



I'm excited to announce some new things you'll be seeing from Lanracorp, several of these being discussed in this newsletter.

- 1. A new Ohio Location**
- 2. Addition to our Illinois Location**
- 3. Our Innovate 4 Safety Program**
- 4. New Advanced, Outside the Box ROW Clearing Equipment**
- 5. Advanced Approach to ROW Clearing Plans**

As those of you who work with us are aware, continuous improvement is one of our core values. We seek constantly to improve every process and to lead from the front in our industry. We want to be the example that other companies strive for. We are making strides in 2021 as we accomplish old goals and set new ones.

We have been very strategic in our growth, our plans to achieve it, and ways to improve our industry and the contracting field as a whole.

You'll start seeing articles from us more and more in trade magazines. We are pushing to elevate contracting.

You'll see us push and introduce new equipment for ROW Clearing. Equipment that didn't exist or wasn't widely used just a few years ago.

Growth is where it's at. But, you have to scale wisely, you can't scale chaos. That's why we are growing responsibly and improving each process and step as we do.



New Ohio Location

Our goal is to serve our clients so well that they don't want anyone else on their ROW. An elite level of customer service, one that you would expect from a luxury hotel concierge desk.

It's how contracting should be done.

Looking forward to rolling more and more of this out! Hit me up if you have any questions or want to provide insight into any of the above.

Sincerely,

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

Brent Oberlink, President

Hiring, Pivoting, and Core Values in 2021

Jay Keppler

Here we are rolling into Summer 2021, already! The days do not have enough hours and the weeks do not have enough days. We're busy and we love it! But, like most businesses at this time, finding good employees is a major battle. We're selective as usual; however, the applicants in 2021 come across the HR desk in small quantities. We are embracing it, pivoting, and making strides to refocus our attention on our long-term goals and our team that will get us there.

Lanracorp Management has put a major focus on our company core values. These core values are what we look for and expect in our team members' personal lives and their professional experiences. Our team has analyzed themselves and how they represent each core value as well as the current position they hold. We're building on the shortfalls they feel they have in themselves to allow them to improve and grow. Our monthly core value voting shows the team members that stand out in the eyes of their peers. They're being recognized by the team for exhibiting a core value by action or service they've accomplished in their personal or professional lives. This is the purpose and this is how we will grow by focusing on the quality, the customer experience, and safety.

Lanracorp has emphasized our Remote Employee program as well. Remote employees are hired in areas or states where we have projects for several months during the year. This allows us to pull talent from the project areas where most of the time the employee has experience working in that state's various climates, terrain, etc. Our goal is to grow and expand offices or equipment lots to these same areas which allow us to be more efficient and cost-effective on our customers' projects. We like to give customers the same crew year after year and this gives us a better opportunity to accomplish that task and schedule accordingly. Our safety auditors and trainers will be on-site regularly with these crews just as they are our other crews.

As usual, we're up for the challenge and will take on the obstacles thrown our way. We strive to continuously improve and 2021 is no exception. Customer Service is always our focus. Completing projects safely, timely, and with quality work is our best practice. We continue to add tools to our belt as we did the GIS mapping and additional equipment in 2020. More to come soon on our improved bid processes, enhanced training program, and customer project reporting!

At Lanracorp, we are always seeking to improve every process, pivoting, and over-delivering on the customer experience.

Jay Keppler

New Equipment

Lanracorp has added innovative equipment to increase productivity and safety! From big to small, we are invested in this industry and continue to lead from the front.

Top: Barko 930 B Industrial Tractor w/Prinoth Mulcher... For those Large ROW easements



Bottom: DitchWitch SK 1550 Mini Skid Steer... For those backyard trees on the ROW



Scriptural Thought

Revelation 3:15

"I know your deeds, that you are neither cold nor hot. I wish you were cold or else hot."

Should we be happy with status quo, hum drum service? God deserves whole souled service. Our family deserves our best. Our employer expects and deserves an honest day's work for an honest day's pay.

We all should strive to be the best we can be in all aspects of life. Actions speak louder than words.

Be passionate. Be engaged. Be present. Have some pride in your work and you will find joy.

INNOVATE 4 SAFETY

A New Approach to ROW Clearing



In 2021, we began a new campaign called Innovate 4 Safety. This has been a push from our upper management and safety team to drive “outside the box” thinking. We realize that ROW Clearing is a dangerous line of work, one that has been done the way it’s been done for a long time and has room for improvement.

Our goal with this program is to look at:

- 1. The ROW Clearing Process** - Look at each process and ask how can it be improved?
- 2. Equipment Used** - Is this the best piece of equipment for the job or is there a new, more advanced option?
- 3. Line of Fire Risks** - Can we remove some of the direct line of fire risks by utilizing advanced equipment or IVM techniques?
- 4. Culture** - Getting buy-in for change and gathering feedback for updated best practices.

Where are we at with this new program:

- 1. Equipment** - As you’ve likely seen, we recently added remote control slope mowers, larger forestry mulchers, tree shears, Marshall Saws, and Mini-Skids to our fleet to help remove employees from the line of fire. Chainsaws and lifting are two major risks and this equipment helps to reduce those hazards substantially. We are continuing to add more and more equipment to our effort. We already utilize new Cat 299 mulchers

and new Jarraffs, but the new equipment listed above will add a whole different level of safety to our job. Thinking outside the box.

- 2. ROW Clearing Process** - You’ll see us start to push planning, ROW Assessments, and GIS more. We believe 100% that the safest way to perform any job is to drive it out, plan it out, mark it up, and then reevaluate the plan daily. GIS and ROW Assessment allow us to do that. These are both extremely beneficial to the customer as well. Most ROW Clearing companies don’t have or utilize GIS and to us, that’s unacceptable. It’s the best way to give you, the customer, the data and information you want. All of this will feed into our overall program to deliver the safest product possible.
- 3. Utilizing an IVM and a Long Term Plan** - For some customers, we will start assisting them with creating long-term ROW Clearing Plans that look at all factors (need, budget, long-term objectives, etc). When we perform our ROW Assessment and GIS, we will look heavily at IVM (Integrated Vegetation Management) into each section of your ROW and develop a plan of attack that 1) increases your line of sight and 2) is the best way to maintain that long term.

There will be more to come on this program as we move through 2021. Let me know if you are interested in discussing some of the topics above as we seek to further separate ourselves from the pack in the ROW Clearing industry.



Core Values and Innovate4Safety

At Lanracorp, **Continuous Improvement** and **Safety Above All** are two of our **Core Values**. These two Core Values demand us to evaluate every process we have. To look at what we do and how we do it and then, figure out how to do it BETTER! We have developed the Innovate 4 Safety program to identify specialized equipment to use on our projects so we can do it better and safer. With this program, we start by looking at how we perform tasks that place our employees in the direct line of fire. Then we innovate to remove our employees from the line of fire and perform the job in the safest way possible. We take this approach one step further and look at our procedures and use a ROW Assessment to scout/plan work utilizing a full spectrum of vegetation management procedures. Every project is different from the next, different from the last. Work must be planned so that every project is performed Better and Safer through innovation.

Safety is not just a part of our job. It's our culture! We combine these innovations with our behavior-based safety, near-miss reporting, incident reporting, preaching and practicing safety to build the best safety culture in the industry. We strive to lead the industry from the front and to be the best. This means we implement innovative ideas, use high-tech equipment, and update our procedures so that our work is the safest and best.

INNOVATE 4 SAFETY

Lanracorp, inc.

Safety Talk:

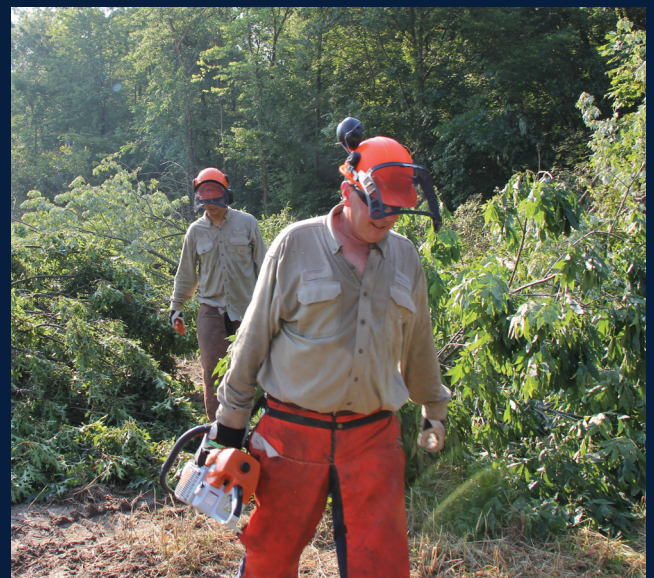
Culture is Important for an Effective Safety Program

From planning jobs to hiring a crew that we know can uphold our standards, safety is at the forefront of everything we do.

We are often asked how do we create and promote our safety culture? Simple. We follow these steps to ensure that safety stays top of mind at all times.

- Treat safety as BOTH reactive and proactive.
- Lead from the top. From the CEO to the crew, everyone needs to follow and uphold the highest of safety standards. It has to be discussed, every day. It must guide decisions.
- Be transparent. Being open and honest allows for the team to be proactive and avoid hazards. Learn from near misses, discuss them, and mitigate them.
- Make your team feel comfortable coming to you when problems arise. You should encourage near miss and incident reports. Allow for a STOP card.
- Hire and fire based on your company's safety standards. Make it known that safety comes first.
- Regularly perform quality and safety audits. Unannounced.

Make safety a priority. Live that priority out. Put your action and your money into it. It will yield results.



We Are **Expanding!**

New Ohio Office to Handle our Customers in OH/MI/PA and the Northeast and Addition to our Illinois Office



Two things are important to us at Lanracorp: 1) Growth and 2) Continuous Improvement. I'm excited to announce that we have purchased a facility in Fostoria, OH. This location is strategically located for a majority of our MI/OH/IN/PA customers. We have pipeline maps in our office and we circled areas that are the most efficient for the majority of our customers. Adding this office helps us to streamline our operations and to better serve our customers. Our goal is to make sure we provide the best value to our customers in terms of their experience, quality of service, safety and pricing. Adding this office will help deliver on all of these fronts.

Leading up this office will be a familiar face to many of you, Brent Hoerig. He has been with us since 2011/12 having

worked as a refinery manager and then moving to our IL office as an operations manager for our ROW Crews and now back to his home state of OH to lead the new office as our Northeast Operations Manager.

In addition to the above, we are also building on our Illinois office as we have added personnel there as project managers. Our goal is to deliver an exceptional customer experience, at a luxury level, and part of that means we have more people dedicated to the follow-through of those tasks.

We are excited for this growth and the opportunity you all have provided us to serve you.

Brent Oberlink

TEAM MEMBER Anniversaries

One Year Anniversary: Dalton Davison (Laborer), Preston Huyghe (Laborer), and Jon Keck (Project Manager)



Doug Enloe
Project Estimator
(5 years)



John Carroll
Operator
(5 years)



Chad Wehrle
Project Supervisor
(4 years)



John Feltner
Foreman
(10 years)



Keith Taylor
Operator
(4 years)



Charles Maroon
Foreman
(5 years)

ROW CLEARING

A New, Better Process - Let us Help You!

Take advantage of our ROW Planning Program; our expertise and our knowledge in doing this for other clients - let's get your ROW program set up!

You've likely heard us talking more and more about GIS. This is for two reasons: 1) it's an excellent way to document work, landowner info, etc. for our customers and 2) it's a great tool to use during a ROW Assessment (show hazards, ingress/egress, type of equipment needed, etc.)

We are digging into every process in the ROW Clearing cycle and looking at ways to improve it. We believe there is a better way. A safer way. We are invested in this industry and continuing to lead from the front.

1. ROW Assessment and GIS - Know what needs to be done, where at, and documented for crew and customer.
2. Site Specific (along ROW) Plan of Action - Selection of Equipment (slope, wetland, hazard tree, etc). This will change on each property and parcel. We need the correct, specialty equipment to do the job at hand safely. One area may require a Jarraff and Fecon while another area may need a Feller Buncher for large

hazardous trees and yet another area may require a Remote Control Slope Mower to do a steep hillside.

3. Use of IVM - There are mechanical and herbicidal ways to keep woody growth at a minimum. Each area will require a different approach. We use our ROW Assessment and GIS to document this, so the crew knows.
4. Long Term Planning - We excel at creating long-term ROW Clearing plans for customers utilizing the above 3 points, your budget and turning this into a flat-lined, long-term plan. We will view your ROW, break it into "levels of urgency" and then create a 3-10 year plan based upon the urgent needs with the long-term goal of getting the entire section into a maintenance cycle and then staying there. We all know it's much cheaper to do light mowing than it is to do reclamation. Our goal is to get you to that point and keep you there.

Call or Email us. Take advantage of the program above, our expertise, our knowledge in doing this for other clients - let's get your ROW program set up and executed.

Brent Oberlink



Published in DP Pro & ROW Magazine

How to Create a Genuine Safety Culture and Change the Contracting Space for the Better

Written by: Brent Oberlink, Lanracorp President

In the contracting world, we see all too often companies that simply just check boxes on safety, quality and paperwork in general. We often see these same contractors underbid jobs and then fail to execute the project safely or with quality. It's aggravating to see these contractors underbid (which hurts the industry) and then underperform on safety and quality.

It's not uncommon for contractors and customers to mishandle safety issues. I've seen customers fire a good contractor because of a minor incident. Even when the contractor had a great safety culture and fixed the issue for the long term. The customer needed to check the box that it was **dealt with**.

I've seen contractors have a minor incident and get fired because they didn't actively mitigate the hazard going forward and blew it off. **Both are wrong.** Why? Because neither one of them actively sought to mitigate and remove the hazard. They didn't do a thorough investigation, bring in experts and look at every possible way to mitigate the hazard.

What's the best way to a genuine safety culture?

1. Encourage BBS, near miss and incident reporting – Use this data to trend and mitigate hazards, proactively eliminating them as much as possible.
2. Audit and inspect crew and job sites. Score and evaluate them.
3. Preach and practice safety, from the top down.
4. Make safety one of your core values, hire, fire and evaluate by it.
5. Do not punish for turning in safety. Don't overburden them with paperwork. If it becomes a headache or immediate punishment, communication is shut down.
6. Create a safety committee of employees that looks at near misses and incidents from the industry and pushes to proactively mitigate these hazards. This encourages involvement from the crews in the field and lets them know it's a serious effort.

Create a culture where crews are comfortable to turn in near-miss, BBS and all safety incidents no matter how small. This is where you can proactively learn and look for ways to remove hazards. Use an employee or contractor to lead the team to come to solutions for hazards together. The moment that you severely punish or overburden with paperwork, communication slows and you lose this important key step in hazard mitigation. I've seen companies fire employees or contractors for this and thus shut down all open communication with their other employees and contractors.

This isn't a safety culture; it's simply checking boxes. A true safety culture that is successful relies on buy-in, transparency, and constantly evaluating all hazards so they don't happen again. For every task, we should ask **"what if"** and then work as a team to remove that hazard. Throw a safety card to start a discussion.

Safety has to be reactive, but it must also be proactive.

Collecting data, learning and asking the right questions together will help remove and reduce the risks. Lead from the top. Push for everyone to be fully on board with safety. And practice what you preach. At Lanracorp, we have tremendous safety involvement from our field team by doing the things listed above. Our team is transparent, and we proactively look for every hazard and for ways to mitigate them, as a team, together.

What can you do to choose the best contractors? Ask these questions.

1. Do they have a culture of safety and quality? Or just a book about it?
2. Do they provide transparency? Photos and documentation of work. Do they have processes?
3. Is their employee turnover low? What's their customer turnover?
4. Are they picky? Are their trucks nice, employees well dressed and presentable? Is their website legit and do they show pictures of previous work?
5. Will they provide you several references of large of projects?
6. Do they have a legit contract or bidding process?
7. Do they provide full insurance upfront?

How can you change the contracting space?

By implementing a culture based upon safety, doing what is right, customer satisfaction and above all, continuous improvement. It takes a while to build that culture, people will come and go, but it will be worth it. Contractors have to make sure we:

1. Consistently over deliver to the customer
2. Promote a safety culture.
3. Be proud of your craft.
4. Market the above.
5. Price accordingly.

Stop underbidding. Your price should be indicative of the value you provide on safety, quality of work, and the finished product. It's about the overall best value. Execute this, market that, and adjust price accordingly.

Lanracorp, inc.

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