

Pennsylvania



LICA

Since 1970

**REGISTRATION FORM AND AGENDA
DETAILS ARE INSIDE NEWSLETTER!**

**PALICA WINTER MEETING,
@ TOFTREES GOLF RESORT
IN STATE COLLEGE, PA.
MARCH 3RD - 5TH 2022**

**If you and/or your employees
need an OSHA 10 HR
certification, now is the time!
THERE IS NO COST TO YOU
(if at least one person is registered for
convention-otherwise it's \$50/pp to cover
all meals & Associates Night)**

**PLEASE RETURN FORMS ASAP &
make hotel reservations BY 2/4/22
(see reservation details on registration form)**



PALICA
775 MERCER ROAD
GREENVILLE PA 16125

TO:

**Toftrees Golf Resort
One Country Club Lane
State College, PA 16803**



**Nightly rate is \$79.00 for a King Room
or 2 Doubles**



HUMAN RESOURCES SEMINAR

- Why is it so hard to get employees to do what you pay them to do?
- Do you have problems hiring good people?
- How do you manage your problem employees and why does it take so much time?
- How often and how much time do you spend with attorneys on employee matters?
- Are you in compliance with all Human Resources regulations?
- Are you managing your benefits costs or are they managing you?
- Ever have any of these questions? We will discuss these at the 2022 convention in State College or any additional questions you have on managing your most valuable asset. Mark Novad, Partner & Senior Consultant

J.L.Nick & Associates, Inc.
A full service HR consulting firm.

**Monica Rakoczy, Owner
EnterTRAINING Solutions, LLC**

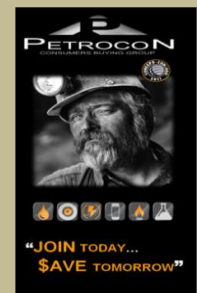


"Safety Doesn't Have to Be Boring"

**Hazard Communications and
Basic Spills**

- Instruction on DOT hazardous waste regulation (universal waste like batteries).
- Materials of trade exemptions for transporting chemicals like gasoline for work.

Joseph Giovinazzo, President of Petrocon Corporation, has 20 years experience in the Petroleum Industry



Commercial Lubricants for Heavy Equipment

Learn how proper lubricant selection can maximize machine and component life in heavy equipment. Petrocon covers the differences between hydraulic fluids, UTF, engine oils as well as grease and the differences and importance of proper grease selection. We will also cover synthetics and where they should be used in construction applications, and touch on antifreeze selection and maintenance.

Protecting your assets with the life blood of your equipment can avoid costly repairs and improve lost downtime.

2022 WINTER PALICA MEETING AGENDA

THURSDAY THRU SATURDAY, MARCH 3RD-5TH

****ALL TIMES/SPEAKERS ARE SUBJECT TO CHANGE****

THURSDAY, March 3rd

3:00 pm - 5:00 pm - PALICA Board Meeting and Membership Meeting

5:30 pm-10:00 pm - Hospitality suite for casual dinner/drinks & fun

FRIDAY, March 4th

9:00 am – 11:30 am—DOT Officer Brian Carpenter will do an indoor and outdoor class on DOT stops/regulations update. **Officer Carpenter is the highest ranking DOT officer in PA and trains all DOT officers in the state of PA**

11:00 am— 5 pm - OSHA 10-hour certification class begins in separate room (break 1 hr for lunch)

11:45 am – Drain Tile Safety Video “Three Seconds Later.” The goal of the film is to increase awareness and focus on farm safety procedures, particularly those related to drain tiling and other agricultural excavation activities near underground utilities and pipelines which applies to all digging projects.

1:15 pm Ladies leave for their Spa Party immediately following lunch!

1:15 pm – Joe Giovinazzo from Petrocon covers the differences between hydraulic fluids, UTF, engine oils as well as grease and the differences and importance of proper grease selection. We will also cover synthetics and where they should be used in construction applications

2:15 pm - . Mark Novad, Partner & Senior Consultant will give a presentation on all HR Issues you may face in your businesstopic examples:

- Why is it so hard to get employees to do what you pay them to do?
- Do you have problems hiring good people?
- How do you manage your problem employees and why does it take so much time?

3:30 pm - Ron Metcho from Margolis & Edelstein Law Firm will speak on several topics small business owners face, specifically:

- How to protect your business from lawsuits
- How does COVID affect your contracts
- How to create policies regarding drugs, criminal records etc. for your employees

5:30 pm—10 pm—Associates Night—Meet our associates, enjoy silent and live auction, open bar, appetizers, membership awards and special guest comedian: Chris Coccia

SATURDAY, March 5th

8:30 am— 1:30 pm OSHA 10 HR Certification continues in separate meeting room (wrap up by lunch)

9:30 am -11:30 am- Monica Rakoczy from Enter TRAINING Solutions LLC— Monica does hundreds of presentations each year with the focus on safety and was a featured speaker at Con-Expo and will be at 7 regional 811 events this year— she'll address topics such as: Hazard Communications, Spills & More

9:30 am – Ladies activity - succulent arrangement, beach glass art or an herb garden (TBA)

11:30 am – Prins Insurance – Bruce Mosier presentation (TBA)

12:30 pm – BluePrint Reading OR Job Surveying presentation (working on finalizing)

1:30 pm – Closing Luncheon – (you will have the option to stay over another night at the \$79 rate)

Ron Metcho from Margolis & Edelstein Law Firm will speak on several topics small business owners face, specifically:



- How to protect your business from lawsuits
 - How does COVID affect your contracts
 - How to collect bad debts
 - Q & A Session

OSHA 10 HOUR CERTIFICATION

(Included in registration fee)



A class will be going on simultaneously with these classes for those that need the certification or a refresher course.

United Fire Group will facilitate the class

The Ladies can treat themselves to a spa party at a nearby salon on Friday afternoon (See next page for all the services they provide and to fill out form to attend. Need to have minimum of 6 people)



Saturday morning there will be a class on designing your own beach glass,



succulent arrangement or an herb garden - ***subject to change--no charge***

THE PENNSYLVANIA LICA BOARD MEETING AND MEMBERSHIP MEETING WILL TAKE PLACE ON THURSDAY MARCH 3rd from 3pm-5pm (SEE AGENDA DETAILS INSIDE) Followed by pizza, snacks and drinks in the hospitality suite - 5pm-11pm.



If you're able to arrive Thursday, please join us for the board meeting and/or the hospitality suite. There will be registration packets for all to pick up at that time.

2022 PALICA 52nd Annual STATE CONVENTION REGISTRATION

Toftrees Golf Resort, One Country Club Lane – State College PA
March 3rd-5th, 2022

For the 2022 Convention, we're going to try something different. Any and all awards will be presented at the Associates Night Event on Friday evening. These will include Contractor of the Year, Lady LICA of the Year and Associate of the Year. We will still have the closing luncheon on Saturday but wanted to have the group recognize the winners Friday night. Please take the time to nominate a fellow Contractor, a wife of a Contractor and an Associate. The forms are included in this publication and need to be returned with the registration forms.



BUSINESS NAME: _____

<u>Individual Names:</u>	Entire Convention w/o OSHA <u>\$150.00 PP</u>	OSHA 10 HR <u>ONLY</u> \$50.00 PP <u>COVERS MEALS</u>	WILL BE ATTENDING OSHA w/ <u>Registration- N/C</u>	SPA Party <u>\$60.00</u>
_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

GRAND TOTAL FOR ENTIRE CONVENTION: _____

HOTEL RESERVATIONS NEED TO BE MADE BY 2/4/22 – YOU CAN ALWAYS CANCEL SO PLEASE MAKE THEM TO GET THE RATE OF \$79/NIGHT – IF YOU CALL AFTER 2/4 YOU CAN STILL ASK FOR THE BLOCK NAME BUT THERE'S NO GUARANTEES ON RATES – 814-234-8000 (direct line to hotel) or click on link below and our block with come up: <http://bookings.ihotelier.com/bookings.jsp?groupID=3224380&hotelID=97834>

Registrations must be mailed w/payment by February 20, 2022 in order to have correct count for food and meeting space. Checks can be made out to PALICA, 775 Mercer Road, Greenville, PA 16125 and Credit Cards can be used to pay (w/4% fee included)... CC # _____
Exp. Date: _____ CVC # _____ Name on Card: _____

Ladies Spa Party!!

Enjoy two and a half hours of detoxing with family or friends

Minimum 6 guests and a maximum of 16 (*pre-registration required so they are fully staffed for you*)

Spa Parties include the first 3 services (bullet points) below for everyone and then you will need to pick 1 of the 4 services listed below that when registering. Included in package is:

Fruit Platter with Chocolate Hummus and pretzel sticks, Veggies with dip and hummus, Salsa, guacamole and chips, bruschetta and crispy crackers, sweet treat! Bring your own alcohol if desired!

- 5-10 minutes of our Whole Body Vibration to get your circulation moving, your lymphatics stimulated and your muscles relaxed.
- 45 minutes in a Himalayan Salt Room in which negative ions are absorbed into the body by breathing the saturated air into the lungs. The salt is anti-bacterial, anti-inflammatory, anti-viral, and anti-fungal. You will be breathing air that is saturated with 84 minerals and trace elements.
- Hot Butter Hand Treatment. This hand treatment begins with a salt scrub exfoliation to remove dead cells and open pores before warm melted butters are drawn into the skin. The hands are then tucked into warm Himalayan Salt Mitts until butters are delivered deep into skin layers.

Choice of one of the following services per person:

1. 30 minute Detox Footbath (can accommodate up to 4 ppl at a time) to pull toxins out of the body and identify where the body is releasing the toxins. This naturally stimulating and relaxing session is based on ionization of water and osmosis to draw toxins from the body.
2. 30 minutes on the Jade Infrared Massage Bed. (can accommodate 1 person at a time) Similar to deep tissue, the far infrared heat delivers deep tissue penetration on the upper body. The infrared heat and Jade Rollers help to relieve stress, tension, anxiety and increase blood and lymphatic circulation.
3. 30 minutes on the Amethyst BioMat. (can accommodate 1 person at a time) The deep penetrating Far Infrared rays and negative ions helps reduce inflammation, stress, tension and aches and pains and is capable of stimulating the cells of our Nervous and Musculoskeletal systems. ****Jade Massage Bed & Amethyst BioMat are in a private room together.**
4. 30 minute Far Infrared sauna. (can accommodate 2 ppl at a time) Our sauna has the ability to systemically eliminate internal chemical and heavy metal toxins, including mercury. The Infrared sauna burns 500-700 calories in a 30 minute session. It is also great for stress relief, improving cardiovascular conditioning, and enhancing your immune system. ****15% OFF ALL PRODUCTS THE DAY OF PARTY**

RETURN THIS PORTION WITH YOUR CONVENTION REGISTRATION FORM

- **NAME(S) ATTENDING:** _____
- **SERVICE OF YOUR CHOICE (choose only 1 pp):** #1 _____ #2 _____ #3 _____ #4 _____ **Please read descriptions**
- **TOTAL # OF PEOPLE ATTENDING** _____ **X \$60 pp = \$** _____

*****CHECK CAN BE MADE OUT TO PALICA AND INCLUDED WITH YOUR REGISTRATION FEE**

**PENNSYLVANIA LICA BOARD
OF DIRECTORS**

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CHRIS MOORE

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**ASSOCIATE MEMBER
REPRESENTATIVE:
TO BE SEATED**

**EXECUTIVE DIRECTOR &
NEWSLETTER EDITOR**

Joanie Micksky
775 Mercer Road
Greenville, PA 16125

724-866-1082

Email:

Pennsylvanialica@gmail.com



REMINDERS:

- Scholarship applications are due to National LICA and PALICA by March 30, 2022.
(applications are on the websites)
- Send me your first PA One Call Invoice of the year either by email or snail mail so I can get that taken care of for you (don't pay yourself and then send to me – it's part of your membership dues).
- Award Nomination forms are in this publication for Contractor of the Year, Lady LICA of the Year and Associate of the Year. Please consider nominating one of your fellow contractors.
Nomination forms are on our website.
- Check out the PALICA website to get updates on 811 Shows in your area this coming summer and fall. It's their 50th Anniversary so they are spreading out over the state to meet with as many contractors as possible this year.
- The National Winter Convention is being held in San Antonio this February – go to their website for more details.....www.licanational.com
- Remember if you sponsor a new member to PALICA, you will receive a \$50 SHEETZ gift card.

A BIG THANKS TO MICKSY EXCAVATING & SEPTIC SYSTEMS LLC IN GREENVILLE PA FOR HOSTING A DOT CLASS IN NOVEMBER – IT WAS WELL ATTENDED AND INCLUDED CONTRACTORS FROM AROUND MERCER AND CRAWFORD COUNTIES



Thanks so much to DOT Officer Josh Anterock out of Meadville PA who put on the class and was very gracious to stick around and answer lots of questions. He was a fantastic presenter!



Officer Anterock did an outside walk through on a trailer, pointing out violations and answering questions. He then moved inside and went over many regulations and suggestions for those in attendance while they ate dinner and enjoyed door prizes. The event was sponsored by Joe Greco from BEG Group, a PALICA Associate member and Steve Latimer from Groff Tractor met with members and provided several door prizes as well

New data shows that 89% of customers prefer to have businesses send a text rather than call.



This article can apply to you as a contractor business owner (PALICA member) and our Associate Members as many of you use your phones to survive in this industry anymore.

During the pandemic, we have seen an uptick in equipment purchases, and with that comes an increased demand in service departments.

This can be a good thing, especially during slower months, but many dealers are now complaining about slower response times from customers, and a backlog in equipment being worked on. According to a recent study, more than 88% of [dealers](#) said that they need to save time and be more efficient in their service department. Around 61% of dealers said that saving time in parts and service was their big focus on 2022.

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One of the main issues we are seeing so far is centered around [communication between customer and dealer](#)

New data shows that 89% of customers prefer to have businesses send a text rather than call. This is a trend that has been growing through the pandemic. Customers want simple and direct responses to get what they want.

We also found that 98% of all text messages sent to customers are opened, and customers are seven times more likely to text you back after getting a text, than call back after getting a voicemail. This means dealers don't need to play phone tag with customers anymore, they can text and get a response within minutes.

Make sure you don't wait for the customer to reach out to you. Send customers a quick text with updates even if they aren't asking for it. Tell them what you are working on, and maybe tell them what they can do to improve their equipment. New data shows that 89% of customers prefer to have businesses send a text rather than call. This is a trend that has been growing through the pandemic. Customers want simple and direct responses to get what they want.

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Make sure you don't wait for the customer to reach out to you. Send customers a quick text with updates even if they aren't asking for it. Tell them what you are working on, and maybe tell them what they can do to improve their equipment.

This will significantly cut down on time in service departments. If you need approval to fix something, send the customer a text with an update. You will get a quick response, rather than waiting for the customer to call you back or return a voicemail. In recent months, we found 95% percent of all text messages are responded to within 3 minutes. No waiting around. You can get approval, get to work, and get the customer out the door.

In addition to getting approval for fixes, dealers need to have a quick and easy plan in place to allow customers to pre-pay or set up a time to come get their equipment. During the pandemic, we saw that customers do not want to wait around in-person. They want to stay distant, get updates, and limit interactions.

In the data we collected from dealers, we have seen a [four-fold increase in text-to-pay](#) in just the past year. We are also seeing some dealers running 80% of their parts and service payments through text-to-pay.

One of the key things to remember is to make the customer feel like you're on top of their project or service. Anyone in the office can send reminders about upcoming service appointment, septic pumping appointment and about paying their bill. It's just one more form of communication that doesn't cost you anything to utilize other than a minute or two.

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BEFORE



AFTER

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USED EQUIPMENT**

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- 150 Point Machine Inspection
- Internal Inspection All Drivetrain Components
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- New Paint
- Factory Tested
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SOLUTIONS IS OUR MIDDLE NAME



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