

# Lanracorp inc.

## A LETTER FROM THE PRESIDENT



### EVERY YEAR HAS ITS BAD DAYS, GOOD DAYS, AND EVERYTHING IN-BETWEEN. THERE ARE LEARNING MOMENTS IN ALL OF THOSE.

If 2022 taught us anything, it was to be prepared for inflation and a tightening labor market. On the bright side, it presented new opportunities and our business continued to grow. I think we did a good job combating inflation and dealing with the tight labor market. We were still able to complete our work this year and add new employees, both of which are commendable in the 2022 contracting space. I write later in this newsletter about attracting and retaining employees, many of those points are exactly what we are doing here.

Lanracorp has and will continue to be #1 in the pipeline ROW space because we deliver - our amazing team continues to deliver safe, quality service while crushing customer service as well. Our goal is to be the concierge of ROW contracting - it's how business should be done, with great attention to detail and an excellent overall experience provided. This is the Lanracorp way. **We have an over 90% customer retention rate for a reason - we deliver on quality, service, and a great experience.**

In 2022, **we successfully rolled out a more comprehensive GIS program** that has proven very important in our bid process,

ROW job planning, and documentation for our crews to show what they did, when, and where. On top of this, **we switched to a different in-field software which has allowed for our weekly client reports to become even better.** Many of you have commented how much you like receiving these and the proof/documentation it provides. And last but not least, **we fully implemented our Innovate4Safety program** which works to remove employees from the line of fire using better procedures, techniques, and the latest and greatest equipment there is. This is what makes Lanracorp a true leader in our industry.

As we move into 2023, we will continue to improve all aspects of safety, procedures, in-field documentation, and the customer experience. This is something we will always push for. And inside of this push is where we see our growth, new opportunities, and ability for our employees to grow with the company. We are already one of the most well-regarded companies in the pipeline ROW space with a big footprint across the US. We will continue to add more states to that mix because of our focus on the customer, safety, and continuous improvement.

I thank you so much for your continued support and look forward to working with you again in 2023. **I mean it when I say we have some of the best clients - many of you we view as family and it's these human connections that mean the most to us.** Without that, it's all just boring transactional business. We want more than that.

Brent Oberlink, President



# TOP WORKPLACE SAFETY TIPS FROM 2022

According to research provided by the U.S. Bureau of Labor Statistics, private industry employers reported 2.6 million nonfatal workplace injuries and illnesses in 2021.

- **Proper Safety Equipment** - Common safety gear includes steel-toed boots, gloves, glasses, earplugs or headphones, respirators, and body suits.
- **Unique Safety Procedures and Culture** - Employees and managers should work together to cultivate safety procedures that are unique to their profession and team. Each member should be actively engaged in spotting hazards, participating in BBS, and working to mitigate hazards.
- **Don't Take Shortcuts** - Every level of the management chain is responsible for promoting and adhering to safety standards. Don't allow your team to make shortcuts, they usually don't end up actually saving time or money in the end.
- **Set Emergency Safety Protocols** - Be sure to have a specific job site Safety Plan that recognizes hazards, mitigates them, and guides workers in the event of an incident or emergency. Knowledge is key.

## WINTER 2023 COMPANY ANNIVERSARIES



**James Atwood**  
*Operator*  
4 years



**Jay Keppler**  
*Project Superintendent*  
4 years



**Clint McElroy**  
*Mechanic*  
8 years



**Andre Murphy**  
*Laborer*  
2 years



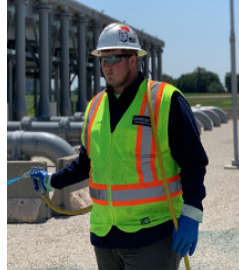
**Elizabeth Soltwedel**  
*Admin Assistant*  
4 years



**Brent Hoerig**  
*Project Supervisor*  
3 years



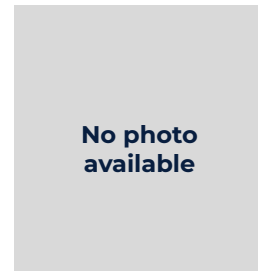
**Keith Resch**  
*Sales Manager*  
5 years



**Cody Brooks**  
*Foreman*  
4 years



**Phil Anderson**  
*Foreman*  
2 years



**Arnold Herman**  
*Accountant*  
2 years

### ONE YEAR HONORABLE MENTIONS

Dalton Hungate - Laborer





## WORDS FROM THE PROJECT SUPERINTENDENT

Wow, Q4 2022 came and went quickly! Here we are rolling into 2023 after a nice, but challenging 2022 here at Lanracorp. We were able to work with a few new customers that are like-minded and turned out to be great people, as we expected. **As we move into 2023, we're booking up quickly, as usual, and finally starting to see an uptick in applications for employment.**

Looking back on 2022, we accomplished a few key goals of ours that included new software for our project management, new weekly reports for our customer communication, stepping up our GIS level to offer better progress tracking for our employees and options for our customers to purchase additional services, and most importantly, we put a new focus on our employees training for safety and quality of work.

**Looking ahead to 2023, our goals are to fill our schedule for all of our current crews and continue to add experience to build additional crews to handle all requests.** We have a great jump on that going into January and expect to be full very quickly. We have added some great tree experience as well as additional equipment and continue to build on our clearing crews as well. Our team is focused on great customer service from the office and field alike. We are kicking off 2023 with a company training and refocus meeting on safety and quality of work, then getting started right away!

**We're excited about 2023, hitting our goals, and focusing on our awesome customers.**

Lanracorp takes great pride in making sure we're a contractor that stands out above the rest. We take safety seriously and have built a great company culture around it. Our crews take pride in their work and offer a great quality of service and finished product in the field. We have a standard process for scope of work when one is not provided and it's above and beyond what most expect. We have landowner contacting services, GIS tracking, and a great project management team that confirms our billings and weekly progress reports are accurate and keep the customer informed throughout the project. We know the work and can guide the process from start to finish.

We're looking forward to working with our base customers that return year after year and of course adding new long-term customers for the future. Let's have a great 2023 together!

**- Jay Keppler**





# VARIETY SHOW

Change is good. After the flood God said at Gen 8:22, "From now on the earth will never cease to have seeds sowing and harvest, cold and heat, summer and winter, and day and night."

So it won't be long, and it will change - **SPRING** is coming!



## HOW TO NOT FALL DOWN IN THE ICE AND SNOW

I have heard of spraying your shoe soles with hairspray. Adhere sand to your shoe bottoms, some say. Others use ice grips or cleats which do really make a world of difference, but you must have them on when you first step on the slippery surface.

Many times we are stepping out of a warmer environment like the office, home, or vehicle - so the bottoms of our shoes are warm. As we step onto a cold, frosty surface it immediately makes a slight melt and slippery condition. So be prepared to fall. **Keep your hands out of your pockets and put that device away. Bend slightly forward and walk flat footed with your center of gravity directly over your feet. Take short steps or shuffle for stability.**

**Walk like a penguin** - keep your knees loose, extend arms to the side to keep balance and use three points of contact when possible.

If you do fall backwards, **tuck your chin so your head won't hit the ground.**

**SLOW DOWN.**



# PREPARING FOR GROWTH IN 2023

With over 100 projects completed across 10 states, 2022 has been a busy year. We like to be busy and fully expect next year to be busier than the last. We at Lanracorp are continually preparing for future growth and expansion - especially as we approach 2023.

With the help of our project analyst, Radley Wehrle, who we added to the team last year, we are investigating additional tools to allow us to better serve our customers. These tools such as live satellite imagery and drone mapping software will give Lanracorp the ability to modernize data collection, processing, and analysis. Having the ability to securely process imagery and data, Lanracorp can better understand current conditions of a right-of-way and accurately forecast vegetation growth to help customers develop and implement a maintenance program tailored to a specific ROW.

To further prepare for growth, we are adding another Project Supervisor in early 2023 to support our remote field teams and those based out of our recently added Ohio location. This addition will also assist in further strengthening internal and external relationships and provide added oversight of safety and quality.



## HOW TO COMBAT THE UNIQUE LABOR MARKET

It's more important than ever to not only attract but also retain the top talent. Having employees that are knowledgeable, experienced, and well trained is key to not only a safe job site but also a high-quality end product.

### What are some ways to help attract and retain talent?

1. **Create a Culture** - One of safety, accountability, and doing the right thing. And then hire and fire by this culture. Behave like the person you want to attract.
2. **Hire Slowly, Fire Quickly** - Be the place the good employees want to work because you have a high standard.
3. **Pay Above the Industry Average** - Demand more, pay more.
4. **Be Active in Your Industry** - Be the expert, and be known as the expert.
5. **Stop Settling** - This speaks for itself.
6. **Be the Loudest Voice In the Room** - Communicate a clear vision, be innovative, and let your team know where you are going.

While this isn't everything, it's definitely a good start. It's what we practice at Lanracorp and why we were still able to complete jobs in 2022 for our clients despite a tight labor market.



# PLAN YOUR ROW FOR 2023

If 2023 is anything like 2022, securing the labor and equipment in advance for your projects is key to a successful, safe, and timely job. We do a lot of project planning involving GIS, Jobsite Specific Safety, and putting employees with the right skillsets on the right jobs. Projects that are successful are planned out strategically. That's what we excel at. If you demand the best, then our job planning is right up your alley. The best contractors book up early.

Prices may continue to rise - our lowest prices for 2023 are what we have already booked and are booking now. Plan ahead. **Procrastination is never a good look. Getting it done is.**



## WINTER HAZARDS TO WATCH

For outdoor workers, there is the potential for on-the-job winter hazards such as cold stress and snow and ice accidents. Anyone working outdoors throughout the colder months is at risk for cold stress on the job. According to the Centers for Disease Control and Prevention (CDC), cold stress can include hypothermia, frostbite, trench foot, chilblain, or cold-water immersion.

The Occupational Safety and Health Administration (OSHA) recommends outdoor workers wear proper protective clothing. **Their recommendations include:**

- Wearing at least three layers of loose-fitting clothing
- A knit mask to cover the face and mouth
- A hat that covers ears
- Insulated gloves
- Insulated and waterproof boots

## LEADING YOUR TEAM SUCCESSFULLY IN 2023

We all know the past couple of years have been unique to say the least, but I don't need to spend time on that. With that said, there is more opportunity now than ever for you to stand out as a leader – people are hungry for it, and you need to deliver.

### What are some key points to keep in mind?

- Do what you say you will do
- Be a highly effective communicator
- Be someone that others can count on 100% – personally and professionally
- Have a code or a standard you live by daily
- Push others to be better and do better
- Be a good, admirable human
- Get stuff done and do it even when people aren't watching
- Be relentless in your execution of tasks and goals
- Be consistent in your actions, be the steady hand

Keep these key points in mind and remember that most people follow those they respect. It's not a title, you have to **earn it, every single day.**

# 2023 EQUIPMENT TRENDS

The move towards remote control and hands-off operation is continuing to increase in the tree and forestry industry. Personally, we are fans and are embracing it. Why? It helps to remove the employee from the direct line of fire – thus decreasing the risk of harm to the employee. **What we are seeing in the industry (some of which we are doing ourselves as well):**

- Using a backyard arborist lift instead of a bucket truck
- Using a remote-control slope mower instead of a tractor
- Using a feller buncher style attachment instead of a chainsaw
- The list goes on!

Staying on top of new, innovative equipment is key to your ROW Clearing program success. **At Lanracorp, we are at the forefront of utilizing the best equipment and practices to get your job done safely and efficiently.**



## ENSURE YOUR CONTRACTORS HAVE PROPER TRAINING - CHECK OUT THE BETTER CONTRACTOR

We use The Better Contractor to help ensure our team is the safest and most well-trained in the industry – from leadership to safe practices in forestry and driving. Proper Training is key to:

- Efficiency on the Job
- Safe Work Practices
- Consistent Work Product
- Proper Leadership
- Procedures and Tasks Done Correctly
- Low Employee Turnover
- Less Mess-Ups, thus Less Cleanups

**THE BETTER**  
**C O N T R A C T O R**  
**Results. Scale. Succeed.**