



PALICA

NEWS

Land Improvement Contractors of America • Pennsylvania Chapter

Summer 2016 Publication

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Dates to Remember

DOT Presentation @
LV Micsky Excavating,
Greenville, PA (info on page 5)
September 14th @ 6pm

Winter 2017 Convention—
Con-Expo—Las Vegas, NV
March 7-11, 2017

EDUCATE THEN EXCAVATE TO BUILD YOUR BUSINESS

(w/permission from Cole Publishing)

Teaching is an important and often forgotten skill for the onsite installer who wants to land the next big job. Listed here are excerpts from Onsite Installer Magazine with ideas on how to provide you with some excellent customer service ideas.

To the professional installer, it seems obvious that anyone purchasing a home with a septic system would want to learn as much as they can about decentralized wastewater treatment. After all, repairing or replacing a septic system can be complex and expensive, and a working system is a prerequisite to occupancy. But a variety of factors can explain the **uninformed consumer**. **It's possible a homeowner who calls you in a panic and then stars blankly while you describe a potential problem, has not taken the least little step to learn anything about his or her septic system.** However, it also might be that an onsite professional has never made an effort to educate the homeowner. In either case, the way you approach a consumer with little to no understanding about onsite systems can make the difference between landing or losing a big project this summer. If your goal is to win over prospective customers during an **initial site visit, it's critical to pay attention** to their depth of knowledge from the moment you shake hands and walk into their backyard.

Customer service pays: Preparation, patience and being a good listener pay off. Here a few tips to remember the next time you go out to meet a homeowner for the first time.

◇ **Show up on time and with a professional appearance and demeanor.** **On time service doesn't only** apply to when you show up with the excavator and a crew to dig a new drain field. Make sure to show up on time for every appointment. And when you meet with a new customer, wear a clean uniform or business-casual attire that reinforces your attitude. Sloppiness can quickly disrupt the professional image you want to portray.

◇ **Listen to the potential customer before launching into a sales pitch.** Take time to hear what customers are saying about their onsite system. Let them air their concerns, fears and frustrations before you ask follow-up questions specific to their system issues. If they need a new system, learn about their family, the way they use water and appliances and are they expecting the same type of usage with their new onsite system? When you know about their experiences with water and wastewater, you are better prepared to give them a realistic picture of onsite systems.

(Con't page 6)

PRESIDENT'S MESSAGE:

Hello all, hope you're all enjoying your summer. Wanted to give everyone a reminder on a couple of things. First of all August 30th is your deadline to have your 2290's filed.



Lastly a VERY important reminder of your medical cards being applied to your CDL. PLEASE make sure you are paying attention to your renewal date for your medical card. I have been hearing of situations where the medical examination was not turned into the proper state authorities and they ran into big issues. So please remember the best way to get this taken care of is getting your completed medical examination information to your local DMV or authorized agent.

Thank you! Remember work smarter not harder!

President,
Stephanie Adams

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**PENNSYLVANIA Land Improvement Contractors
INVITES YOU TO JOIN US FOR THIS FREE
INFORMATIONAL NIGHT—Wednesday Sept 14 @6pm**

**DOT PRESENTATION FOR EVERYONE WHO
WORKS IN THE EXCAVATING FIELD**

PADOT officers will present a simulated inspection stop, using a truck/trailer scenario to review everything you need to know regarding the latest regulations when getting pulled over. They will also do a Q & A session following the inspection.

Every company that hauls machinery on the open road should attend this event. Casual dinner to follow. Please feel free to bring as many employees as you'd like; include them in your RSVP #.

**RSVP BY Phone: 724-866-1082 OR 724-588-1954 OR
E-mail: PENNSYLVANIALICA@GMAIL.COM
DEADLINE: September 12, 2016**



**Location: L.V. Micsky Excavating, 980 Mercer Road,
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**2016 SUMMER MEETING—KANSAS CITY, MISSOURI
75 ANNIVERSARY OF LICA!**



Fun trip to a culinary school with a scavenger hunt and then making appetizers from finds & enjoying getting to know other LICA members.



Dan Micsky from PA came in 2nd place in the backhoe rodeo at Foley Equipment and won a KC BBQ gift set.



Fantastic speakers & educational classes & seminars.



Associates' Night fun and a purse auction fundraiser for the LICA scholarship fund.



Educate, then Excavate..... Continued

- ◇ Express confidence that you can help the customer with their problem. As an experienced installer, you've encountered a wide variety of onsite situations and have come up with many workable solutions for your customers. Whether it's replacing an older system on a small lot or devising an advanced system with a waterfront property, you've solved the puzzle satisfactorily. Homeowners want to be reassured you'll have the right answer for their challenge. Tell them you and your crew are prepared to take care of them and will stand behind your work.
- ◇ Back up and explain how an onsite system works. Don't make assumptions about what customers know about onsite systems. Unless they tell you otherwise, consider that you're working with a blank slate and you need to start with Septic 101 when you meet them. And reinforce your lessons with helpful graphics that show how a septic system works. A variety of great drawings, photos, videos and other consumer-oriented education materials about onsite systems are available online. Arm yourself with some of these teaching aids when you make a presentation.

- ◇ Share a realistic outlook for the potential cost of a system replacement. While it may not be possible to give a full complete estimate for a system on an initial customer visit, it's OK to talk dollars and cents to the degree you are comfortable. Realize the money questions are always going to be on the top of your new customer's list, so be frank and realistic in your appraisal of the situation. Uneducated customers have no idea what it will cost and probably fear the worst. They might actually be relieved that the price range you give them to repair or replace a system may be less than they expected.
- ◇ Provide references. It's a great idea to build a solid list of past customers willing to give you references for your work. Have your reference list reflect the broad spectrum of the work you perform. Include system repairs and replacements. Call each of these potential references and make sure they are willing to take calls from potential customers. And make sure they'll be giving you a positive review! Tailor each list of references to the type of job or customer who's considering hiring you. You don't just want to give references; you want to give references that will help the new customer make a decision and set you up for success. ■



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Jeff Project Manager
Marcellus Site Contractor

PA LICA SCHOLARSHIP RECIPIENT FOR 2016



Nicholas Micsky is the son and grandson of past PA LICA Presidents' and current PALICA members, Dan Micsky and Lawrence Micsky, both of L.V. Micsky Excavating & Septic Inc.—Greenville, PA.

Nicholas is in his second year of college at PSU Dubois, studying Wildlife Technology and currently has an internship with the PA Game Commission at the Elk County Visitor Center in Benezette, PA.

"Thank you to Pennsylvania LICA for awarding me the scholarship this year. I am entering my second year of studies at PSU Dubois in the Wildlife program and am very confident I chose the right field for myself. I have learned more than I thought I would in my first year and a half and can't wait to complete the fall and spring semesters that will enable me to graduate next spring. I hope to find a job within the PA Game Commission where I am currently serving an internship for the summer and fall month. I hope I have made a good impression with them and hope they'll consider me when a position becomes available within the Central PA area. PSU has an outstanding program for wildlife and I feel fortunate to be attending this university." Nick Micsky

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LOONEY LAWS.....

- * In Rumford, Maine, it's against the law to bite your landlord.
- * An ordinance in San Francisco bans picking up used confetti to throw again.
- * It's against the law in Chicago to eat in a place that is on fire.
- * It's illegal to catch fish while on horseback in Washington, DC
- * It's illegal to take a lion to the theater in Maryland.
- * It's against the law to drive more than 2,000 sheep down Hollywood Boulevard.

- * It's illegal in Hartford, CT to kiss your wife on Sunday.
- * In Marshalltown, Iowa, it's illegal for a horse to eat a fire hydrant.
- * It's illegal in New Jersey to slurp your soup.
- * In Tennessee, it's illegal to drive a care while you're asleep.
- * It's illegal in Fairbanks, Alaska, for two moose to have sex on city sidewalks.
- * It's against the law in Atlanta, GA to tie a giraffe to a telephone pole or street lamp.
- * It's against the law in KY to marry the same man 4 times.
- * In Tennessee, it's against the law to shoot game ,other than whales, from a moving car.

TICK TALK

The return of summer brings with it more than just warm weather, baseball games, pool parties, barbeques, and trips to the park. During the past few years, residents of western PA have witnessed an increase in the population of deer ticks—as well as an increase in tick-borne diseases, such as Lyme disease.

You can use the following strategies to help protect yourself and your loved ones from ticks this summer (and through the fall as well).

In your own back yard—Clean & Clear:

Ticks aren't particularly active. They don't crawl up to or jump on potential hosts. Instead, they position themselves on long blades of grass, leaves, twigs or similar vegetation and wait for a host to brush by. Make sure they don't have that opportunity by keeping your lawn short, clearing away leaf litter and tree debris, and keeping compost piles and bins away from play areas.

Check their hiding spots:

In addition to their preference for vegetation, ticks also like to congregate in brick and stone walls and fences. This includes retaining walls. Make sure you and your loved ones know about this tendency and that you avoid rubbing against or leaning on these structures. **Almost any work environment can be a home to ticks, especially deep vegetation.**



Protect your pets: If you don't like the idea of ticks outside, you're probably super grossed out at the thought of them in your home. Talk to your vet about tick collars, sprays, and treatments to keep your pets safe and to keep them from bringing ticks into your home. Using a comb or brush periodically give your pets a thorough exam to ensure that they haven't picked up any ticks despite your best efforts.

When you're out and about — Bundle Up:

It may be the last thing you want to do on a hot summer day, but if you know you'll be in areas where ticks will be active—hiking in the woods or through fields—wear long pants and sleeves. Tuck pants into socks to provide zero entry points. Insect repellants containing 20% DEET are also viable for prevention. Spray on exposed skin and clothing.

Give yourself a checkup. Carefully check for ticks after being outdoors. The most likely points of contact will be your legs below the knee and your arms. Don't forget to check your hair. If possible, have someone else look through your hair with a comb or brush.

If you find a tick, call your doctor's office before trying to remove it yourself.



FOR MORE INFORMATION CONTACT:

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MEMBERSHIP NEWS: INSURANCE UPDATE

Have you checked out the insurance program offered by PALICA?

This program was designed for dirt movers and you have to be a member of PALICA to participate.

Accessing the insurance program is easy—there are 3 steps:

1. Visit www.unitedfiregroup.com agent finder in your area,
2. Call Prins Insurance direct, (number in ad below) OR,
3. Have your current agent contact Prins Insurance for more details.

Is your insurance policy designed only for heavy equipment operators? *Does your insurance company offer a safety group dividend?* Are you happy paying high premiums on your insurance? If your answer is no, you need to get on board and check out this State LICA Insurance Program! This policy has specific coverages built in designed for dirt movers. T

he State LICA Insurance Program is a safety group program, making it eligible to *provide dividends if qualifications are met*. In addition, UFG offers fair and competitive pricing - It doesn't hurt to get a quote and compare your current policy to the State LICA Insurance Program.

Exciting news coming in the next newsletter regarding dividends for current participants!

WORKING IN THE SUMMER HEAT

**To prevent heat illness:
Water, Rest, Shade....**

- **Drink water every 15 minutes, even if you are not thirsty.**
- **Rest in the shade to cool down.**
- **Wear a hat and light-colored clothing.**
- **Learn the signs of heat illness and what to do in an emergency.**
- **Keep an eye on fellow workers.**

Heat stroke is the most serious heat-related illness—acting quickly can prevent more serious medical conditional and may even save lives.

Symptoms are: confusion, fainting, seizures, very high body temperature and hot dry skin w/profuse sweating.

**Heat exhaustion is also a serious illness, symptoms include:
Headache, Nausea, Dizziness, Weakness, Thirst & Heavy Sweating**

Heat fatigue and heat rash are less serious, but they are still signs of too much heat exposure.

BE SAFE!



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UFG and your state's Land Improvement Contractors Association (LICA) want to help you unearth your potential in the construction industry by making sure you have the coverages you need to do your best work.

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To take advantage of this offer, locate an independent UFG agent on ufgins.com, or contact Prins Insurance, Inc. at 800-831-8545.

  

SKIN CANCER IS A GROWING PROBLEM AMONG THOSE THAT WORK OUTDOORS—PLEASE TAKE A FEW MINUTES TO READ MORE ABOUT IT.

With one of our members recently diagnosed with skin cancer, I thought it wouldn't hurt to provide you all with some important information about skin cancer.

Skin cancer is the most common form of cancer in the United States. It is also one of the few types of cancer that affects similar subsets of the population regardless of age, gender, or race. There are three different types of skin cancer: basal-cell carcinoma, squamous-cell carcinoma, and perhaps the most widely-known type, melanoma. The first two types are, by far, the most common forms of skin cancer. These two forms, while serious, do not typically spread. The third form, melanoma, is infamous because of its tendency to spread cancer throughout other areas of the body. A common belief about skin cancer is that it is caused by exposing unprotected skin to the harmful UV rays of the sun. While in most cases this belief is true, there have been cases of skin cancer that were not brought on by the sun. Skin cancer is actually a mutation that happens in the DNA in the cells of the skin. In some people who have this disease in parts of the body not typically exposed to the sun, the cause can be due to genetics, weakened immune systems, or being exposed to toxic substances in their environment.



General symptoms for any type of skin cancer include:

- Openings or cuts in the skin that do not heal
- Changes in any mole or skin growth, especially regarding color or size



Symptoms for Specific Types

The majority of basal-cell carcinoma appears around the face or neck. Symptoms of basal-cell carcinoma include pearly or waxy bumps, sore that does not eventually heal over time, or red scar-like bumps or patches. While this is brought on by exposure to the sun, a family history of being diagnosed with the condition.



Symptoms may also appear as flat, flesh-colored type of skin cancer tends to be most commonly around the face or neck. Symptoms of basal-cell carcinoma increase the likelihood of being diagnosed with the condition.

Squamous-cell carcinoma occurs most often on parts of the body that are regularly exposed to the sun. Symptoms include small red bumps that are well-defined and grow to increase in size. As they grow, the central portion of the bump collapses and a depression forms in the middle that may occasionally bleed. Bumps may also be scaly or patchy, similar in appearance to a wart surrounded by crusted skin. These lesions may occasionally bleed as well, especially if bumped. Squamous-cell carcinoma has a higher risk of spreading to other parts of the body than basal-cell carcinoma, though not as high a risk as melanoma. However, the spread of this skin cancer type is typically more apparent in cases where tobacco or alcohol is the related cause.

Melanoma lesions can occur anywhere on the body, though they are particularly common on the legs and back. Symptoms of melanoma include brownish colored spots with irregular borders, moles that seem to change in size or color, or even moles that bleed. A common mnemonic to help recognize melanoma symptoms is "ABCDE:"

- A. Asymmetry** – Melanoma lesions are not particularly defined. If you were to draw a line through the middle of the suspected area, the two halves would not match each other in shape.
- B. Border** – Similar to asymmetry, the border of melanoma lesions are not clearly defined and tend to be uneven, wavering, and may be faded in some sections.
- C. Color** – Suspect areas can be a variety of dark colors including brown, tan, and black. A variety of colors or a change in color within a single area is an important early warning sign of melanoma.
- D. Diameter** – A good rule of thumb is that melanoma areas are often larger than the size of a pencil eraser, though they may be smaller upon first detection. Recommend your doctor examine any large moles or discolored areas of your skin.
- E. Evolving** – Melanoma often changes over the course of time, especially in size and color. Take note of any changes in moles or other suspect areas and recommend them to your doctor for examination.

F. IF YOU SUSPECT YOU MIGHT HAVE ANYTHING RESEMBLING THE PICTURES ABOVE, DON'T WAIT TO GO SEE YOUR DOCTOR. SKIN CANCER CAN BE TREATED IF CAUGHT EARLY!

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