s like everything revolves around CONEXPO-CON/AGG. Even our conversations with our employees years after the show connect back to what we saw and learned at the show.” Barnhart says. “At CONEXPO-CON/AGG you have fun and you learn.” “If you’re in the construction industry you need to go once in your life. And if you go



National LICA Past President, Bruce Barnhart, moderating a CONEXPO/ CON-AGG panel.

once, you'll be back." Barnhart adds. And with all the shiny new toys debuted at the show, you never know what you'll come away with. Barnhart recalls attending a press release for TopCon in 2008. They were rolling out their newest system of grade control, the 3D-MC2. "I thought it was cool, but I didn't think I could ever afford it," he says. Just three years later, Barnhart purchased his first 3D-MC2 machine control system; now he owns four. Many LICA members like Bruce use CONEXPO as an opportunity to test drive the latest equipment and make informed business purchases.

Merlin Welch is a long-time California LICA member who became a heavy equipment instructor at Westhills Community College after serving in the United States Army. He found so much value in what could be seen and learned at CONEXPO that he would take his students on a field-trip to the show every year it came around.

New Jersey member, Ron Garofalo's attendance at CONEXPO in 2005 quite literally changed his life. Ron's career began in general masonry and construction before starting his own paving business, which he ran for 35 years. He noticed that his company was paying a lot of money to dump debris from his job sites, so he had the idea to purchase a crusher to recycle his own concrete and asphalt waste. While he didn't purchase the crusher at the show, he did receive an invitation from the manufacturer, Rubble Master, to come up to Canada and demo the equipment. He accepted the invitation, purchased his first

crusher and returned home. When his contractor neighbors got wind of his new machine they began asking him to crush their yards as well. He said no at first, but the demand became so great that he eventually gave in. "It wasn't the plan to start this kind of company," Ron says. "But we got so busy doing other people's work that we had to purchase a second crusher to do our own work." In 2014, Ron left the paving business and launched DAG Mobile Aggregate Recycling, which he owns and operates today. Whether you're new to the industry or a seasoned veteran CONEXPO leaves a lasting impression.

Education

Tradeshows are a great way to stimulate new ideas for your business and expose your employees to new information and resources available. Barnhart has always made an effort to attend sponsored educational sessions, and ultimately was roped into moderating panel discussions. "The attendees are a mix of contractors in the new stages of their career and some who have been doing this forever. You have to balance and appeal to both." Barnhart says. And CONEXPO does a great job of it. Barnhart recalls sitting in on a John Deere mass excavating seminar, then speaking with a long-time colleague after the session. His colleague mentioned he remembered learning a lot of what they were discussing in the seminar in the past but had since forgotten some of it. "If it's beneficial for someone who has been at it for decades, imagine how good it would be for a new guy," says Barnhart. Another panel he participated in was a discussion about different power sources and the potential for electric equipment. Little did he know, this discussion was a precursor to new government emissions regulations and the impact these could have on manufacturers. Things are continuously evolving, and CONEXPO educational sessions are a good way to stay up to date. And the education doesn't stop in the seminars. National LICA Past President and Minnesota member, Nordis Estrem, stands behind the phrase "It's not what you learn in the classroom, it's what you learn in the hallways in between." continuing, "If you just ask the question, people are willing to share their experiences." There are hundreds of years of experience walking the halls of CONEXPO, offering a veritable goldmine of intellectual capital to those willing to seek it out from their peers.

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- (3) Excludes normal brake wear.

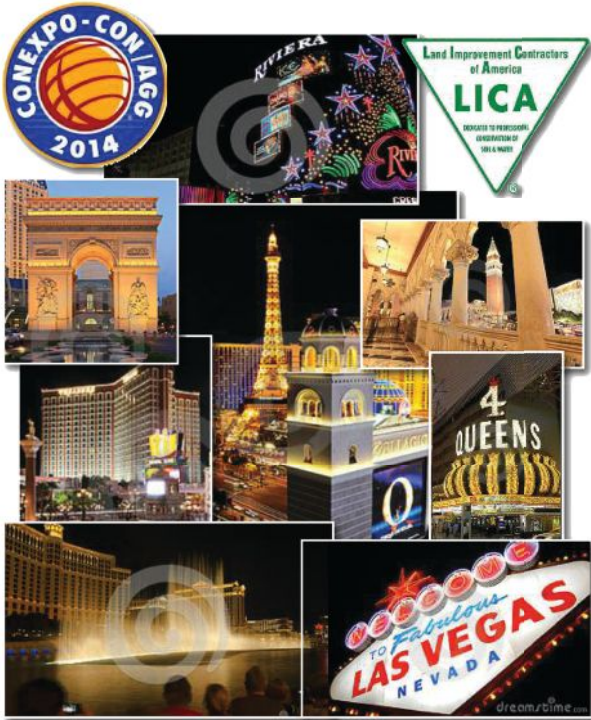
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2014 National LICA Winter Convention & CONEXPO



Making Connections

With so many industry leaders, contractors and associates in attendance, you're bound to make acquaintances with someone who can help you on your journey to success. "It's a wonderful place to network," says Barnhart, "And if you have specific problems, you may have to wait or schedule a time, but usually the person who can solve your problems is at the show." "I've had the opportunity to shake hands with the President of Caterpillar at CONEXPO. Interacting with the manufacturers is important." You'll also find members of the press out hunting for stories, which could result in new exposure for your business and an opportunity to share your story with the masses. And speaking of building your business, your presence at this worldwide gathering place for the industry gives you access to thousands of potential customers and strategic allies.

LICA and CONEXPO

Every three years, Allison Hack, National LICA Director of Communications is charged with the daunting task of coordinating the National LICA Winter Convention in tandem with making preparations for the LICA booth at CONEXPO. And every three years she nails it. The typical shelf life for a stay in Las Vegas is a long weekend, tops. Yet for over a week there, Hack assumes the role of educator, social director, concierge, designer, supervisor, recruiter, promoter and project manager. Her attention to detail shines through, as evidenced by the fond memories and many happy returns of our members.

As CONEXPO has grown throughout the years, so has LICA's presence. Nordis Estrem has been a member since the 1970s and has witnessed the growth of the organization firsthand. "Things

have changed immensely since Jerry came on board.", Estrem comments about National LICA CEO, Jerry Biuso, Sr. "Renting a booth since 2008 has gotten LICA so much exposure, and that is a credit to him." Jerry was also to thank for our prime booth location in the Grand Lobby, in 2017 and 2020. He had the knowledge and experience to predict that foot traffic would be heavy in that area: we were the first booth seen upon exiting the North Hall, just steps from the food court. Each year LICA's booth gets bigger and better, and the industry's familiarity with our association expands right along with it.



National LICA President, Chris Wagner and NY LICA Executive Director, Maura Dibble, recruiting new members.

In addition to the booth upgrades over the years, LICA has also graduated through the ranks of Vegas accommodations. Harry Hauschild recalls that the journey began at Circus Circus, but he suggested moving the 2011 LICA convention to the Riviera for closer proximity to the show and better placement on the strip. This first year in the new digs, National CEO, Jerry Biuso, Sr. reportedly commandeered the penthouse suite as a hospitality room for the week. The suite overlooked the Gold Lot, which housed all of the biggest and best heavy equipment, all shined up for the show. To the LICA family, the view just doesn't get much better than that! LICA members take pride in their reputation for hospitality and, of course, Las Vegas is the epicenter of entertainment. A lot of fun has been had by LICA members at CONEXPO throughout the years, but as they say "What happens in Vegas, stays in Vegas." After the demolition of the Riviera in 2016, LICA was forced to relocate and has since hosted its members at Harrah's. "I loved staying at the Riviera. Although, LICA may be the reason they had to tear it down in the end", Bruce Barnhart jokes.

Many of our members recall the most recently held CONEXPO in March of 2020, which was forced to end a day early due to growing concerns over COVID. On his final day in town, Bruce Barnhart was driving down the strip killing time before his departure, and recalls being the only car on the road for blocks. "That was the weekend the world changed. No doubt about it" says Barnhart. Other LICA members present that year have vivid memories of exceptionally long lines at the restroom sinks for hand washing and making efforts to sanitize everything in sight. Fortunately, the world has returned to some semblance of normalcy, and while cleanliness is certainly a reminder that has stayed with us, more information about COVID has quelled some of the fears we had at the start of the pandemic.

Growing the LICA Family

National LICA Past President and long-time New York LICA member, David Rule, looks forward to the event and an oppor-

tunity to volunteer his time helping LICA grow. Maura Dibble, New York LICA Executive Director, recalls CONEXPO 2017 fondly. “Jerry asked people to help with the show so David Rule and I helped. During this show we met a lot of people from New York. After getting back to New York some of those people signed up to join NY LICA, and they are still members today.” Nordis Estrem finds it easy to talk to people and tell them about LICA at the show. “The comradery alone makes membership worth it. There are six Minnesota LICA members within a 20-mile radius of me. And those we’ve recruited at CONEXPO have become active members. Once they come to a meeting or convention, they keep coming back.” Bruce Barnhart has volunteered in the booth at CONEXPO and enjoys running into people from other tradeshow he’s worked. “It’s another great touch point for new and prospective members.” Barnhart says.

In the booth it’s go-time, with Biuso, Sr. running a tight ship. All staff and volunteers are rallied at the start of the show to receive their marching orders and kick off the five-day recruiting drive. There’s always a big scramble for the “LICA green” uniforms which have varied throughout the years, but typically include an attention-getting ensemble for the ladies. Vegas is full of games and fanfare to compete with, and LICA plays to win. As a testament to this effort in branding, a major win was achieved in the LICA booth in 2020. Although the show closed a day early, LICA showed up that Friday and recruited until the end. Attendees (and some of the staff!) were magnetized by the “girls in green”. Contractors were invited into the association and LICA signed up eleven new members on the spot that day!

The Future

At CONEXPO/ CON-AGG 2023, the LICA presence will be huge! Plans for the booth design tout a 16-foot tall “LICA Tower” wrapped in graphics, that will be visible to three levels of exhibit space. With a great booth location near the entrance, “LICA will have double the exposure, since attendees will see us coming and going.” says Biuso, Sr. “Everyone will know us by the end of the show.” To cover more ground and catch those who are beholden to their own exhibit spaces, 2023 will be the inaugural running of the LICA “Scooter Squad”. Volunteers will set out on a fleet of scooters to spread the news about LICA and all the amazing benefits this organization has to offer. The booth will also host volunteers of the newly formed LICA Educational Foundation for Veterans. In addition to joining LICA, contractors will have an opportunity to learn more about, and support, this mission to train veterans to become highly skilled heavy equipment operators enabling them to build rewarding careers post-service.

AEM, the show’s producer, is expecting to host 1800 equipment and service manufacturers and a whopping 150 educational sessions at CONEXPO/CON-AGG 2023. Your attendance guarantees the latest information and peer advice on equipment, technology and business management to bolster your success. Be sure to join LICA at the largest construction show in North America! ■

Photos LICA Exhibits



LICA Exhibit 2011



LICA Exhibit 2017



National LICA CEO, Jerry Biuso, Sr. and the “Girls in Green”.



LICA Exhibit 2020

LICA Adds Three New Programs to the LICA Safety Platform

LICA is committed to the safety of our members and we are excited to roll out a brand new, platform of safety programs for 2023! In addition to the long-standing LICA Safety Portal, which offers safety articles, OSHA record keeping and training materials, LICA has just added 3 new safety benefits our members can choose from, based on your company's specific needs. All three programs use new technology to assist you with building a custom safety program and training your employees to work safely. These new LICA partners have simplified safety and made staying in compliance easy!

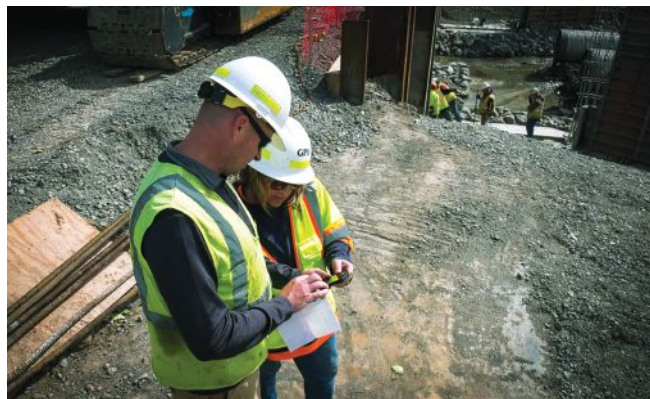
1 Get On-Demand Training in the Palm of Your Hand with aQuire!

By MARIAH RAMOS, Chief of Growth

Have you planned and prepared for your annual safety training for 2023 yet? What about your new hire training and onboarding for all those new contractors you'll need to bring on? Forget about newbie contractors, are your seasoned vets needing a refresher on a safety or operations process because of an accident last season? How will they learn about the new tool or rare technique they need to use to complete those new projects you won?

If you haven't finalized your training plans, this is your sign to take advantage of your LICA partnership!

LICA partners receive exclusive access to construction safety training using the aQuire™ platform, a product of CAHill Tech. Because of your membership, you get access to a free trial of the education platform, giving you 400+ educational and operational resources, templates, and tools built by construction leaders, for construction workers. This includes



production-level videos to train contractors, upskilling quizzes, audit templates, worksite safety inspection forms, management reports, machine inspection forms, and more. All of this, and more, is available because of your LICA partnership.

CAHill Tech, is a WBE-DBE company. Their mission? To solve the construction labor gap. The organization was founded by a 3rd generation road and bridge builder who witnessed half of her workforce retire during the pandemic. To retain industry-specific knowledge perfected over 50+ years, she set out to better train and prepare the next generation construction worker using the same digital technologies being taken advantage of in other markets. Aside from ensuring industry-knowledge is retained and not lost, CAHill Tech was founded to help construction companies keep their frontline workers safe, amidst the unavoidable danger this industry brings. The construction industry - the backbone of America-should not be the last industry to use technology to reduce risk, eliminate loss, become safer, and faster.

If LICA members are interested in obtaining construction safety training videos, upskilling quizzes, inspection reports, audit templates, or other resources to be used on job sites, reach out to info@cahilltech.com for free resources. In addition to hosting over 400+ industry-specific resources on their digital platform, the app is approaching mental health and suicide prevention by hosting resources built for construction workers to better bolster conversations and check-ins. The platform hosts a tools section with pre-built operations audits and walk-throughs, inspection reports, and compliance quizzes. These forms were built for insurance, federal, state, and local mandates, to keep your business compliant.

Construction companies, heavy highway, road, and bridge companies, municipalities, trade schools, and educational institutions are using our platform to teach their contractors cutting edge industry secrets. Examples include OSHA-training series and Milton CAT equipment operations videos, job site hazards reports and more. While providing opportunities for learning and growth, safety directors, superintendents, and educators are also able to streamline their training processes, allowing for quicker training and onboarding.

Using the aQuiRe™ app is easy. Download the app on the Google Play or Apple Store. Your employer will provide you with a username and password. You instantly have access to 400+ learning resources, tools, and templates available on your phone, tablet, or smart device. Some contractors use aQuiRe™ to learn new niche skills, leveling up their resumes and skill set. While others use the app when they're stuck in a sticky situation. Imagine being on I-90 using a new piece of equipment, and it's suddenly acting up. You can scan a QR code in the vehicle and be brought to a quick video explaining how to properly operate the equipment.

Most construction companies don't like having to fly out trainers from across the country, or pull subject-matter experts from the field. Our partners use aQuiRe™ to conduct: annual safety trainings, weekly toolbox talks, new hire onboarding, new skill trainings, operational process reviews, and equipment trainings. Partners also use aQuiRe™ for compliance management and when standardizing workforce training.

Weekly safety trainings, operations process run through, and reports are assigned via aQuiRe™. For example, company leader's assign videos and illustrations to groups of contractors needing to learn a new skill. The contractor's watch the videos and complete comprehension quizzes. Using aQuiRe™, the safety director understands the level of understanding their employees have, and areas in which additional training

would reduce risk. Job site forms can be submitted directly to safety directors to monitor equipment, or job site status for liability protection.

As we move into a world where more needs to be done with less, consider your administrative processes. How can you reduce or eliminate their burden on your team, while still staying compliant with all the rules and regulations your business is held under? If you are still using paper to track attendance at training events or with employee certifications, you are behind the times. By using antiquated systems, you are wasting the time of your valued employees and limiting their impact.

Tasks like sending out meeting/certification reminders, training reminders, and digital training can quickly be logged and tracked with modern day software.

Tolkien said, it does no good to leave a live dragon out of your plans, if you live near one. In an industry as risk-prone as construction, it's safe to say we all have live dragons on our job sites. If you need help planning for those dragons, give us a shout. We're here to help keep your frontline workers safe, and your business profitable. For a year's worth of free toolbox talks, send an email to info@cahilltech.com or to LICA and we will send it your way.





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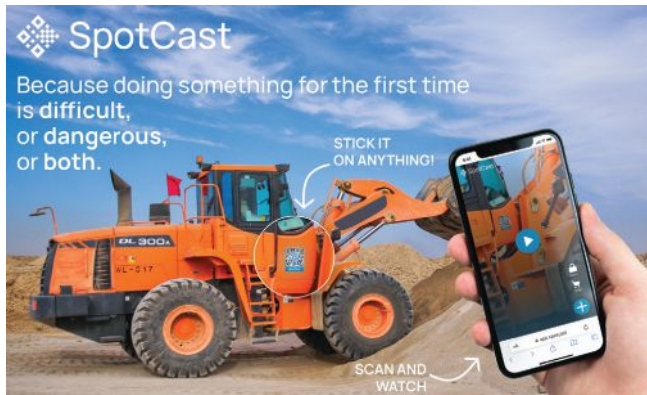
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2 New Video Sticker Platform to Improve Workplace Safety, Created by SaferMe

Video stickers that can be stuck on equipment or in key locations in a facility deliver more accurate and timely safety messages.



SaferMe, a leading workforce safety company, has announced the launch of SpotCast, a new video sticker platform. SpotCast enables instructional and safety videos to be easily embedded on durable QR Code stickers. The sticker is placed on any piece of equipment, and employees simply scan it with their smartphone or tablet and watch the embedded video. No sign-up is required.

SpotCast solves the major challenge of how to easily deliver instructional videos to employees, at the right time and in the right place. Markets for the product include the manufacturing, engineering, utility, physical security, facility management, contracting and construction sectors.

“The type of instructions that employees really require involves more than just reading a manual, or listening to a verbal instruction,” says Clint Van Marrewijk, CEO and founder of SaferMe. “Doing a job for the first time can be difficult, or dangerous, or both. Next to in-person training, video is the best instructional medium by far, for a business environment. Training managers can’t be right next to someone all the time, to show employees exactly what to do. That’s where video comes in.”

SpotCast is already delivering results in Europe and New Zealand where it is being used to create training and risk management videos that succinctly communicate “how to” messages.

Content creators require minimal training on how to use the platform, and the barriers to entry from a technical perspective are negligible. The process for making the videos is seamless. The stickers that are unique to each company are ordered from SaferMe, and once the SpotCast stickers arrive, the user follows an easy three-step process:

1. The sticker is placed on any piece of equipment or in any important location.

2. The QR Code sticker is then scanned, and the user is prompted to record their video.

3. The video is uploaded to the QR Code and becomes active. The next time someone scans the SpotCast sticker, the recorded training video will play on the user’s phone.

SpotCast can be updated with new videos at any time, and the stickers are durable, waterproof, sunproof, and tear-proof.

SaferMe is one of the world’s leading workforce safety companies that advises governments, Fortune 500 businesses, and some of the world’s most prominent brands in over 30 countries. SaferMe is on a global mission to keep employees healthy and safe while at work, to make organizations resilient, pandemic-ready, and to keep them open for business. SaferMe has offices in the United States, New Zealand, Sweden, and Australia. For more information: www.saferme.com.

Contact Information: Evan Bloom, CEO
evan@fortresscomms.com • (315) 744-4912

3 Lancaster Safety Consulting—Would You Behave Differently if All of Your Coworkers Were Family?

By JEFF MUSA – Marketing & Analytics Executive

America is built and run by real people working in the real world.

Electric linemen fix power outages. Warehouse workers pick and move products to ship out to your house. Men and women in big machines move mountains of dirt to create our cities and neighborhoods.

These jobs require skill, tenacity, but above all, a company’s commitment to keeping employees safe from the many hazards they face every day at work.

Protecting workers and ensuring they get home safely is why Lancaster Safety Consulting, Inc. was founded back in 2004 by Jeffrey A. Lancaster.

Serving as a safety consultant since 1976, Mr. Lancaster gained extensive workplace safety experience while conducting hundreds of on-site safety evaluations for a broad range of general industry and construction clients.

“Was it hard to start this company?”, I asked Mr. Lancaster, expecting a stereotypical answer most founders would give during this short phone interview, as he pulled up to the bank.

“No”, he quickly and confidently replied.

He is a serial entrepreneur and a humble learner from all his mistakes who completely understands why businesses exist... to solve real problems for your customers.

And sometimes your customers tell you exactly what they need. While working in the security system industry for more than 20 years, some of his commercial clients would ask if he could provide written evacuation plans and training. These requests sparked the foundation of what makes up LSCI today.

Now, when Jeff thinks about employee safety, he sees family. He’s been a devoted husband to Linda for 42 years through countless ‘dad jokes’. They are proud parents and grandparents to a very close, loving, and growing family.

Jeff sees every employee at every company as a father, mother, brother, sister, son, or daughter. Their loved ones expect them to come home every day no matter what line of work they are in.

Therefore, it was an easy decision to start Lancaster Safety Consulting, Inc. and write those safety programs, where he would thoroughly inspect a job-site for hazards, document the appropriate procedures to avoid them, and ensure employees stayed safe.

In the beginning, he started with very little... no clients or incoming revenue, he knew this was a great opportunity and rested on his perseverance to grow. Soon, Lancaster’s oldest son, Jason, advised him that he didn’t want to write another college English paper in his life. Thus, LSCI’s workforce doubled and the two men were on a mission.

He saw a headline about a company that was cited by OSHA (it is public news after all!), and he called them up cold. Jeff’s passion for employee safety was evident, so this large company, with safety issues, gave him a chance as his first client.

I had assumed it was a bumpy ride; that he faced many challenges during those initial years and possible failure. “Nope, we grew steadily every year”, Mr. Lancaster again responded quickly.

Lancaster Safety Consulting, Inc. has now become a leading, nationwide OSHA Compliance and Safety Consulting firm serving thousands of clients across all types of industries, with deep expertise in Construction at all phases.

Mr. Lancaster and his family lead the company, and they make sure every employee feels like part of the family.



This year, LSCI is looking to achieve a prestigious milestone of working 1 million hours without a single OSHA recordable injury, despite going to hundreds of different businesses with diverse hazardous conditions. There is no greater way to lead by example!

Jeff’s employees, his ‘work family’, are completely devoted to providing clients with their best safety consulting expertise to solve difficult occupational safety challenges. Our vision is to help achieve OSHA’s goal of getting every employee in the United States home from work safely every day.

And we work very closely with OSHA to bring industry-leading expertise to our clients.

On April 30, 2010, the United States Occupational Safety and Health Administration (OSHA) awarded Lancaster Safety Consulting, Inc. the distinguished STAR worksite achievement award for demonstrating exemplary occupational safety and health practices.

Many of LSCI’s staff have gone through Special Government Employee Training (SGE) and demonstrated directly to OSHA an in-depth knowledge of OSHA rules and procedures.

We are honored to have received the Pennsylvania Governor’s Award for Safety Excellence and have received multiple Perfect Record Awards from the National Safety Council.

Lancaster Safety has a full suite of OSHA compliance services that can be uniquely tailored to any company’s needs.

Specifically, we conduct safety training, write safety programs, resolve OSHA inspection or citation issues, conduct safety evaluations, and assist our clients with tricky recordkeeping questions.

With nearly 20 years in operation now, I asked Mr. Lancaster what is most rewarding about this company.

He quickly (always quickly) answered, “I get calls from clients all the time thanking us for our training, which their employees actually listen to. For example, a client we had just conducted training at had an employee operating some heavy machinery who got into an accident. The employee remembered from our training to keep his hands inside the protective cage rather than attempting to reach out and brace himself and possibly lose his arm or worse. He ended up unharmed because of our training.”

Like ‘turning into a skid’ while driving, sometimes, you have to go against your instincts in order to remain safe, and that is why constant safety training is critical to every company’s safety program.

“Last question”, I asked Jeff again, “What’s your favorite ‘dad joke?’” He is notorious for his comedic skills at home and in the office.

He instantly replied, “I’m at my bank’s ATM, standing on one leg to check my balance.”

I absolutely laughed out loud. It was a great joke, on the spot, and he was literally at the bank.

But it hit me writing this article... when you spend a lifetime analyzing safety hazards, you realize everything can change in an instant. A family-oriented, quick-thinking, safety expert, is exactly the person you want to help you with employee safety.

With your OSHA compliance needs taken care of by professionals, you can stay focused on growing your core business and navigating today’s unpredictable economic challenges. ■

Second in a Series of Executive Director Spotlights

As you may know, there are some new, and returning, additions to our leadership team here at LICA! We asked our most recently appointed Executive Directors to share some personal information with us so we can get to know them better. Here's what they had to say:

Matt Palmer, Florida LICA President and Executive Director



Matt Palmer is the Executive Director and President of FL LICA. He was born in Toledo, OH and eventually enlisted in the United States Navy, where he served 10 years before landing in Virginia. Between his military service and several years in the trucking industry, Matt traveled to many countries

and nearly every US state, ultimately settling in Florida in 2001. Matt married his wife, Tara, in December of 2022.

Matt has been a LICA member since 2005 and is looking forward to rebuilding the FL LICA chapter after the passing of John Weatherhead. He has been involved in building agricultural infrastructure for the last 20 years and is transitioning into advocacy. He currently sits on the board of the Sarasota Farm Bureau and the Water Conservation Board for Sarasota County. His passion for the last 10 years or so has been creating the Green Bean Foundation. The mission of the organization is to introduce Agriculture to K-12 programs. They are already working with several private and charter schools and are in the process of applying for their 501c3 status. He is excited to have the involvement of some of the top Ag leaders in FL.

When he is not effecting change and helping to grow the next generation of farmers, Matt enjoys fishing, camping and kayaking.

Ryan Arch, Illinois LICA Executive Director



Ryan Arch is the Executive Director of the Illinois Land Improvement Contractors Association (ILICA). With a Bachelor's degree in Biology and Environmental Studies, Ryan has over 15 years of experience in agricultural industries, including soil testing, ethanol production, and conservation. It was in

his role immediately prior to working for Illinois LICA, as a Resource Conservationist with his local Soil & Water Conservation District (SWCD), that Ryan first came to learn of the Association; meeting ILICA contractors at different events and jobsites. Little did he realize that he'd go from engineering waterways for contractors to working for contractors when the soil & water conservation districts in Illinois had their state

funding swept in 2016. With many LICA contractors serving leadership roles within both ILICA and local SWCDs within Illinois, Ryan was quickly picked up by Illinois LICA and provided the opportunity to grow his skill sets as an Executive Director while also being afforded the opportunity to continue to apply his technical conservation background. Having prior, first-hand experience with state and federal conservation programs and having existing contacts within these agencies, Ryan has found the Illinois LICA Executive Director role to be the perfect fit for himself and the goals of the Association, serving in the role for 7 years now.

Passionate about conservation, Ryan was a Master Naturalist with the University of Illinois Extension for over 5 years and has been an Illinois Department of Natural Resources Hunter Safety Educator for over 8 years now. Currently, Ryan serves as a Director on the Board of the Illinois Society of Association Executives (ISAE) and chairs the Executive Directors' Committee for National LICA. Through his involvement with Illinois LICA, Ryan represents the Association as an active member of the Illinois Sustainable Ag Partnership, the Natural Resources Conservation Service's State Technical Committee, the Conservation Drainage Network's Growth Committee, and the Agriculture Water Quality Partnership Forum.

Ryan resides in northwest Illinois with his wife, Cara, and their two children, Everett (9) & Eliza (6), and his hobbies include a number of outdoor sports and activities with his family like hiking, hunting, fishing, camping, and powersports.

Nanci Gutwein, Executive Director Indiana



Nanci Gutwein has been the Executive Director for the Indiana Chapter of the Land Improvement Contractors of America since November 2011. Although Nanci has only been in this role for 12 years, LICA has been a part of her entire life. She attended her first Indiana LICA convention with her parents and grandparents when she was just 8 months old. At that age she also attended her first national LICA convention as well as the Grand Ole Opry! Her grandfather, Pete Schlatter, who founded Schlatter's Inc, became an active associate member in 1958 and her father, Ron, continues to play an active role in LICA. Nanci joined the family business in 2011 and accredited her position as office manager to her seamless transition into the role of Executive Director for the INLICA. According to Nanci's parents, she along with her younger brothers, Jacob and Joey, have contributed to the success of Schlatter's Inc.

Nanci has lived her entire life in Francesville. After high

school graduation, she attended Cincinnati Bible College and later worked as an Activity Director for a local nursing facility for a few years. Her creative ability to organize programs for all ages has helped with her tasks at conventions. She and her husband Jason both enjoy participating in small town activities. Nanci and Jason volunteer with the annual Francesville Fall Festival and supervise golf cart races during that weekend. Nanci, a fitness enthusiast, teaches exercise classes once a week and enjoys running each morning with her beloved dog, Romeo. She and Jason have 6 children and are expecting their first grandchild at the end of March.

Jon Ungerer, Kansas



Jon Ungerer was born and raised in Marysville, Kansas where he currently resides. He graduated high school in 1977 and received a BS from Kansas State University in 1986. Jon married Kathy in April, 1981 and they have three boys who are all married and have given them five grandsons. James and his wife Amie live in Topeka. James works for USDA/NRCS. They have two sons. Jeremiah and his wife Demi live in Belle Vista, Arkansas. Jeremiah works for Walmart. They have one son. Jared and his wife McKenzie live in Alta, Iowa. Jared works for Invenergy. They have two sons.

Jon worked for the USDA/Soil Conservation Service, now Natural Resources Conservation Service, for 33.5 years, retiring in January 2017. KLICA's Executive Director had just moved to another position so he applied for the job, actually starting work for them in October, 2016. He spent his NRCS career at numerous locations throughout Kansas with 3 years spent in Cheyenne, Wyoming. He has enjoyed the opportunities he's had to work with our nation's farmers, ranchers, and conservation contractors.

Jon loves Kansas State sports, especially football. He likes to fish, hunt and ride his Harleys. He belongs to the American Legion Riders Post 163 and Blackhawks Motorcycle Club. Jon is currently a member of the Pony Express Museum Board and serves as Marshall County Commissioner.



Sarah Cook, Michigan LICA Executive Director

Sarah Cook has been the Michigan LICA Executive Director since January 2015 when she took over for her father-in-law, Mike Cook.

Sarah met Mike's oldest son, Nate, in college, where she was studying to become an elementary teacher and he was studying computer systems and inter-networking. Nate graduated with an associate's degree while she continued her college journey.

Before meeting Nate, Sarah had never even heard of farm drainage tile. In 2004, she began helping Mike with the tile maps he presented to customers after a job was finished. She also sometimes visited the jobsite when they were working near her house. Over the years, Mike began having her help with his bookkeeping, slowly showing her more and more.

Sarah and Nate married in 2005 and just celebrated their 17th wedding anniversary. Her journey with LICA began around 2005-2006 when she attended her first Michigan convention with Nate. The demands of college prevented her from attending a National LICA meeting until the summer of 2010, in Peoria, IL. She was quickly welcomed by the ladies who attended the summer meeting and she enjoyed spending time with them.

In the summer of 2011, Sara and Nate welcomed their daughter Morgan. Morgan attended her first National LICA convention at 6 months old in San Diego, CA during the winter of 2012. Since then, Morgan has attended many conventions and summer meetings.

Mike began expressing a desire to step back as Michigan LICA's executive director as he planned to move from National LICA Region III VP to National LICA VP. The Michigan LICA Board of Directors was trying to find someone to replace Mike, when Mike suggested Sarah take on the role. She had no idea what being an executive director entailed, but Mike assured her she could handle it. There have been times when she has felt vastly underqualified but she's muddled through and learned a lot along the way. As with anything in life, challenges arise, but the bigger the challenge, the bigger the opportunity for growth.

In her free time, Sarah likes to read, practice yoga, do arts and crafts, play board and card games, watch Morgan play soccer, snowmobile, ride bikes, kayak, sit by a bonfire and listen to Morgan learning to play the violin. ■

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Market Watch

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2023 National LICA Winter Convention

March 11 - 13 | Harrah's Hotel & Casino | Las Vegas

Winter Convention Agenda & Details



Saturday, March 11

6:00 pm - 10:00 pm Executive Committee

Sunday, March 12

6:00 am - 7:30 am Registration

8:00 am Opening Breakfast

9:00 am - 5:30 pm Committee Meetings

1:00 pm Lunch

7:00 pm - 10:00 pm Associates' Night

Monday, March 13

9:00 am Delegates' Meeting

10:45 am Board Meeting

1:00 pm Lunch

6:00 pm Reception

7:00 pm Awards Banquet

10:00 pm President's Reception

What does registration include?

Winter Convention registration includes all meal functions, Associates' Night, Committee Meetings, the Delegates' and Board Meeting. All registered members will receive meal tickets, a name badge, and a program when they check-in on site and are welcome to ... even encouraged to, attend any of the Committee Meetings and the Board Meeting. For a list of committees and their functions, visit LICANational.org.

Associates' Night

Sunday, March 12 ~ 7:00 pm - 10:00 pm

Join our National LICA Associates for drinks and bites as they showcase the latest in heavy equipment, technology and programs available to LICA members. Make some new connections, support our valued associates and learn how they can help your business succeed.

Associates' Night Beverage Sponsor



Associates' Night Sponsors





2023 National LICA Winter Convention

March 11 - 13 | Harrah's Hotel & Casino | Las Vegas

Winter Convention Registration Form



Company _____

City _____ State _____

Phone _____

Email _____

Names of Attendees (for Badges)

Name _____

Name _____

Name _____

Name _____

Early Bird Registration Postmarked by **February 18, 2023**

Members, Spouses, Associates	\$350
Number Attending _____	Total \$ _____
Youth: 13 Years & under	FREE
Number Attending _____	Total \$ _____

Registration Postmarked after **February 18, 2023**

Members, Spouses, Associates	\$395
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Youth: 13 Years & under	FREE
Number Attending _____	Total \$ _____

Registration Includes: Sunday's Breakfast, Lunch, & Associates' Night, Monday's Lunch, Receptions & Awards Banquet

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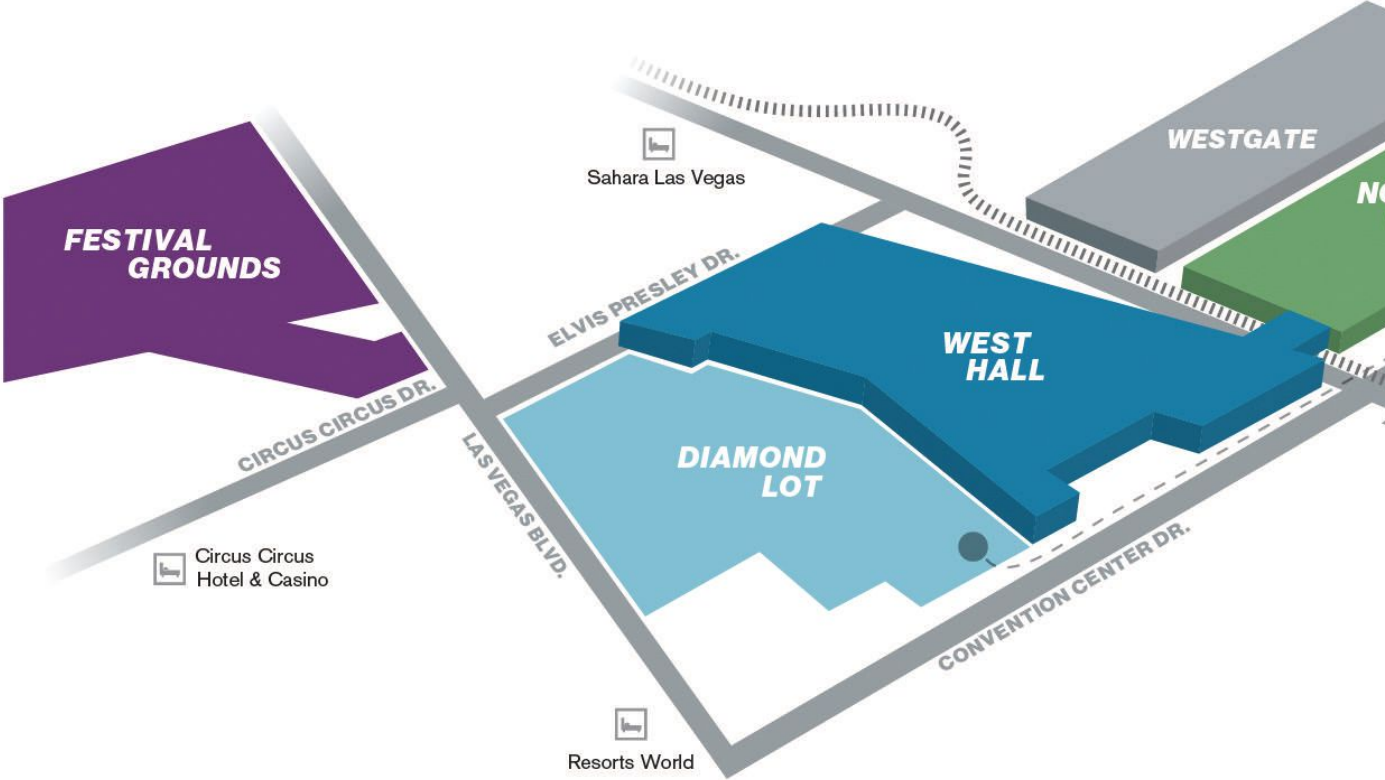
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Registration Policy: Only individuals registered and wearing badges may attend Winter Convention events. No registration will be processed without payment. Registration fee deadlines will be strictly enforced.

Refund Policy: For cancellations received prior to March 1, 2023 a \$30.00 charge will be deducted from the original amount paid. No registration payment will be refunded after March 1, 2023 unless there has been an emergency.

OVERVIEW MAP

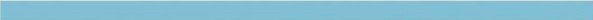


CENTRAL HALL



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- Asphalt
- Concrete
- Safety

DIAMOND LOT



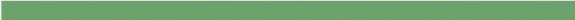
- Business Operations
- Concrete
- Engines & Drivetrains
- Hauling
- Infrastructure Maint.
- Jobsite Support
- Land Clearing
- Portable Power
- Safety
- Technology Solutions
- Trucking
- Underground

FESTIVAL GROUNDS

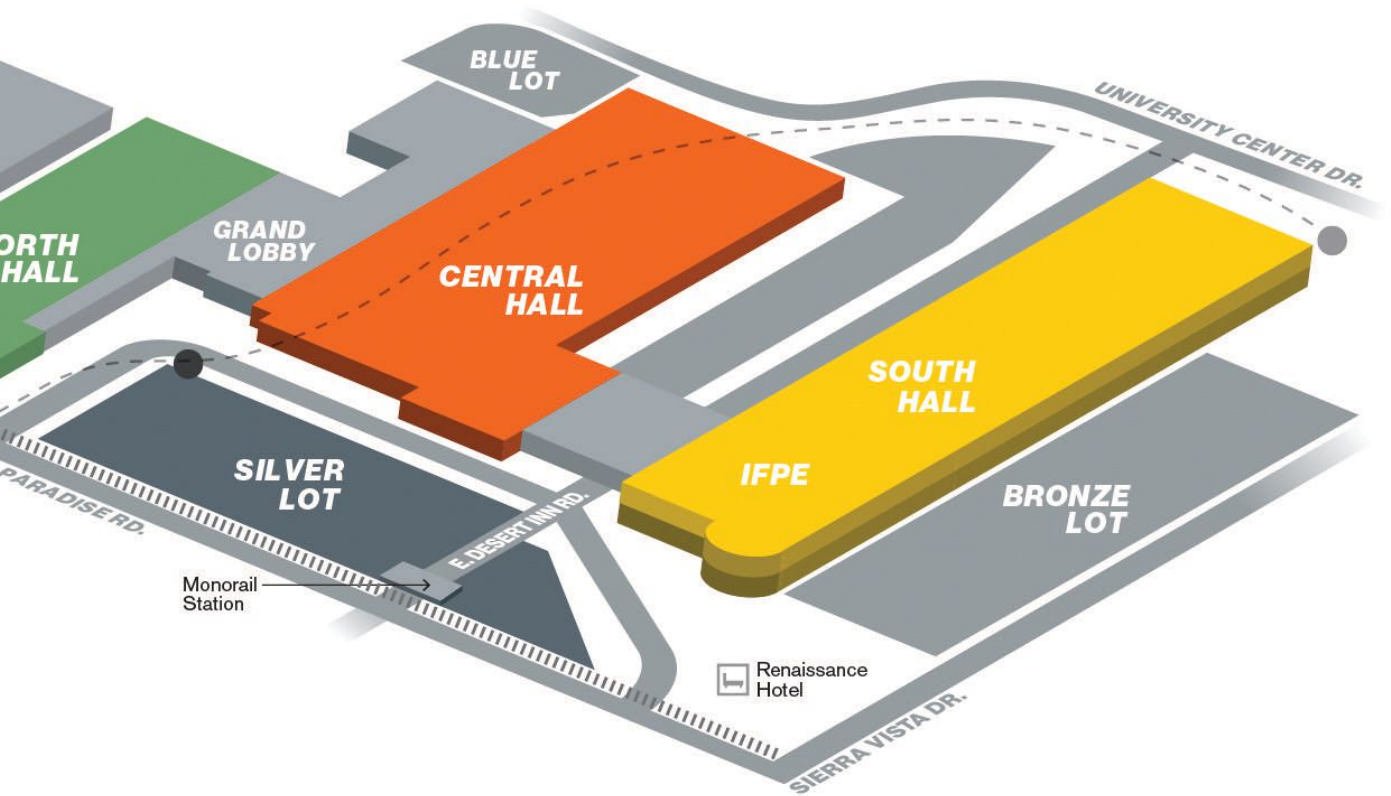


- Earthmoving
- Lifting

NORTH HALL



- Business Operations
- Earthmoving
- Hauling
- Jobsite Support
- Land Clearing
- Lifting
- Safety
- Technology Solutions



SILVER LOT

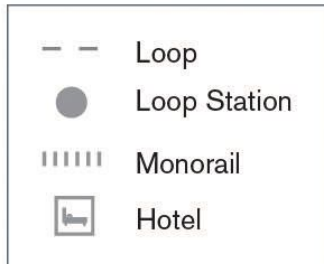
Aggregates Asphalt

WEST HALL

Earthmoving

SOUTH HALL

1ST LEVEL	2ND LEVEL
Equipment Components	IFPE
Infrastructure Maint.	Engines & Drivetrains
Portable Power	
Trucking	
Underground	





Challenges and Opportunities in the New Congress

By NICK YAKSICH, LICA Director of Government Relations

I took the past week or so to visit with a few Hill insiders to see what they see as the challenges and opportunities that may or may not come out of the new Congress. Most agree that if there is disruption it will be generated in the House. The Senate will continue to stay the course as the election brought minimal changes. The Administration will spend increasing amount of time before the House in oversight hearings and most likely position President Biden for another campaign in 2024.

While there are many issues Congress must deal with on a daily basis – tax, defense, energy, homeland security, etc. – I have attempted to focus in on the challenges and opportunities below that may have the biggest impact on the land improvement contractors' market in 2023.

Challenges

Commitment to reduce federal spending. Much of the debate within the Republican party in election of Speaker McCarthy (R-CA) was about what he would commit to in terms of conservative demands. Topping those demands were funding reductions. Two bills that require congressional action are expected to be early tests on how far the House will go to press for funding cuts. Funding the government – it used to be 13 separate bills but recently has been packaged together in one big omnibus bill – and raising the debt ceiling are must pass bills. Raising the debt ceiling is the statutory limit on how much the U.S. government can borrow to pay its bills. The ceiling is expected to be hit this summer or fall. If it isn't raised, the country will default on the debt, which many economists fear would set off a global fiscal calamity. These two “must pass” bills could be used as leverage in exchange for reduced spending but at the risk of economic instability.

Funding cuts to farm/infrastructure programs. The five-year authorization for farm programs expires this year. Coupled with food and nutrition programs, now called SNAP, farm programs are one of the largest funding requirements facing Congress this year. Infrastructure authorization is in place

for another three years but also exposed for potential reduction in funding due to its high annual price tag.

Delay in reauthorizing farm bill. Delegates to the American Farm Bureau business meeting voted recently to support modernizing the farm bill by expanding baseline funding, developing more flexible disaster relief programs and extending protection to more specialty crops. All of these will cost more money.

They also voted to bring more transparency to the federal milk pricing system. Several changes to policy include support for more USDA audits of processing costs to ensure data remains accurate, and a Federal Milk Marketing Orders voting procedure that requires cooperatives to communicate more clearly with members regarding proposed changes.

Recognizing growing food insecurity in the United States, delegates approved new policy to support access to nutrition programs including connecting farms directly with food banks, increasing the number of SNAP-approved food sales outlets, and other efforts to make produce available to families living in food deserts. Again, these changes require more federal investment.

Slow implementation of infrastructure bill. A record amount of funding was approved three years ago on all forms of infrastructure. The massive spending bill also included a wide range of climate change and environmental regulations that could be targeted for delay or zero funded.

Opportunities

New House leadership. Speaker McCarthy has pledged to run a less tightly controlled agenda than the House under Speaker Pelosi. However, his narrow majority will prove especially challenging to keep his members' focused and in line with his agenda.

New Committee leadership. Senate chairs on the agriculture committee remain the same but note that Chair Senator Debbie Stabenow (D-MI) has announced she will not run for reelection in 2024. In the House, new Chair Glenn Thompson

(R-PA) takes the gavel and has already begun outreach on the size and shape of the next farm bill.

Balance the budget. Hard to argue with that concept. When Republicans took the majority in 1994, House Speaker Newt Gingrich led the effort to successfully balance the budget for four consecutive years. When Congressional Republicans got to work in 1995, the Congressional Budget Office projected that cumulative federal budget deficits would amount to \$2.7 trillion over the next ten years. But after a disciplined focus on controlling spending, reforming government, and balancing the federal budget, the Congressional Budget Office in 1999 projected that over the next decade, federal surpluses would total more than \$2.3 trillion.

Reducing regulatory burdens on businesses, evaluating programs on a results-based rather than a process-based model, and supporting efforts that move people off welfare and into the workforce were key tenets of the Republican plan in the 90s to get spending in check. These principles are just as applicable now as they were then, and balancing the federal budget to get the debt back under control is a top Congressional priority.

Protect Domestic Manufacturing. As China continues its mercantilist quest defined under its “one belt, one road”

initiative, America needs a revival of domestic manufacturing. Through unfair trade practices, corporate espionage, and lax labor laws, China has only tightened its grip as the linchpin to the global supply chain. When we are reliant on other countries for the bulk of our goods, we are beholden to the world’s changing political, social, and economic trends. Let us not forget the lessons learned from COVID-19, when products and crucial inputs to goods across the spectrum were largely unavailable because we did not have the capacity to produce them domestically.

The new Congress must enact policies that incentivize the reshoring of factories and industry back home. It must also offer companies better reasons to keep their manufacturing footprint within our borders.

LICA Members Must Engage in the Process

While the next two years will provide legislative challenges and opportunities, LICA members should increase their outreach to elected officials. Who better to share the impact of legislation than our industry working every day to improve our land and environment? ■

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Responding to an OSHA Notice of Violation

By CRAIG MARTIN, Construction Attorney with Lamson Dugan and Murray

Construction is dangerous work and injuries happen. When injuries do happen, an OSHA inspector may visit your worksite. If an OSHA inspector visits a worksite after an injury, the inspector will likely find a violation of a safety standard and OSHA will issue a Citation and Notice of Penalty. Promptly responding to an OSHA citation is critical to resolving the claim.

The Clock is Ticking

You have only 15 workdays to challenge an OSHA citation. You cannot get an extension. The clock starts ticking once someone at your workplace signs for the certified mail from OSHA.

Find Experienced OSHA Counsel

OSHA penalties are significant, up to \$14,502 for serious violations, and \$145,027 for repeat or willful violations. This is not the time to use a self-help remedy. Experienced OSHA

attorneys understand the regulations and can help negotiate a lower penalty and better abatement terms.

Establish a Protocol for Response

Because time is so limited to respond to an OSHA citation, make sure everyone in the office knows to be on the lookout for an OSHA letter and that it gets delivered to the right person to take action. It may even make sense to create an OSHA compliance officer within the company to take charge of both the investigation and handle the citation.

Participate in the Informal Conference

The OSHA citation will “invite” you to schedule an informal conference with an OSHA representative. This is your chance to advocate for the company and discuss OSHA’s allegations. The OSHA representative may provide photos and discuss facts that OSHA believes support the claims. And, unless the findings are egregious, OSHA will likely discuss a reduced penalty if you agree to settle the claim.

Beware of Repeat Violations

As you are discussing settlement with OSHA, consider the likelihood of a repeat violation. You may want to discuss accepting a violation for a standard that is unlikely to result in a repeat citation in the next five years. The penalties for repeat violations are significant, so carefully review the proposed settlement to make sure it doesn’t come back to haunt you if another similar accident happens.

Consider Filing a Notice of Contest

If you are confident that the citation is based on the wrong standard or that OSHA’s evidence is not solid, seriously consider filing a Notice of Contest. The Notice of Contest will take some time, but it will also allow for a more complete discussion of the facts, which may lead to better settlement opportunities.

If you receive an OSHA Notice of Violation, remember that the clock is running on your options to settle the claim. Now, before you receive a Notice of Violation, is the time to put your response policy in place so that you can respond quickly and effectively. ■

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Craig Martin is a construction attorney with Lamson Dugan & Murray, LLP law firm in Omaha, Nebraska, and a member of the collaborative Johnson Team. The Johnson Team consists of a group of specialists serving LICA members on matters of significance – planning, protection, and preservation of their businesses and families. If you have any questions, Craig’s e-mail is cmartin@ldmlaw.com.

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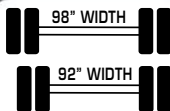
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Marine Reservist Frankie Damiano to Receive LICA Educational Foundation Scholarship

The LICA Foundations is excited to begin training veterans. Our goal is to have training facilities throughout the country.

Twenty-three-year-old, Marine Reservist Frankie Damiano will become a LICA heavy equipment trainee. He loves the outdoors, hunting, and helping people. Frankie has been very fortunate to be able to do all of this at Camp Freedom. He finds it rewarding to help someone change their life while being outdoors.

Frankie is excited to attend the upcoming heavy equipment training course in March of 2023. Much of the work at camp involves operating equipment. Frankie said, "If none of that work is achieved, then we won't be able to help our veterans and first responders effectively."

Frankie always worked on his own vehicles, and he is currently a Heavy Equipment Mechanic in the Marine Corps Reserves. He spends a great deal of time around equipment, including lightly operating the smaller equipment at Camp. He is eager and excited to begin the LICA Heavy Equipment Course. He is enrolled in the Lehigh Career & Technical Institute (LCTI) Course beginning March 27th, 2023.

The cutting-edge course combines classroom theory and field training, providing students with the basic skills and knowledge necessary to safely operate heavy equipment and to gain entry-level employment in the construction industry.



Eddy Mayen Foundation Executive Director, Marine Reservist Frankie Damiano.

The LCTI Training Curriculum

LCTI have developed a comprehensive curriculum that provides a full-cycle training program for heavy equipment operators in construction.

The training offers classroom, and hands-on training at job sites. Trainees will learn to operate backhoes, articulated haulers, hydraulic excavators, track loaders, articulated wheel loaders, skid steers, soil compactors and bulldozers. This intensely hands-on course will cover safety, basic operating procedures, techniques and maintenance. ■

LICA Educational Foundation for Veterans

The Foundation's mission is to train veterans to become highly-skilled heavy equipment operators and assist them in finding employment opportunities throughout the U.S. Frankie is the Foundation's first sponsored military trainee with many more to come!





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January 1, 2022 through December 31, 2022

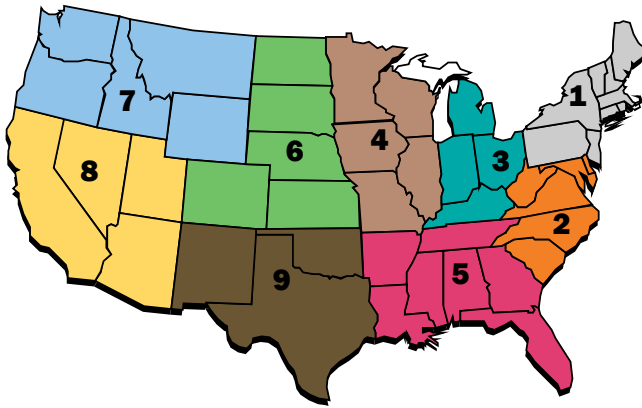
Illinois		Unidentified	3	Chris Wagner/HardHat	3
Ryan Arch	5			Pat Wagner/HardHat	3
David Kennedy	1	Missouri		Insurance	7
Wes Lehman	1	Damage Prevention	1		
Ron Masching	1	Ryan Cronk	1	Ohio	
Jon SeEVERS	3	Debbie Dickens	1	Mack	3
Joe Streitmatter	1	Greg Muenks	1	Web	1
Septic Training	1	One Call	1		
Unidentified	5			Pennsylvania	
		Nebraska		Dan Micsky	1
Indiana		Jim Group	6	Joanie Micsky	3
Darrell Birge	1	Harry Hauschild	1	Barry Mutzabaugh	1
		Matt Japp	1	Insurance	1
Iowa		Unidentified	3	Unidentified	5
Unidentified	3			South Dakota	
		New Jersey		Bryan VanderPol	1
Kansas		Apprenticeship Program	82	Insurance	1
Joe Schletzbaum	1	Bill Esposito	1		
Insurance	1	Insurance	10	Tennessee	
Unidentified	1	Web	2	John Tatum	1
		New York			
Michigan		Jerry Biuso/HardHat	4	Virginia	
Mike Cook	1	Maura Dibble/HardHat	4	Mack	1
Will Word	1	Bill Hatch/HardHat	4		
Trevor Young	1	Caroline Krug/HardHat	4	Wisconsin	
		Jeff Phair/HardHat	1	J & G	1
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| <input type="checkbox"/> LS | Landscaping | <input type="checkbox"/> TW | Terraces or Waterways |
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