

# MLICA Scoop

LAND IMPROVEMENT CONTRACTORS ~ MICHIGAN CHAPTER

2021 ISSUE 2

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## From the Lead Plow, Adam Cook, President MLICA

Summer is already upon us, and it seems as though the warm weather is finally here to stay. It looks as though a majority of the state is pretty well planted out, so I hope you all have some other projects going to keep you busy until harvest starts. Also, it appears like the whole state is being hit with some fairly bad drought conditions, so hopefully for all of us, things start to turn around soon.

I'm definitely looking forward to July, celebrating the 4th, then hosting our MLICA golf outing, and finally visiting Niagara falls towards the end of the month. Don't forget to get your registrations for LICA events taken care of! The golf outing especially is shaping up nicely, with things like

prizes and hole events starting to get planned, as well as some registrations starting to come in. I'm excited to see how it turns out!

It seems like COVID is slowly starting to get behind us. We can all hope the unemployment situation and job market slowly starts to return to our favor too, hopefully sooner rather than later. I know things have been tough for us all through all of this... In closing, I'd just like to say that during these hard times its important to remember- you were able to believe in Santa Claus for like 8 years, it shouldn't be too hard to believe in yourself when you need to.



## FEATURES

DIARY OF AN EXECUTIVE DIRECTOR

MICHIGAN LICA GOLF OUTING REGISTRATION

A GOOD WORKER IS HARD TO FIND AND KEEP

KNOW YOUR MISS DIG 811 TICKET DATES

NATIONAL HAPPENINGS: NATIONAL SUMMER MEETING | NIAGARA FALLS

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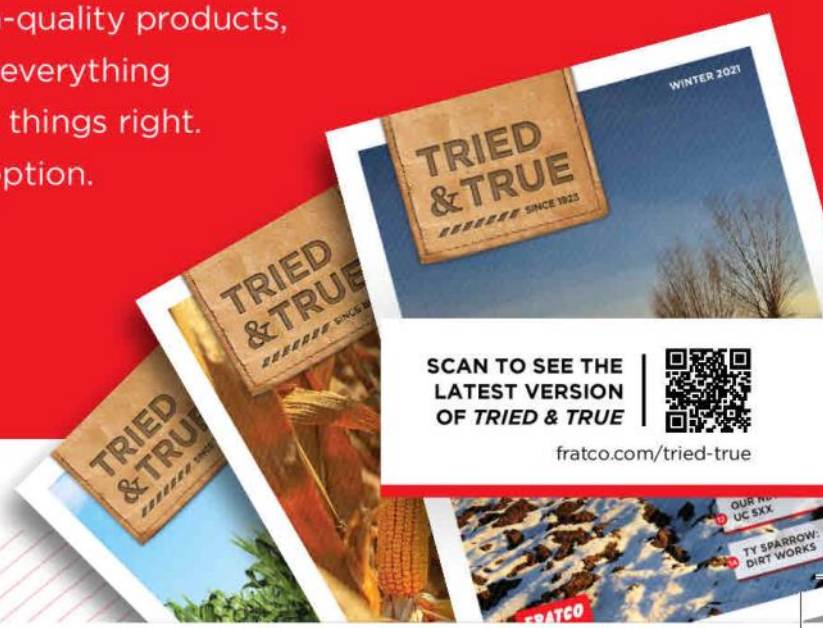
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## Diary of an Executive Director

*With Memorial Day behind us and smells of freshly cut grass, barbecues and bonfires summer is here. I know some of you have finished up your spring work, and are now performing maintenance on your equipment as you wait for wheat to be harvested in order to start your next jobs. I hope you take a few moments to send in your registration for the MLICA Golf Outing, even if it is past our registration deadline of June 15th. The MLICA Board thought this would be a fun way for all of us to get together again, especially since we had to cancel our Winter Convention & Annual Meeting due to COVID restrictions. We will need volunteers to help us at*

*the event, so even if you're not a golfer, we hope you will still plan to attend. If you are willing to volunteer, please fill out the registration form and write volunteer next to your name. One thing to keep in mind, Huckleberry Creek Golf Course does not sell beverages, so plan to bring your own cooler.*

*Another event to put on your calendar is National LICA's Summer Meeting in Niagara Falls, NY. I am personally excited to attend this year's summer meeting and take a tour of the falls. While I know the later dates will pose a problem for some of you, I hope many of you will still be able to attend.*

## UPCOMING EVENTS

### MLICA GOLF OUTING

SATURDAY, JULY 17, 2021

REGISTRATION @ 1:30 PM

TEE TIME @ 2 PM

MEAL ON THE TURN

### HUCKLEBERRY CREEK GOLF COURSE

2900 N HUBBARDSTON RD

PEWAMO, MI 48873

### 2021 NATIONAL LICA SUMMER MEETING

JULY 27—31, 2021

### SHERATON NIAGARA FALLS

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# 2021 GOLF OUTING



**Huckleberry Creek Golf Course**

2900 N Hubbardston Rd, Pewamo, MI 48873

**SATURDAY, JULY 17, 2021**



**Registration @ 1:30 PM ~ Tee Time @ 2 PM ~ Meal on the Turn**

Grab your clubs, fill your cooler with beverages and join us for 18 holes of team scramble golf with randomly assigned teams, competing for prizes in individual and team contests.

Cost of \$30 per golfer includes green fees, golf cart, meal, & prizes. **GOLF COURSE IS BYOB.**

**Please RSVP by June 15**

Golfer Name (s):

**Golf & Meal  
\$30**

Company Name

Contact Person

Phone

Email

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☐

☐

☐

☐

Subtotal \$ \_\_\_\_\_

**Please mail checks and this form to:**

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| <input type="checkbox"/> Gold Sponsor   | \$500.00 or Greater | _____  |

Enclosed is a check payable to MLICA, in the amount of \$ \_\_\_\_\_  
for the above registration and/or sponsorship.

Camping space available @ SWMS shop 11 miles away from HCGC at 4372 S Wright Rd, Westphalia, MI 48894.

Contact Adam @ 517-282-9802 with any questions. ☐ Yes, I would like to bring a camper/tent

Camper Length Additional Details



# A Good Worker is Hard to Find and Keep

WRITTEN BY CRAIG ANDERSON | SUBMITTED BY LAURA CAMPBELL | MICHIGAN FARM BUREAU

With construction processes and equipment becoming more complicated construction companies are facing increased difficulty recruiting and maintaining competent and skilled employees. As the skill level requirements change or increase and the ability to pay ever increasing wages is squeezed how do you find and maintain the people you need?

Ten years ago, a strong back and willing heart were all the qualifications necessary. Hands-on-experience was a definite plus but was not a requirement for many construction jobs. Equipment controls were both simple and intuitive. Business and government required paperwork was something that could be completed easily at the end of the week. Today both employers and many employees spend more and more time on training, staffing, record keeping and regulatory concerns.

Initial employment documentation (including the Form I-9, W-4, W-9 and personal data collection) alone can take more than an hour. Additionally, required training including equipment training (testing and licensing for some equipment), trenching, utility protection, Employee Right-To-Know, water protection, road safety, and the many other required and recommended trainings amount to a substantial time and dollar investment in an employee before any work is even done.

At the same time our traditional labor and seasonal labor in general becomes more and more limited there has been a significant increase in recruitment of this workforce by fulltime general business employers. Construction and other seasonal employers must adopt and implement employment strategies.

The neighborhood recruitment network days are long gone with rural young people moving into business and industry, choosing additional education or are involved with many summer programs. As the knowledge and skill level required for modern and automated equipment jobs increase, employers must become more sophisticated in finding, training, and meeting the needs and demands of this “new” type of work force. Many operations have changed their understanding of workers from simple laborers to professional employees doing professional jobs.

But, where do you find workers with professional attitudes? The answer: By being a good manager, who can clearly state to employees (and potential employees) what is expected of them, what they need to accomplish and how it is to be accomplished. The owner/manager must spend time and effort on recruiting, hiring and training individual employees. Go to potential supply areas and states and personally recruit individuals who are capable of doing the job you expect of them and be prepared to tell them what you will offer for their services.

## Recruiting and Hiring Workers

The most important responsibility in your business is hiring the right person. Full time workers who operate sophisticated equipment, and deal with complicated laws regarding safety, chemicals, environmental, and record keeping are the most valuable input you may have (besides yourself and your family).

It used to be easy to attract a person off the street

*(Continued on page 6)*

# A Good Worker is Hard to Find and Keep Continued

(Continued from page 5)

who was dependable though not as knowledgeable as you would like, and with limited effort turn the person into a competent worker. Now an employee's mistake could cost you your business.

The challenge of hiring a good worker can be made easier by:

- 1) Identifying what you expect of an employee before you look for one. Careful development of your actual work activities and needs can be invaluable in communicating your job to prospective employees;
- 2) Developing job descriptions for the positions you intend on filling;
- 3) Adopting a job application process where applications are always taken regardless whether you have any openings. Application forms should be constantly monitored for the proverbial "diamond in the rough" and to make sure you are obtaining information useful in sorting out the best possible applicants. Although caution must be used to avoid discriminatory questions a wide range of questions can be used.
- 4) Determining compensation rates not only of similar area industry operations but also of general businesses in your area who employ or are recruiting workers with similar skills. Use this information to develop compensation levels you would be willing to pay for various skill and responsibility levels of a worker. This information will also allow you to focus on the more positive aspects of your compensation package and know your possible weaknesses as well;
- 5) Cultivating a network of possible sources of qualified workers such as local trades/STEM

teachers, area colleges, internship programs and scouting for good workers who may be looking to change jobs or careers; and

- 6) Developing advertising methods suitable for the type of employment you have. For example, a "Laborer Help Wanted - Call 616-555-0000" ad in a local paper may not provide any suitable applicants but an ad in the same paper or local jobs posting site saying "Flexible hours, outdoor work, competitive compensation" may interest more talented people.

These suggestions take time to develop and implement, but the benefits can be substantial.

## **Maintaining Satisfied Employees**

Once you find the right person, make sure that person finds working conditions desirable. Employees today care about benefit packages, health care, vacation days and retirement plans. Do you have these things in place? Are you moving in this direction? People care even more about Money. Incentives are crucial for good worker productivity. Trying to excel has little meaning for workers if they can only expect a nominal pay increase, if any, regardless of performance.

## **Keeping Workers Productive**

Once workers are hired, it is imperative that a clear message be sent to these employees on how to conduct themselves. Make sure all equipment operators are properly trained and certified. Effective employee management requires solid direction from the top down, in terms of establishing what is important regarding employee performance and making sure that you do not establish disincentives to the employees.

You cannot just hire people, expect them to do a

## A Good Worker is Hard to Find and Keep Continued

good job, and yell at them if they don't. You need to be out there with them on a regular basis. This may include communications and events for families as well.

Training is one of the most important, and one of the most under-utilized tools that most employers have to improve worker productivity. Employers should consider investing in outside training developed for the specific activities done by your workers. "Boxed" training that covers many tasks not done by your crews can be a disincentive. This will keep both you and your skilled workers informed and productive on current trends and requirements. Many if not most employees view outside training as a reward (particularly when paid to attend) and will carry the training message back to other employees.

Another method is to form a development plan for each skilled employee. These plans should identify a worker's strengths, and weaknesses, and create a specific set of goals and training experiences to feed off of strengths including classroom and field work training.

It is important to consider that you may no longer be able to do everything on your own to keep up with the changing marketplace and regulatory arena. As the workers skill levels increase so must your management skills.



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## Know Your MISS DIG 811 Ticket Dates

### BY ERIC URBAIN | EDUCATION SPECIALIST | MISS DIG 811

Everyone knows that you must contact MISS DIG 811 3-14 days in advance of excavating to create that "ticket" that will allow for buried lines to be located on a job site. But how about the dates after that ticket has been created? There are three times of concern when it comes to the expiration date of any MISS DIG 811 ticket.

First, a typical ticket remains valid for 21 calendar days after the legal dig start date requested on the MISS DIG 811 ticket. Simply meaning that when questions or concerns arise with the project, the excavator can contact MISS DIG 811, reference the ticket, and it will be retransmitted to the parties of interest as many times as necessary without the need for an additional ticket. On day 22 and beyond, any additional work that takes place would need a new MISS DIG 811 ticket. For large-scale, season-long, projects, a ticket can be created that holds a 180-day ticket life. When questions come up, or when new utility markings are needed, a single ticket can be used for those retransmits over the life of that job rather than compiling dozens of tickets for the same worksite.

Another important date involving the ticket's life is the day on which excavation begins. If excavation has not commenced on a project within 14 days, the ticket will not be retransmitted. Rather, a new MISS DIG 811 ticket will be required.

MISS DIG 811 also advises that if multiple tickets must be created for a relatively small geographic area, the start dates are staggered for each job, rather than all tickets starting at the same day and time. That will have an effect the ticket life for ticket, naturally, but can also reduce the risk of locating complications.

For more information on the MISS DIG 811 process, and Public Act 174, please visit [missdig811.org](http://missdig811.org).

MLICA SCOOP

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ADS Contractor



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See Rick's story at [ads-pipe.com/stories](https://ads-pipe.com/stories).

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Our reason is water.<sup>TM</sup>

## 2021 National LICA Summer Meeting

### Tentative Agenda & Educational Seminars

July 27 - 31st • Niagara Falls, New York

#### Tuesday, July 27

10:30 am - 5:00 pm Five Star, Martin House, & Naval Park Tour

#### Wednesday, July 28

9:30 am - 5:00 pm Lockport Locks Railroad Museum, & Modern Disposal

6:00 pm - 10:00 pm Executive Committee

#### Thursday, July 29

9:00 am - 10:30 am LinkedIn

10:45 am - 11:30 am Evaluating & Selling Equip.

#### More Educational Seminars to come!

12:30 pm - 5:00 pm Executive Directors

6:00 pm - 6:45 pm Associates Meeting

7:00 pm - 10:00 pm Associates' Night "Broadway on the Falls"

#### Friday, July 30

7:00 am - 7:30 am Devotions

7:30 am - 8:00 am Committee Chairs

8:00 am Breakfast

9:15 am - 5:00 pm Committee Meetings

12:00 pm Lunch

3:45 pm - 4:45 pm Region Meetings

#### Saturday, July 31

7:30 am - 8:00 am Devotions

8:00 am Breakfast

10:00 am - 11:00 am Board Meeting

12:30 pm Lunch

#### Educational Seminars

Thursday, July 29 (More to come!)

#### LinkedIn

Presented by: Allison Hack

It all started with MySpace and Facebook, as tools to connect socially with people all over the world. Now Social Media has become a force in the business world that no one can afford to ignore. This presentation will give you the basics of setting up a LinkedIn profile for you AND your business. We will discuss ways to network and build up your business in this virtual landscape.

#### Evaluating & Selling Equipment

Presented by: Machinery Trader

Machinery Trader continues to bring you more powerful fleet analytics tools than ever before. Including equipment values from FleetEvaluator, predictive values through FutureCasting, Industry Market Snapshots and Indicators, and Depreciation Calculators. All for free. Import your inventory quickly via Excel spreadsheet, or through your current telematics provider. From there, harness the power of these powerful tools to decide when (and what) to sell – with the click of a button.

#### Associates' Night - Thursday, July 29

"Broadway on the Falls"

7:00 pm - 10:00 pm

National LICA Associates take center stage to display their products and services. Come and meet LICA's Associates face-to-face while enjoying light appetizers and drinks. The theme of the evening is "Broadway on the Falls." Members are encouraged to pick their favorite play or musical and come in costume!

## 2021 National LICA Summer Meeting

### Meeting Details

July 27 - 31st • Niagara Falls, New York

#### COVID-19 Guidelines

According to the state of New York here are the guidelines for COVID as of May 1st, 2021:

- 1) Mask worn at all times indoors
- 2) Maintain social distancing
- 3) Up to 100 people indoors/200 people outdoors

LICA is committed to keeping everyone safe and healthy. Please bring a mask to wear during meetings/events indoors as well as pre-tours. National LICA and the Sheraton Hotel will move events/meals outdoors that exceed the person limit. If you have been vaccinated please bring your vaccination card with you.

#### National LICA Committees

When LICA members, from across the country, come together it's an opportunity to exchange ideas, techniques and more. Every attendee at the Summer Meeting is welcome to join any committee.

**Associates' Committee:** LICA Associate Members report on the industry and the events that affect our members.

**Budget Committee:** This committee reviews financials and recommends the annual budget to the board.

**By-Laws Committee:** This committee reviews the need to add or change the Associations' By-Laws.

**Conservation, Exc. & Earthmoving Committee:** Regulations, laws and safety topics are reviewed.

**Convention Committee:** Proposals are presented for future National Winter Conventions and Summer Meetings.

**Devotions Committee:** Non-Denominational services are held before the days events begin.

**Education & Technology Committee:** This committee decides topics that members need and/or want for Educational Seminars.

**Executive Directors' Meeting:** Executive Directors from each State Chapter meet to discuss: events, gaining membership, board meetings and budgeting.

**Ladies Committee:** This committee is in charge of National Scholarships, special events, fundraising and children's activities.

**Legislative Committee:** A roundtable discussion with the LICA Director of Government Relations about existing and new laws that affect LICA Contractors.

**Long-Term Planning Committee:** This committee reviews the 5 Year Strategic Plan to make sure the Association is on track with its' goals.

**Membership Committee:** Membership trends and recruiting techniques are shared with members.

**Nominating Committee:** This committee reviews and selects applicants for National Vice President.

**On-Site Waste Committee:** Septic contractors share new approaches and applications and new laws.

**Policy Committee:** This committee reviews minutes for policy changes.

**Safety/Insurance Committee:** Important safety laws & regulations that affect our contractors are discussed.

**Water Table Management Committee:** Drainage contractors share new approaches and applications including new laws.

**Board Meeting:** Previous days' committee meetings' minutes are read. New and old Association business is reviewed.

## 2021 National LICA Summer Meeting

### Optional Tours

July 27 - 31st • Niagara Falls, New York

#### Tuesday, July 27 10:30 am - 5:00 pm

##### Five Star Equipment



LICA has been invited to tour Five Star's newest facility in Orchard Park, New York. Five Star has new and used equipment to explore; as well as attachments and remote monitoring technologies. After checking out the equipment members will have lunch.

**Once we depart Five Star, you will have a choice of touring the Martin House or the Buffalo & Erie County Naval and Military Park!**

##### Martin House Tour



If you decide to see Frank Lloyd Wright's Martin House, you are in for a treat! A certified docent will lead guests through the primary first-floor rooms of the main Martin House, the pergola, conservatory, and the carriage house. Experience the pioneering methods of construction used in this outstanding residential project.

##### Buffalo & Erie County Naval & Military Park



For those that choose the Naval & Military Park, they will tour the largest inland Naval Park in the country. This museum is on the shore of Lake Erie in Buffalo, New York. It is home to several decommissioned US Naval vessels, including the Cleveland-class cruiser USS Little Rock, the Fletcher-class destroyer USS The Sullivans, and the submarine USS Croaker.

#### Wednesday, July 28 9:30 am - 5:00 pm

##### Lockport Locks



This cruise will take you past five of the original 1800's locks. Three million gallons of water will fill Locks 34 & 35, the only double set on the Erie Canal, and raise the boat 50 feet. The lively narration by the Coast Guard Licensed Captains is also accompanied by crowd-pleasing canal music, popular during the 1800's. Lunch is included.

##### Medina Railroad Museum



This museum features the largest Railroad & Toy Train display in New York State. Some of their many collections include: Fire Fighting, Military and Local History.

##### Modern Disposal

Modern landfill is an innovation leader, and is committed to the most innovative and responsible methods of materials management and recycling. We will tour this site which was an early adopter of a double composite liner, use of geosynthetics and use of tire shreds (reused material) to replace stone (natural resource) in its liner system. It's most impressive project is its extraction of landfill gas and conversion to electricity and heat.

## 2021 National LICA Summer Meeting

### On Your Own!

July 27 - 31st • Niagara Falls, New York

There are few destinations around the country with so much to do, just blocks from the hotel. Niagara Falls is definitely one of those places! LICA has arranged two days of tours, but we thought we would give you activities and sites to see on your own!

#### Discover Niagara Shuttle

Hop on. Hop off. It's convenient and FREE! Enjoy a day of discovery as you connect to 17 destination sites along the 14-mile route from the "Falls to the Fort." The shuttles run continuously through the route, jump on near the hotel and you can jump off anywhere you would like!

Stops include:

- Visitor's Center
- Old Falls St (Our Hotel)
- Niagara Gorge
- Aquarium
- Niagara Arts & Cultural Center
- Castellani Art Museum
- Niagara Power Project
- Train Station & Underground Railroad Heritage Center
- Lewiston, NY (3 stops)
- Youngstown, NY
- Old Fort Niagara

discoverniagarashuttle.com

#### Seneca Niagara Casino & Hotel

This Casino is directly across the street from the hotel. It can also be accessed by an underground walkway in case of inclement weather. Inside are a total of 9 restaurants – 3 signature restaurants, 3 casual restaurants and 3 places for a quick bite.

#### Travel to these by car:

Fashion Outlets Niagara Falls, USA  
(fashionoutletsniaagaras.com)

Niagara Wine Trail, USA (niagarawinetrail.org)

Grand Lady Cruises (grandlady.com)

#### Maid of the Mist



Hear the crashing waves. See the breathtaking views. Soak up every drop of powerful spray aboard the Maid of the Mist. It's the only way to experience one of the world's most iconic natural wonders right here in the USA!

Reserve your tickets at maidofthemist.com. Tickets - \$25.25/Adult \$14.75/Child

#### Cave of the Winds



You ride an elevator 175 feet (53 meters) deep into the Niagara Gorge. Then, clad in a bright yellow poncho and wearing the special footwear provided, you follow a tour guide over a series of wooden walkways to the famous "Hurricane Deck". As you stand at the railing, you are a mere 20 feet (6 meters) from the billowing torrents of Bridal Veil Falls.

niagarafallsstatepark.com

# 2021 National LICA Summer Meeting

## Registration Form

July 27 - 31st • Niagara Falls, New York

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Names of Attendees (for Badges)

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

### Early Bird Registration

Postmarked by **June 25, 2021**

**Members, Spouses, Associates** **\$295**

Number Attending \_\_\_\_\_ Total \$ \_\_\_\_\_

**Youth: 13 Years & under** **Free**

Number Attending \_\_\_\_\_

### Registration

Postmarked after **June 25, 2021**

**Members, Spouses, Associates** **\$325**

Number Attending \_\_\_\_\_ Total \$ \_\_\_\_\_

**Youth: 13 Years & under** **Free**

Number Attending \_\_\_\_\_

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

### Optional Tours

#### Tues. July 27

Five Star & Martin House,

**OR** Naval Park

Cost \$75 per person

No. Attending \_\_\_\_\_

Total \$ \_\_\_\_\_

#### Weds. July 28

Lockport Locks, Medina

Railroad, Modern Disposal

Cost \$75 per person

No. Attending \_\_\_\_\_

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**

#### Hotel Information:

**Sheraton Niagara Falls**

**300 Third Street; Niagara Falls, NY 14303**

**Reserve by: June 25, 2021 Call: 716-285-3361**

**Land Improvement Contractors Event**

**Calling on or before the deadline does NOT  
guarantee you will get in the room block.**

**Make your reservations today, the block fills up fast.**

Enclosed is my check for \$ \_\_\_\_\_

*or charge my credit card*

Credit Card MC Visa

Cardholder \_\_\_\_\_

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ 3 Digit Code \_\_\_\_\_

Billing zipcode \_\_\_\_\_

**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, 2021 a \$30.00 charge will be deducted from the original amount paid. No registration payment will be refunded after June 29, 2021 unless there has been an emergency.

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## Classifieds

### Equipment for Sale?

List it here in the **MLICA Scoop!**

Send your information to  
**[scook@michiganlica.org](mailto:scook@michiganlica.org)**

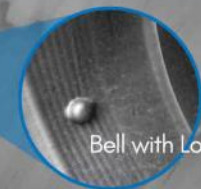
Please include any of the following information that applies:

- Photo
- Make & Model
- Size & Color
- New, Used, or Reconditioned
- Price & Location



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Haviland, OH 45851

**Sarah Cook, Executive Director & Secretary**  
4780 E Townsend Rd  
St Johns, MI 48879  
[scook@michiganlica.org](mailto:scook@michiganlica.org)  
517-282-1083

**Nikki Schwark, Treasurer**  
269-612-2648

**MLICA Mailing Address**  
4372 S. Wright Road  
Westphalia, MI 48894

**Government Relations**  
Fraser Consulting  
Fraser-Trebilcock-Davis & Dunlap PC  
124 West Allegan St. Ste 1000  
Lansing, MI 48933  
Scott Everett, Cell: 517-204-3328



Stay Connected!

**FIND US**

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**MLICA**

**4372 S. Wright Rd.**  
**Westphalia, MI 48894**

The MLICA Scoop is the official publication of the Michigan Land Improvement Contractors Association, dedicated to the professional conservation of soil and water.

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](mailto:scook@michiganlica.org). Please include your name and phone number for verification purposes.

