



As I write this, I hear the news on the TV in a nearby room talking about the Russian invasion of Ukraine and soaring gas prices. What are we to make of all of this? How do we continue to move forward (in business and our careers)? This is a question we are all asking in this time of uncertainty. We should always manage our day and make decisions based upon our 1) core values and 2) with a strategic mind. Basically, we need to have an operating standard and then play chess from there. Just as in previous years, we will need to pivot. This year may require that more frequently. During these times is often when the most personal/corporate growth will occur. Now is when most companies will dig deep into processes, seeking ways to improve. This is what ultimately then makes the good times even better. What if we operated this way all the time? Always dug deep to seek improvements like our life depended on it. That's how we all should operate. It's how I try to lead at Lanracorp.

The world most likely isn't ending, and we should continue as a people to inspire others, lead from the front and help each

other. I'm optimistic. I see a lot of room for growth in the coming years and I see changes on the horizon as a result of what we are dealing with now. At Lanracorp, we are always striving to better every aspect of what we do. We pivot and we improve. We are here for the long run and 2022 will be no different. We are leveraging the challenges of 2022 into more opportunities for us in the future by becoming even better.

This brings me to the mindset of our management team. We operate on a "Win the Day" mentality. If we can break down our day into all of our individual tasks and focus on winning each of them, we can win that day. Stack up enough winning days, and you will have won the year. Continue repeating that, and you can be one of the best managers, companies, etc. in your field. That's what we should all strive to be. Focusing on winning that individual moment that day changes your mentality. It hyper focuses you at that moment and leads to success in whatever you are doing, no matter how mundane the task. I encourage you to focus on winning each day.

On to work - Q1 so far has been one of our busiest quarters ever. Our focus on providing the best service in the safest way

possible has led us to be a preferred, long-term contractor for many of our major clients. This is so valuable to Lanracorp, and it means the world to us that our customers trust us and value what we provide to them year after year after year. We know we aren't for everyone and that's ok. We focus on value. Value means we give you 1) the safest possible service, 2) the best customer service possible and 3) will always operate with our high standards and best practices. It's the only way to operate. Our customers value this and that is why we have the long-term business relationships that we do. We look forward to the busiest part of 2022 - spring through fall. We've got a lot of exciting projects and changes in the works.

Stay strong and stay the course. We got this!

Thank you all for using Lanracorp again in 2022! You make it possible for us to do what we love!

A handwritten signature in black ink that reads "Brent Oberlink". The signature is written in a cursive, flowing style.

Brent Oberlink, President

HOW ARE WE DIFFERENT FROM OUR COMPETITION?

At Lanracorp, we focus relentlessly on continuous improvement. We challenge ourselves, our procedures, our policies - we want to know our weaknesses. Why? Because we strive to be better tomorrow than we were yesterday. We are the innovator in our industry.

Our Innovate4Safety Program is a great program designed to remove employees from the line of fire from routine tasks in the forestry industry using new, innovative equipment. This is just one of the ways Lanracorp seeks to lead from the front.

Check out what makes Lanracorp different in this video here



EFFECTIVE LEADERSHIP: RE-FRAMING AND PRE-FRAMING

In leadership, what you say and what you do matters. At Lanracorp, we believe effective leaders are what drive the core elements of an organization. Without leadership, your safety goals, productivity, and core values most likely won't be met. This leads to a lack of culture and culture is everything.

Let's look at the importance of two basic concepts in leadership:

Re-Framing: this involves taking something and putting a different twist on it. For example, let's say your team is faced with a problem that most are very concerned with and thinking quite negatively about it. You can re-frame this as a leader and focus attention on the solution instead of the problem. What can our team do to improve and make ourselves better long term? We can use this to our advantage. This might actually be a win! Instead of focusing on the negative and pushing the team further down that thought process, you can change the trajectory and instead make it more about problem-solving and ways to turn this into a strength. The leaders will deal with the problem but then quickly move to the solution. Spend 10% of your time discussing the problem and 90% discussing the solution.

Pre-Framing: this is letting people know upfront what you are wanting out of the conversation. It tells them your goal and motive and guides them towards the outcome. Let's say you are delivering what some would consider being bad news. You could state, "Hey, you know I am honest with you and I know you can heed criticism well. I think what I'm going to say will actually be something you use to fix things and become better than before. There are some items that I need you to improve upon before our next evaluation - they are X, Y and Z." What we've done here is allowed ourselves to be honest but also told the employee that they will heed this criticism well and grow from it. As a result, they will most likely see improvements.



It's all about effective leadership, not just management. Effective leaders know how to communicate, how to build culture and how to lead from the front.

TWO PATIENCE QUOTES TO PONDER

Patience is not simply the ability to wait - it's how we behave while we're waiting.

Cultivating Patience will help us to tolerate and endure others' faults. Even WIN!! But there is a limit, right?

Do not tolerate unsafe behaviors that will get someone hurt. Speak up and take corrective action.

*Proverbs 25:15
By patience a commander is won over, and a gentle tongue can break bone.*



SPRING COMPANY ANNIVERSARIES



John Carroll
Operator
6 years



Doug Enloe
Project Estimator
6 years



Chad Wehrle
IL Project Supervisor
5 years



John Felter
Foreman
11 years



Preston Huyghe
Operator
2 years



Jon Keck
Project Manager
2 years

One Year Honorable Mentions

John Christer - Operator

Lane Schieferdecker - Operator

Jace Butts - Operator

SPRING 2022 UPDATES

As Spring approaches, we're slammed as usual and gearing up for peak season! We have some new processes in place and some old ones revised and revamped to offer customers an even better experience with Lanracorp.

Herbicide Spraying and Lawn Mowing is fast approaching and our schedule is full. We continue to sign on repeat customers with a handful of new customers year after year. In mid-March, our spray techs will be going through an afternoon of training with our herbicide representative to refresh the basics on each herbicide used, mixing process and spray technique to maximize efficiency and coverage. This is a great opportunity for the techs to be together in the same setting and learn from each other as well as get the info from the professional. Our lawn mow crews will also be led by an experienced Supervisor and have a veteran Foreman taking over the role of leading our crew and working with customers.

We have implemented Project Supervisors into our team of leaders for 2022. These Supervisors are mentors to our Foreman but are also now assigned to specific customer projects. They will be heavily involved in the projects and often be on-site conducting safety and quality audits, training crew members, teaching improved methods for efficiency and tracking production for each project. Continuous Improvement is one of the core values we all hold close knowing it's the only way to stay on top.

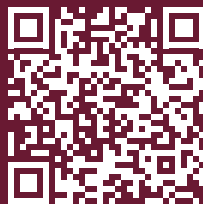
We're excited for another year working with the best customers and growing our business even more. We continue to seek out applicants that live by our core values and share the same goal of taking pride in their work and getting the job done right! Our schedule is full, but as we continue to add to our team we will add projects for those opportunities that keep arising.

INNOVATE4SAFETY PROGRAM

By now you've probably heard about our Innovate4Safety Program. What exactly is it?

The goal of the program is to remove our employees from the line of fire using innovative, new equipment. We realize much of our industry has been doing things the same way for years. That's not good enough for us. There are advancements and with those advancements in equipment, there are safer ways to perform routine work. Recently, for example, we've added several Marshall Saws - these are slow turning blades that cut a small to medium size tree and allow you to fell it with the skid steer without ever having a person in the direct line of fire. Of course, tree felling is one of the most dangerous activities in this line of work. We've added several grapples in recent years to reduce back strain and to more safely feed the chipper (using a machine instead of doing it by hand). From these items above to using remote-controlled equipment, we are leading from the front in innovative ways to make the ROW safer.

Check out our Safety Video here:



Also, check out this link to our Innovate for Safety Program:
<https://lanracorp.com/innovate-4-safety/>



MESSAGE FROM THE SUPERINTENDENT: PREVENTING PEOPLE PROBLEMS

In the current labor market, talented employees are more valuable than ever. It is often costly and time-consuming to find and onboard new hires. This often leads to overburdening other workers until replacements are up to speed.

Offering higher wages is the most obvious way to retain employees. In addition to keeping wages competitive, Lanracorp focuses on six additional ways to keep employees.

- 1. Provide Growth Opportunities** – At Lanracorp, our employees have ample opportunities to grow their careers. We encourage this growth through the implementation of our Career Advancement Program. This program clearly outlines what is needed or expected to advance to the next level.
- 2. Accept Input and Feedback** – We always encourage our employees to provide input and feedback. We use engagement tools to allow our employees to share their voices and be heard.
- 3. Show Appreciation** – Lanracorp strives to show appreciation to our teammates. We've built a Core Value Program that recognizes those who share and exhibit the company values. In addition, Lanracorp strives to offer continuous positive reinforcement to our employees.
- 4. Invest in Talent** – By tracking KPIs, Lanracorp can identify the employees who stand out. Once these individuals are recognized, we reward them with performance incentives, new opportunities and the recognition that they deserve.

It doesn't matter what seat you are in at Lanracorp. Everyone is valued and shares the responsibility to keep Lanracorp at the top as the leader in Right-of-Way Services and Vegetation Management.

Jay Keppler, Project Superintendent

OUR COMMITMENT TO PURCHASING USA MADE PRODUCTS

We love this country and everything it stands for. What it allows us to do and how it allows us to dream and to dream big. We love The FREEDOM. With everything going on in the world, we should all be doing all we can to make a statement with our checkbook. That's why at Lanracorp, we are making a big effort at only purchasing items made in the USA.

From our Caterpillar Skid Steers, Fecon Mulchers, Vermeer chippers and Jarraff Canopy trimmers - we are making a big statement by supporting our USA brothers and sisters. We are proud Americans, and our pocketbook will show that. It's not only about the price when purchasing - it's about the product/service, quality and supporting the USA.



Lanracorp, inc.

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SPRING 2022 NEWSLETTER



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NEWSLETTER**