

MLICA Scoop

LAND IMPROVEMENT CONTRACTORS ~ MICHIGAN CHAPTER

2019 ISSUE 2

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From the Lead Plow, Ben Cook, President MLICA

"When it rains on your parade, look up rather than down. Without the rain, there would be no rainbow." ~ Gilbert K. Chesterton

A short while ago Board Member Keith Cottrill came to the rest of the board members with the possibility of a field day down in the South East section of the state off US 223 . The project that Keith brought to us is an experimental/revolutionary design utilizing a completely contained system that will retain all of the water in a retaining pond to be reused in a sub irrigation system. This field day will be a larger scale than we have in many years and will be open to the public. It will be held on September 12-13. A large emphasis of this event will be educating the public on how our industry, and the farming industry, are concerned and considerate with the environment and how we are affecting it. A good portion of the public believe we are damaging the environment and do not care, when in reality it is ex-

actly the opposite. We are really hoping to get as many members as possible involved with, and attending, this field day to represent our organization. This will be a very educational event on many issues and opportunities that might be coming to our industry in the near future. Michigan State University, NRCS, and other organizations have already been contacted and are very interested in being a large part of this event in all stages. There will be much more info on what to expect to see and learn at this upcoming event in the near future.

This will be the most educational and largest field day we have had in quite a few years and I really hope to see all of you there.



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Diary of an Executive Director

Rain, rain, go away, come again some other day! I know the excessive rain this spring has made it difficult for drainage contractors and farmers alike. On the bright side, everyone has had time for equipment maintenance.

Back in March, AIS graciously hosted 2 Regional Meetings for MLICA members and prospective members. Russ Talaski coordinated a visit with LICA CEO Jerry Biuso to coincide with our regional meetings, in hopes that we could build our membership. Through the efforts of Jerry Biuso and MLICA Board Members, we added 7 members. Make sure to check out a couple photo highlights and the names of those 7 members on the next page.

Since the regional meetings, MLICA Board Members have had several conference calls to discuss hosting a field day this

year. MLICA Board Member Keith Cottrill informed the other MLICA Board Members of a large project in his area. Through discussion with the landowner and project designer, MLICA Board Members have decided to move forward with hosting a field day in partnership MSU Extension. Our Member Picnic will also take place during the field day. More information on the field day is to come.

This summer, at the National LICA Summer Meeting in Vancouver, WA, National LICA will be celebrating State Chapter Accomplishments by playing slideshows and videos provided by each state. I compiled a slideshow highlighting our many field days. You can take a look at a video of the slideshow by going to our Facebook page.

Wishing everyone a productive summer!

UPCOMING EVENTS

NATIONAL LICA SUMMER MEETING

JULY 9 - 13, 2019

HILTON VANCOUVER WASHINGTON

301 W 6TH ST

VANCOUVER, WA 98660

MLICA FIELD DAY & PICNIC

SEPTEMBER 12 - 13, 2019

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Regional Meeting Highlights



Great conversation occurred among members & prospective members during our regional meeting at AIS Bridgeport.



Welcome New & Returning Members!

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Nathan Campbell

Campbell Farm Tiling Inc
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Tim Messing

Cliff A Messing Excavating
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Brad DeShano

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Kawkawlin, MI 48631
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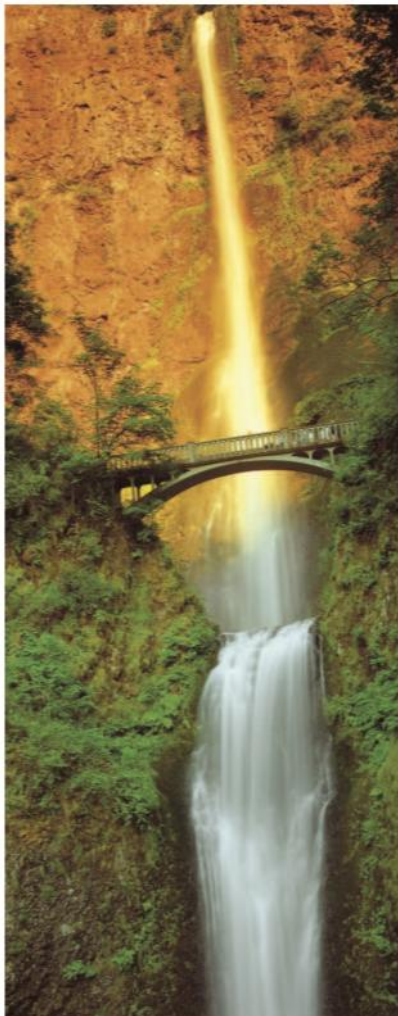
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2019 National LICA Summer Meeting Tours

Mount St. Helen's Tour Tuesday, July 9 9:00 am - 5:00 pm

Stops at Silver Lake Visitors Center, Forest Learning Center and Johnston Ridge are in order. See the monumental devastation left by the eruption on May 18, 1980. The force of the blast flattened trees and destroyed nearly everything in its path. Come now and witness the rebirth that has occurred since that morning. Lunch is included.

Columbia River Gorge & Mount Hood Tour Wednesday, July 10 8:30 am - 5:30 pm

Take in the breathtaking view from Crown Point Vista House high above the Columbia River. This tour passes several waterfalls, including Multnomah Falls. We will visit the Bonneville Dam and fish hatchery as well. From there we will visit Mt. Hood. Enjoy the beautiful alpine scenery while you make your way to Timberline Lodge, a National Historic Landmark from Roosevelt's WPA Program. The Lodge features year round downhill skiing and is the frequent training site of the U.S. Olympic Ski Team. Lunch is included.

Portland City Tour Saturday, July 13 2:30 pm - 4:30 pm

Visit the "City of Roses" a beautiful location at the confluence of the Willamette and Columbia rivers. Take in the sights, fountains, public art and more. This tour includes the financial district, Pearl District, Chinatown, and the Old Town sections. Visit Washington Park, home to 10,000 roses, with 4-5,000 different varieties in the International Rose Test Garden. Recently, the World Federation of Rose Societies gave the garden its Award of Merit, an honor given to only 27 gardens worldwide. Stroll the pathways, sniff the fragrance and let your eyes take in the masses of blossoms in the foreground and the famous view of downtown Portland and Mount Hood in the background.

NATIONAL HAPPENINGS

2019 NATIONAL SUMMER MEETING, VANCOUVER, WA

Although the Early Bird Registration Deadline has passed, it's not too late to register for the National Summer Meeting in Vancouver, Washington. Take advantage of the three great tours and see some of nature's breathtaking beauty. A tour of Mount St. Helen will showcase the monumental devastation and rebirth that has occurred since the eruption on May 18, 1980. Then, take a tour of the Columbia River Gorge & Mount Hood, passing by

several waterfalls, visiting the Bonneville Dam, as well as Timberline Lodge. Associates' Night, compete in a virtual reality fishing contest with a chance to win a prize. End your week by stopping and smelling the roses on a Portland City Tour.

To print a registration form, go to <http://www.licanational.com/events/2019-national-summer-meeting/>

2019 National LICA Summer Meeting Tentative Agenda

Tuesday, July 9

9:00 am - 5:00 pm Mount St. Helen's Tour

Wednesday, July 10

8:30 am - 5:30 pm Columbia River Gorge & Mount Hood Tour

7:00 pm - 10:00 pm Executive Committee

Thursday, July 11

8:00 am - 2:00 pm Educational Seminars

10:00 am - 12:00 pm Executive Directors

6:00 pm - 6:45 pm Associates' Meeting

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

Friday, July 12

7:00 am - 7:30 am Devotions

7:30 am - 8:00 am Committee Chairs

8:00 am Breakfast

9:15 am - 6:00 pm Committee Meetings

12:00 pm Lunch

Saturday, July 13

7:30 am - 8:00 am Devotions

8:00 am Breakfast

10:00 am - 11:00 am Board Meeting

12:30 pm Lunch

2:30 pm Portland City Tour

Educational Seminar *(More TBA)* Thursday, July 11

Social Media Basics

Presented by: Allison Hack
Facebook, Twitter, Instagram all can be valuable tools for your business. Over the past 15 years social media has exploded in popularity. It has made publishing content and reaching consumers so easy...if you know how to use it. In this session you will get the basics of starting a social media presence, and an overview of how it can have a positive impact on your business.

The LICA Fishing Contest

Thursday, July 11 at Associates' Night



LICA is bringing the outdoors, indoors! Using Virtual Reality, there will be a fishing contest during Associates' Night. Associates are welcome to participate in the event and/or donate prizes for the winners.



2019 National LICA Summer Meeting Registration Form

Company _____

City _____ State _____

Phone _____

Email _____

Names of Attendees (for Badges)

Name _____

Name _____

Name _____

Name _____

Registration Includes: Associates' Night, Friday Breakfast & Lunch, Saturday Breakfast & Lunch.

Optional Tours

Tues. July 9
Mt. St. Helen's _____ No. Attending _____
Cost \$109 per person Total \$ _____

Weds. July 10
Columbia & Mt. Hood _____ No. Attending _____
Cost \$79 per person Total \$ _____

Sat., July 13
Portland City Tour _____ No. Attending _____
Cost \$29 per person Total \$ _____

Tour Total \$ _____

Convention Total \$ _____

(tours plus convention registration)

Return this form with payment to:
LICA Summer Meeting
3080 Ogden Ave. Suite 300, Lisle, IL 60532

Early Bird Registration Postmarked by June 8, 2019

Members, Spouses, Associates \$295

Number Attending _____ Total \$ _____

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Registration Postmarked after June 8, 2019

Members, Spouses, Associates \$325

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Registration Policy: Only individuals registered and wearing badges may attend Summer Meeting events. No registration will be processed without payment. Registration fee deadlines will be strictly enforced.
Refund Policy: For cancellations received prior to June 29, 2019 a \$30.00 charge will be deducted from the original amount paid. No registration payment will be refunded after June 29, 2019 unless there has been an emergency.

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1995 - 2012

Whether you like it or not, Gen Z is coming to the workplace. Are you ready?

Millennials have long been the scapegoat of the contemporary business world. Aside from being accused of killing almost every industry (chain restaurants, diamonds, fabric softener, and yes, hospitality), millennials are disdained in the public eye as lazy, entitled, selfish, impatient and thoroughly imbued with the “special-snowflake” syndrome. “These young people!” we hear, “are destroying the workplace! What with their Facebook and avocado toast – what will become of this nation when millennials are at the helm?”

Here’s the catch – this young, tech-obsessed, and yes, avocado-toast-eating generation are not millennials – they’re Gen Z. And you’ve got them all wrong.

At this point in time, the oldest millennials are turning 40. Many of them have obtained upper management positions and have families, houses, and complaints about taxes

like the rest of us. The image of millennials as brunch-obsessed and apathetic individuals devoid of the responsibilities of older generations no longer stands up to scrutiny.

Yes, millennials – the young, the tech-savvy, the destructive employee – are out. Gen Z is in.

GEN Z – Who?

Gen Z has managed to fly somewhat under the radar in the media and business world: They were born after 1996, making the oldest among them only 23 – they are just beginning to enter the workplace). They have avoided the intense scrutiny and negative stereotypes of millennials. Unfortunately, this means that the business world is largely unprepared for their entry into the workforce. This will be a mistake.

By some estimates, Gen Z will make up 20% of the workforce by 2020. And we need to be prepared. Gen Z

is vastly different than any generation that has come before it, and requires new and different attitudes and actions by employers in order to be successful. Before we can begin to solve the Gen Z problem, however, we must first try to understand them. Who is the Generation Z, anyway?

Some Background Info on Generation Z

Gen Z has grown up in an increasingly uncertain world. They have watched the generations before them (millennials, in particular) struggle with crippling student debt and a rapidly changing job market. Institutional and economic unsteadiness, widening political rifts, job insecurity, depleting resources and climate change have characterized this period, influencing this generation to be more anxious and uncertain about the future than ever be-

(Continued on page 9)

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Preparing for Gen Z (from page 7)

fore. But with the growth of technology and connectivity, Gen Z is also the most globally competent and informed generation to date.

The combination of these factors has led to a variety of social movements led almost exclusively by young people, making Gen Z (in general), the most socially-conscious, making a difference-focused and diverse generation of any to date. And, of course, they are the generation that has grown up with almost unlimited access to technology, with smartphones at their fingertips, and with both the best and worst digital citizenship of any generation.

So What Does This Mean for The Workplace?

Here's the good news: Gen Z is driven, pragmatic, and determined to do good work and make an impact on the world. They are multi-talented, creative, quick to learn, and eager to contribute. They undoubtedly will change the American and global landscape forever with their cross-cultural and innovative methods,

and will continue to drive social and technological change and innovation.

Sound too good to be true? As wonderful as Gen Z may be in certain aspects, they, like any other generation, also have (sometimes crippling) downfalls and a culture altogether unfamiliar to today's employers. Gen Z thrives in group psychology and social connection. They have created an online community that universally and almost intentionally excludes other generations from participation by use of new, radical, and divergent slang and culture that is virtually unintelligible for those outside of the community.

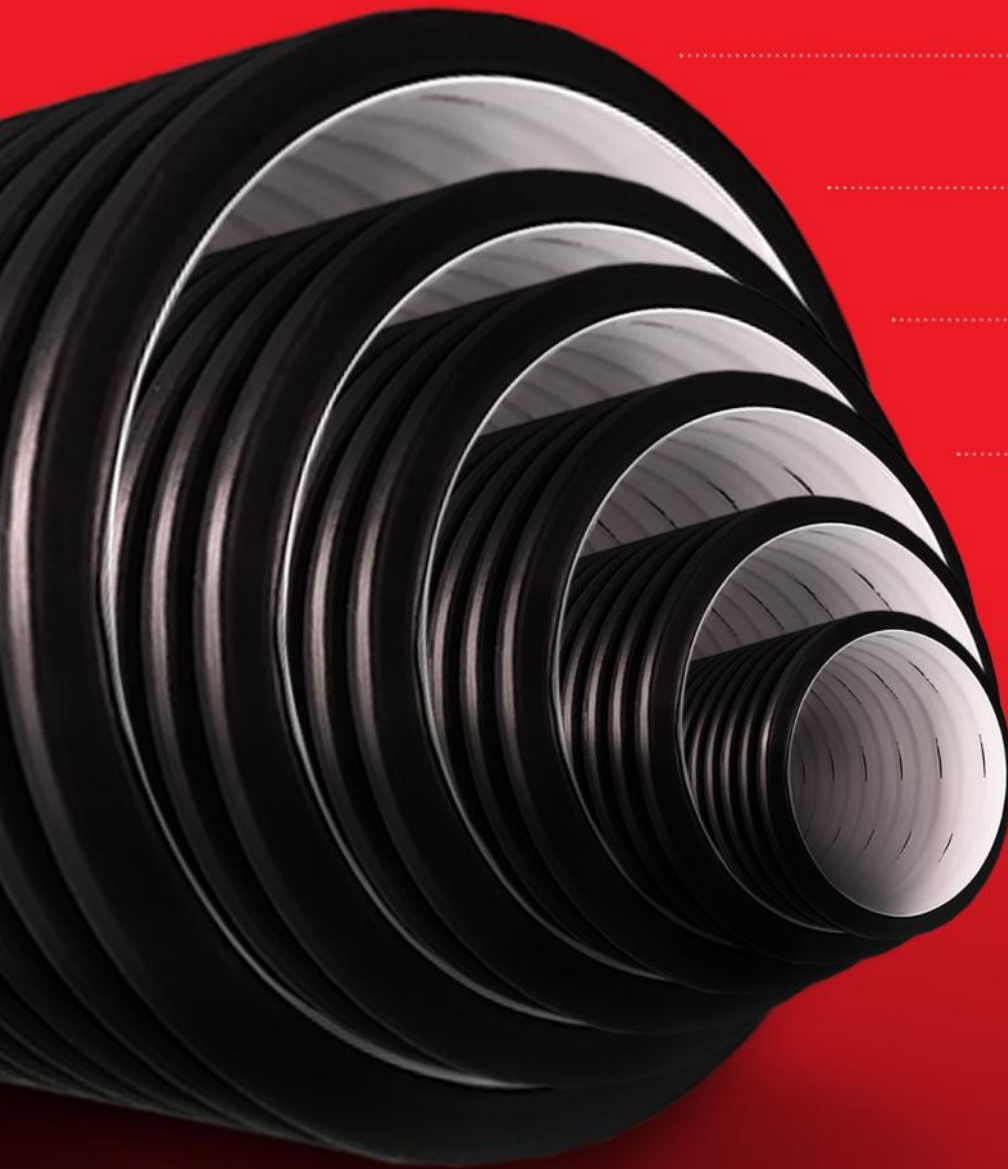
Their humor is pessimistic, fatalistic, embodying a strong us-vs-the-world attitude rooted in their uncertainty about the future. It is random and nonsensical, designed to create an exclusive community in the uncertain world in which Gen Zs feel that they do not belong and which holds for them precarious futures. And these attitudes translate to social interaction within the workplace.

(Continued on page 11)

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Preparing for Gen Z *(from page 9)*

This social culture will lead Gen Z to tend to want to blur the lines between employer and employee. They want friends, coaches, confidantes, mentors – something to make their world friendlier and more certain. Many require frequent feedback, and validation when necessary. They thrive with a management style that is completely nontraditional, one that might be unfamiliar and uncomfortable to established managers.

And it's not just social interaction that is driven by their formative environment of uncertainty. It also has led to major weaknesses in Gen Z concerning anxiety. Not only does this generation have a higher rate of

anxiety disorders than any other preceding it; their experiences with adjacent generations have given them fears of the future, their place in the workplace, and general life satisfaction. These anxieties give rise to fears of underperformance and invisibility in the workplace. Managers will need to work harder to make Gen Z feel heard and valued as a part of a team, and will need to create a stronger, more inclusive environment for all of their employees.

The Anxious GEN Z

And of course, this anxiety can be directly connected to Gen Z's most concrete and tangibly problematic

flaw – a lack of experience with face-to-face interaction.

While many stereotypes concerning today's youth and technology are flawed, there are a few that stand up to scrutiny. Gen Z has grown up hand-in-hand with technology, and though this is useful in technological proficiency, a significant fraction of Generation Z used the Internet to replace much of their social interaction in their formative years.

This means that though Gen Z's technical skills are much stronger, their soft skills are in general much weaker than those of their predecessors. Many activities that estab-

(Continued on page 13)



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lished professionals find easy and intuitive can be extremely difficult for Gen Z – including skills such as writing professional emails, meeting new people, and answering the phone. So ... what can we do to prepare for the Gen Z wave?

As Gen Zs flood the workplace, we will begin to see a wave of change in the business world. This is a wave we need to follow. No matter how irritating and disruptive you might find this generation, they are the future – and with the pace at which society is accelerating, we all know getting left in the past will not enhance one's chances for success. These changes in the workplace could be simple, such as better utilizing online communications and changing managerial attitudes toward the work-life or employer-employee divide.

However, the most comprehensive changes will be the most effective. For example, making technology a culture in your workplace, and being as cutting-edge in your usage as possible (using up-and-coming technologies such as AI, machine learning, and complex analytics) can and will attract Gen Zs and make your workplace as innovative and efficient as possible. Even more comprehensive changes might include restructuring of the division of labor in the workplace. Gen Zs enjoy learning, variety and creativity, and it has been suggested that a more fluid organization of the workplace

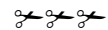
(including rotational programs, shadowing, and increased opportunities for learning and development) would benefit not only Gen Z employees, but employees of all generations.

But the most important change employers can make in transitioning Gen Z into the workforce lies in training. Expanding new employee training into soft skills will reduce stress and make the workplace run more efficiently for Gen Zs and older generations alike. Though soft skills training is most effective face-to-face, other specific skills could be more efficiently delivered through micro-learning – a new type of training that styles lessons or Youtube-like videos into small segments, making them less time-consuming, easier to fit into the work week, and better at taking into account the younger generations' fascination for learning new things and sometimes shortened attention span.

Finally, we must acknowledge that with Gen Z's entrance into the workforce will come a shift in employee recruitment. Though employers won't want to hear it, their companies are about to become a commodity just like everything else. With the rise of the Internet comes the rise of review culture, and with the rise of Gen Z comes the rise of an attitude that a workplace should do as much for them as they do for it. Young people will no longer be satisfied with a boring, unsatisfying work life, especially if that comes

with poor benefits and low pay in proportion to their effort, time commitment, and education. As companies become commodities, they will have to work harder to gain and retain employees. This means having a better, larger, and more active online presence, as well as a more attractive workplace. It means catering to young people in a way that companies have never had to do with previous generations, and viewing employment as more of a give-and-take than a privilege.

Gen Z is a generation unlike any the professional world has ever seen. Their influx into the workforce will change the culture of employment, recruitment, and management style, and their contributions will leave unadaptable industries and employers behind, while catapulting companies that embrace their eccentricities to new successes. This generation – despite their modern flaws – is innovative, hardworking, and more globally aware than ever before. They are starting to graduate high school and college, and are ready to change the world.



Reprinted with permission from the Missouri Association of Nursing Home Administrators.

Jamie Rector

Jamie Rector, age 38, passed away on Sunday March 3, 2019. Jamie was born June 29, 1980 in Lansing, Michigan to Mark and Kathy Hershiser.

Jamie is survived by her husband, James Rector; her sons, Jared Rector and Jonah Rector; her parents; Mark and Kathy Hershiser; her brother, Jason Williams and her dog daughter, JoJo.

Jamie is the best wife, mother and daughter anyone could ask for. She loved her family and her God with all of her heart. She would drop everything to help someone out. There isn't a soul out there that can't say that her smile hasn't touched them in some way. She was a simple girl in the fact that she would rather stop at a hardware store for duck tape then go shoe shopping. She could fix anything with tape or anything she could find. If MacGyver had a twin, it was her. She said she got that gift from her dad. Jamie is and will always be Jim's soul mate. She is the "goof to his ball". True love always.

Fond memories and expressions of sympathy may be shared at www.grwilliamston.com for the Rector family.



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The MLICA Scoop welcomes letters, subject to editing for accuracy and brevity. The MLICA Scoop also welcomes articles relevant to the land improvement industry. All letters and articles can be emailed to scook@michiganlica.org. Please include your name and phone number for verification purposes.

