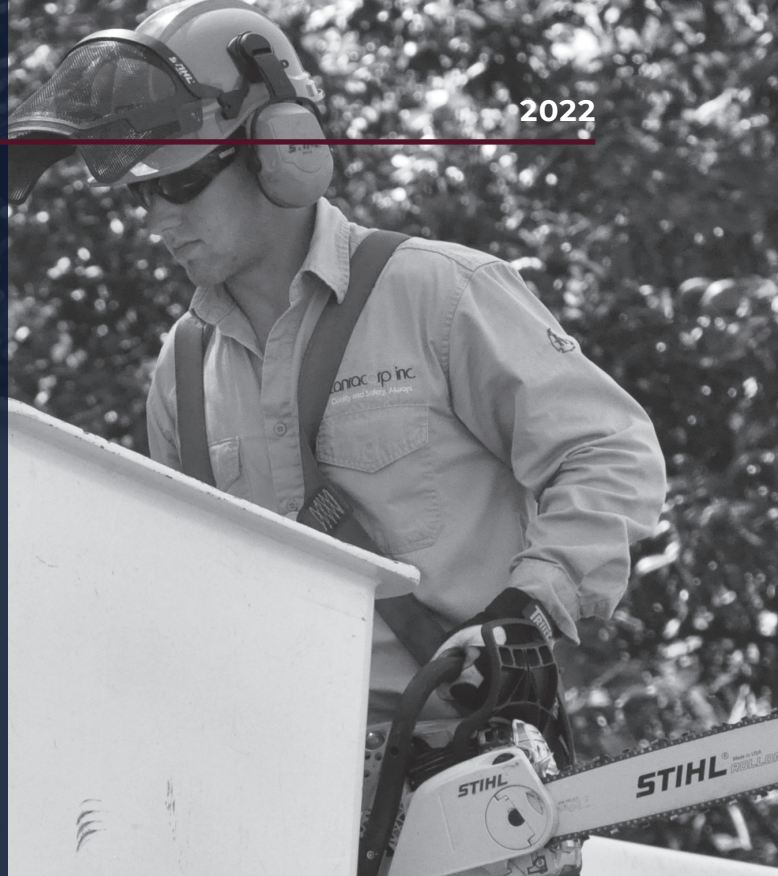


# Lanracorp inc.

## A LETTER FROM THE PRESIDENT



### WHEN CHALLENGED, WE CAN EITHER RETREAT OR PUSH AHEAD EVEN FASTER, AND THAT'S WHAT WE'VE CHOSEN TO DO PUSH AHEAD EVEN FASTER.

We are moving into fall and, man, I love this time of year. The weather is perfect, farmers are harvesting crops, and pumpkin spice lattes are a thing (joking a little about that one). The year is about  $\frac{3}{4}$  over, and as I look back at the past few months, it's been interesting, to say the least. However, that doesn't get us down as we look at circumstances like these as opportunities to improve. When challenged, we can either retreat or push ahead even faster, and that's what we've chosen to do - push ahead even faster.

It's been a very busy year for us. **Our push to bring customers the absolute best in all things - customer experience, equipment, personnel, and back-office support - has proven effective.** Our customers have been incredibly loyal and have trusted Lanracorp for years with their ROW Clearing needs. We will continue to push forward for those customers and keep improving - more valued added services, better customer service, improved systems, and our Innovate4Safety Program. This is the Lanracorp way, never settling, always improving.

**With all of this good comes the need for us to book our clients further ahead so we can secure the crew and equipment. We find the best, safest jobs are planned ahead.** It gives us and the client time to do GIS, an excellent in-depth pre-job, and much more. The more we know and can provide the foreman and the crew ahead of time, the better. Along with that, booking early allows us to secure your team and equipment well in advance. Usually, this also gives the customer a better pricing model. These are all just a few points for you to consider.

**On another note, we have ramped up our GIS and job reporting this year.** Putting information into GIS and our new software has provided the customer and our crew with even more information throughout the job and post-job. I don't know of any competitors doing our level of recording and reporting. We do this because I know if I were in your shoes, I'd want it.

Finally, I want to thank all of you, but especially our team and our loyal customers - you make it possible for us to do what we love. When you do what you love, and you get to do that work alongside the best team

(employees and customers) - it's even better. Our customers have some of the same goals and core values that we have - if they don't have them we typically choose to do business with someone else. We want our customers to value safety, quality, and an overall value-style business relationship - creating a win-win for us and our employees (a safer work environment). Thank you for reading, and here is a "Cheers!" to a great upcoming winter season! I'm here to help our clients and answer any questions you have. If you have any concerns, please email or give me a call.

Brent Oberlink, President



# EVALUATING A CONTRACTOR ISN THE ONLY CRITERIA YOU SHOULD USE?

**Short answer - No.** ISNetworld is a global contractor and supplier information management system. As the President of Lanracorp, I am a fan of ISN as it does a great job of providing the necessary details for a job. We utilize ISN at Lanracorp and the consensus is that it is likely the best platform on the market currently.

However, your evaluation for a potential contractor shouldn't stop after using ISN. I have seen companies with good grades that do not have a good safety policy in effect in the field – they've just been lucky. Companies like these check boxes and fail to implement at the ground level. These types of contractors are buying time and you are paying for it by choosing them.

One must go deeper than a simple grade. Get to know the contractor - their best practices, their procedures, and how they respond to safety issues. Watch them work a job. Even if it's just a small sample job.

## Questions to Ask Yourself:

- What is their true safety culture? Are employees bought in?
- Do they use innovative, updated equipment to lower the safety risks present?
- Do they actively mitigate hazards?
- Do they audit crews?
- Do they adequately train?
- Does the crew work together to mitigate hazards and can they throw a "stop" card when it's not safe?

Point is, if you want to truly know who is working for you, it takes a little research, time, and effort.

We welcome you to come watch us work anytime. Contact us at [info@lanracorp.com](mailto:info@lanracorp.com) to speak directly with the owner or general manager and discover how we live what we preach, every day.

## FALL COMPANY ANNIVERSARIES



**Dan Sigrist**  
Safety Manager  
7 years



**Daniel Hopley**  
Foreman  
2 years



**Kerry Henson**  
Foreman/Spray Tech  
12 years

## ONE YEAR HONORABLE MENTIONS

Billy Jackson - Refinery Laborer

Penny "Bo" Rhodd - Refinery Laborer

Robert "Scooter" Epperly Jr. - Refinery Crew Lead

Corey Fincher - Refinery Laborer

Marcus Keith - Refinery Laborer

Robert James - Refinery Supervisor

Radley Wehrle - Project Analyst

Clinton "Beau" Scott - Refinery Laborer

Patrick "Pat" Walker - Refinery Laborer



## WORDS FROM THE PROJECT SUPERINTENDENT

It's already fall 2022. The days, weeks, and months have flown by this year, and I'm sure they'll continue to do so through autumn and into 2023. We, along with many other contractors and businesses, have had an entirely new level of challenges this year, with the most difficult being the ability to find good, hard-working employees that share our core values. Of my 20+ years in the workforce, I've not faced this issue until now. Lanracorp has seen an increase in applicants throughout the late summer. However, we are focused on hiring experienced employees that share our core values, are not afraid of hard work, and help us build a larger, stronger team going into 2023.

Fall is when we work with customers to plan jobs for the following year. To begin the process, we review our customer base and decide who best fits us. We then assist our employees, working with them through their safety programs, ability to plan work, and willingness to accept new ideas that our crews may bring. These processes are why we have a solid customer base that continues to expand yearly.

We believe a solid plan that fits within a budget is most important. We know there are always adjustments in this work, as many factors can alter a plan. As long as we have the base set with goals, we can execute and get the same outstanding result. We will be reaching out soon to sit down and review 2023 and work up this plan. The sooner we get commitments, the better, as we know the workforce is not what it once was. Although we've seen an uptick in applications, it's still a slow-going process to get people hired, trained the Lanracorp way, and have the experience and time with us that many customers require.

**We offer many services and solutions, such as:**

- Digital mapping
- Landowner notifications and in-person contact
- Updated equipment pieces that are safe and take the employees out of the direct line of fire
- Understanding the scope of a project
- Weekly reports of work completed and before/after pics
- Crews that conduct daily tailgates reviewing the JSA and produce the quality of work expected

Lanracorp's digital mapping using ESRI's Field Maps has improved over the last year. We have a full-time Analyst to assist in map creation and analyzing data for project quotes, planning, and execution through completion. Our system allows us to identify landowner interaction, the location and type of work needed, where work is completed versus skipped, and notes and photos for documentation. We can easily add points, such as hazards, marshes or wetlands, fences, gates, and much more, to assist the crew ahead of the work being completed. This tool has improved efficiency for our team and allowed us to document and share work with the customer. We also offer this service for customers looking to plan future work. We can send out a crew to review the work areas, plug the detail into the map with notes and photos, and share the shapefile once complete. We're excited to see this service continue to grow so we can better serve our customers year after year.

Lanracorp's project team also stepped up our Project Progress Reporting. We created a custom template for the current project that allows us to share summaries and photos. The summaries often include project updates and issues for the week. The crews take pictures, consisting of before and afters, to display their pride in the quality of the work. These tactics have proven to be successful, and something customers have grown to love and now expect. It's a simple communication piece that keeps everyone on the same page and in the know.

We're always excited to begin this planning process for the next year and look forward to meeting expectations and getting different thoughts from our customers on the process and plan. We continue to improve our processes and what we can provide as part of our service.

**We thank those that worked with us and look forward to discussing 2023 very soon!**

- Jay Keppler



# STOP WORK AUTHORITY

We hear that term but do we understand the concept? Simply put, it's just about taking an active role in safety. When something doesn't feel right, look right, or smell right - do something about it! Stop or pause and check it out. Ask for help. Get others involved. Express your concerns. Recommend solutions.

**YOU have the responsibility and the authority to speak up and stop unsafe operations.**



## HOW YOU CAN USE ROW FOR NATURE

Your ROW is the ideal place to plant native grasses and flowers. This helps the environment and can also help inhibit tree growth where you don't want it. It looks good to the public and is good for nature... so it's kind of a win/win.

**Here are a few things the Lanracorp team can do for your ROW:**

- Add Bird Houses
- Incorporate our Pollinator Program
- Plant Native Grasses
- Sign It and Let the Public Know
- Plant Flowers

Let us know if you'd like to discuss this service in more detail. You can email us at [info@lanracorp.com](mailto:info@lanracorp.com) to talk directly with the owner or our general manager on ways to develop your ROW for nature. **This is what we do at Lanracorp. Help our customers maintain the best ROWs in the best way possible.**

## START BOOKING FOR 2023

**Start planning and booking now for 2023 – We book up in advance. Secure a spot today!**

**The most safe and successful projects are planned in advance.**

Let's talk about future projects. We know it can be daunting to plan ahead, but the most successful projects are those that are organized. And at Lanracorp, we want to provide the best results for our clients.

**Prosperous ROW projects often mean:**

- Detailed planning and resource assignment
- Thorough risk analysis
- Regular review of tasks and projects

We strongly believe that quality service performed safely results from successful planning. However, we book up quickly. Save some money and get on our books by securing a spot today.

If interested in Lanracorp's services for the 2023 year, connect with us today. **You can email us at [info@lanracorp.com](mailto:info@lanracorp.com) to secure your spot with us and plan your project.**





## FLEXIBILITY AND ADAPTING TO CHANGE

Flexibility involves adapting to changing circumstances and expectations on the job. This skill requires the willingness of both the owners and contractors to be open-minded and willing to change how work gets done. When businesses have flexibility, they can enhance the owner-contractor relationship and optimize productivity.

### There are two essential ways contractors can focus on flexibility:

1. Flexibility with employees and staff
2. Flexibility with customers

Lanracorp focuses on both. We remain flexible with our employees, which in turn, allows us to be flexible with our customers. Employee retention is a hot topic in today's business world. When employers are flexible, employees have a better work-life balance and are happier at work and home. When employees recognize that their employers are flexible, they often return the favor. By having a flexible workforce, contractors can remain flexible and agile. Flexibility and agility help Lanracorp better serve our customers when budgets change, work is added, and schedules are altered.

The ultimate goal is to build strong relationships with our workforce and customers with solid retention.

## BROTHER'S KEEPER - THEN AND NOW

Genesis 4:9

### Then:

This term we use in safety today originated in the Bible in Genesis Chapter 4:9. Cain said, "Am I my brother's keeper?" After killing his brother, Cain was an intelligent and unapologetic liar to God. In a sense, Cain was saying, "He is not my problem, it's not my job to watch after him."

### Now:

Today, this phrase saying has a different meaning. Do you care enough to keep yourself out of harm's way? You should do each job as safely as possible to not hurt yourself. What about others? Do you also care enough so that you don't hurt others or allow them to hurt themselves; warn them of hazards, coach and train them to deal with the possible issues, and help them.

Don't allow someone else, your brother or sister, to be hurt or die on your watch. That is part of your job.



# GIS SERVICES - ADD IT TO YOUR ROW PROGRAM

## VIEWER ONLY LEVEL

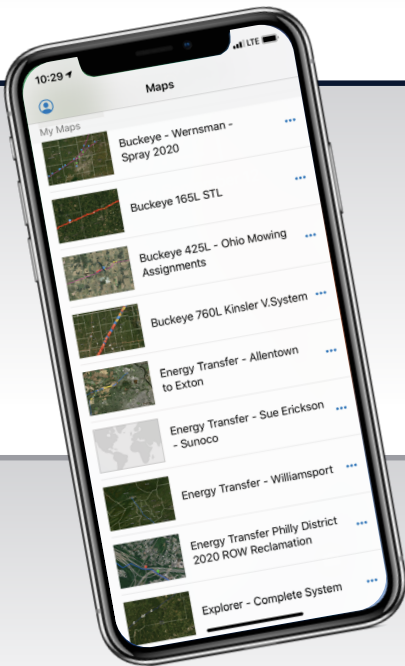
“Viewer Only Level” is our basic GIS package that offers a View Only license to the user(s) that want to monitor progress of a project using the web version of our GIS software. User(s) can see all points of data collected from the crew on the web map. (customers can provide a current .kmz or spreadsheet as a starting point to be edited and updated)

## BASIC LEVEL

“Basic Level” is our intermediate GIS package that offers a Field Collector license to the user(s) that want to not only monitor progress of a project, but also have the ability to edit and collect data using the website and/or the Collector App via mobile device. User(s) is given the ability to drop points and collect data themselves as well as monitor and even edit data in the field.



Management or Executives may benefit from a Viewer Only License where they can monitor activity, but Field users have the ability to collect and edit data using an App called Collector.



Multiple Maps can be loaded and shared with the organization for quick access. App will pinpoint your location on the map via GPS. Users have the ability to turn layers on & off depending on what they need to view. Users can drop points or lines on the map identifying work types, hazards, work obstructions, etc.

“Gold Level” is our premium GIS package that offers the same features as “Basic Level” but also adds in our Land Owner & Parcel package where details by parcel can be collected and loaded into the web map. This allows the user to see specific notes for that particular parcel as well as update existing parcel information.

## GOLD LEVEL

## PLATINUM LEVEL

“Platinum Level” is our all inclusive standalone GIS service that offers a GIS team on site to develop a web map that includes the line & row itself, all parcel & landowner updated information along the row, all hazards, work obstructions, and work types along the row. Package includes an assessment of the work for each segment where work is to be done with footages, pictures/video, and notes.

***Lanracorp will also submit a quote for the work to be completed if the customer desires.***

