



Winning During Adverse Times

What an interesting year so far. We can definitely say that we will remember 2020 for a long time. As soon as I started hearing of shut downs after COVID, I thought hard about the messaging I wanted to communicate to our team. Immediately, I thought that it's in times of trials in which we can sometimes experience our greatest lessons learned and later our greatest blessings. We began to immediately look at ways we could safely have our crews work. We made those changes and then we began pushing sales and our schedule as hard as we could to make 2020 a good year. While it's been a challenging year, it has allowed us to make important changes to our procedures to set us up for the future better than ever.

This year we have been able to:

- Fully Implement our GIS system – As a Stand Alone service or used with our ROW Clearing Crews

- Add two more Project Managers
- Add a full-time trainer, safety and quality auditor
- Add a full-time bidding/estimating manager
- Kick off our new office location in Toledo, OH
- Add a remote login area to our website for customers to view updates, photos, documents, etc.
- Update Internal Policies

While we can't wait to get back to life as normal, we realize that 2020 has had lessons to offer, shown us weaknesses and forced companies and people to innovate. These lessons learned are ways we can improve.

We look to finish up 2020 strong. Our Q3 and Q4 are very busy and we are starting to book work for 2021.

Our team continues to execute our work safely, with quality and our customer/landowners in mind.

We've had some of the best reviews from customers and landowners this year, the crews have had another safe year and we've continued to grow our customer base.

I truly appreciate all of our wonderful employees and customers. Without you, this isn't possible. We love what we do here. It's fun and exciting... being outdoors, running equipment and making ROWs look better than ever.

Sincerely,

Brent Oberlink, President

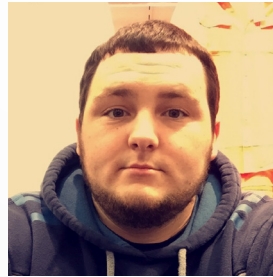
ANNIVERSARIES



Andrew Kistler
11 years



Drew Spencer
9 years



Lukas Townsend
6 years



Chuck Maroon
5 years



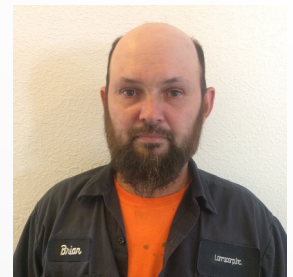
Lisa Sigrist
4 years



Darrin Wright
4 years



Reno Keith
4 years



Brian Lovett
4 years



Jeremy Kramer
4 years



JD Gelsing
4 years



Corey Schaal
2 years



Jake Roberston
2 years

One Year Anniversaries: John McGinness and Jared Brown

Lanracorp Defensive Driving Training

We now have a certified Smith Driving Trainer in-house. This Driver Improvement System is being taught to all employees, from management to new hires. We really believe this teaching will save ***lives, costly repairs, fuel and maintenance costs.***

The Smith5Keys are designed to provide drivers with the knowledge and skills to create three important things while driving:

- **Space** to maneuver their vehicle away from conflict
- **Visibility** to detect danger and the potential for conflict with another vehicle or fixed object early
- **Time** to react to volatile and complex driving environments.

North East Operations Manager's Report: "Remote" Operations - Removal from Direct Line of Fire

Brent Hoerig

Safety and Quality is at the heart of every decision that we make. From training, PPE and equipment; we are always working towards improving our quality of work and how safely we are able to perform our duties. In our line of work, one of the most common causes of incidents is line of fire or simply being in harm's way. We are consistently performing training to raise awareness of line of fire risks and also providing the correct PPE for the job. However, there will always be a risk. The best way to cut back on the line of fire risk is to simply not be in harm's way. So how can we not be in harm's way and still complete our tasks? The answer is remote operations!



Over the last few years we have been trying out different remote machines to keep us out of line of fire and complete a quality job. We purchased a Green Machine slope mower for Right of Way Clearing and refinery mowing. Recently we purchased a new RC mower for exclusive slope use in refineries and tank farms with excellent results. Earlier this year, we demoed a remote Jarraff side trimmer. Each of these machines allow us to work safely out of the line of fire while still allowing us to provide quality work. The addition of these machines has allowed us to continue to be a leader in the industry for safety and quality. Looking ahead to the next few years, we have additional machines and options to research and demo. Our end goal will continue to be the same: Safety and Quality.

Moving Forward

Doug Enloe,
Operations Manager

The year 2020 has had its ups and downs for the country and Lanracorp. I would like to say it is smooth sailing from here to 2021, but there are too many things still happening for both. We have seen several changes this year, one of the biggest is the lost time and the clock had to be reset. I look at this as a learning opportunity. The opportunity is to strive and to be better than we were and to beat the record set by you, the workforce.

The changes that I have seen from more work being awarded to us, is a vast wave of opportunity and challenges for us all, from new employees to equipment and responsibility. The biggest is the responsibility to excel in all areas, from safety, customer satisfaction, job performance and our core values. These are all tested every day. I say that we will figure it out or we will see what happens. I would like to change that to we know what we have to do and this is what it is going to take to do the job right. I will close my thought with this, as a person, husband, father, grandfather and employee, we all need a reason to do the right thing, mine is all the above. What are yours?



TEAM LANRACORP

Jay Keppler

Well, here we are living in the continued saga of COVID-19. Who'd have thought wearing a mask and keeping a social distance would've ever begun to feel somewhat normal. As crazy as it seems, we've made it this far without any issues. Lanracorp has been fortunate to have 0 positive cases among us, which is great considering the number of employees we have traveling week after week.

Busy! Busy! Busy! Lanracorp has also been fortunate to have had one of, if not the busiest years so far in its 13-year history. We have been blessed with a number of new employees as well as new customers coming on board and partnering up to get their ROW's clear. We take pride in the work we do and want to continue to bring on the best employees and work with the best customers in this industry.

Lanracorp's fall season shows no slow down as our schedule continues to fill. We continue to improve our systems and processes to collect and share data with customers as well as notes and photos as work is completed. Our GIS system is proving to be a great investment and will continue to develop as we move into 2021.

Lanracorp is also restructuring by adding some management and supervisory positions to better train employees and monitor field progress, productivity and quality of work completed. We're focused on improving how we track projects to budgets, keep our equipment up to date and maintained and of course utilize safety audits to ensure our teams continue to drive **Safety Above All**.

I say it often, but I'll say it again.... I'm proud to be a part of Team Lanracorp and look forward to the continued growth this company has to offer. Lanracorp's Core Values are a major part of this company's success and will continue to be the driving force behind our growth with customers as well as employees.



CONTRACTOR SELECTION:

Issues in Low Bid Selection Methods

Selecting a contractor goes beyond finding a company that provides the lowest bid. Many contractors can offer a low bid and complete a project on time. However, it is imperative to consider a contractor's safety performance to prevent adverse events like accidents during a project. **Accidents can be detrimental to a project's success as they carry overwhelming costs. According to the National Safety Council, work injuries cost employers 170.8 billion dollars in 2018.** The cost of an accident is split into two categories, direct and indirect. Conservative estimates show \$3 of indirect cost for every \$1 of direct costs for accidents. Direct costs include workers' compensation payments, medical expenses, and legal services.

Examples of indirect costs include lost productivity, equipment and property damages, accident investigation, training replacement employees, implementation of corrective measures and costs associated with lower employee morale and absence.

It is essential to look beyond the lowest priced contractor and select one that values safety. **Unsafe contractors can often result in worker injuries, unnecessary delays, lost productivity and associated costs.** It is unlikely to have a safe project if you start with a contractor that was selected as the lowest bidder as the primary criteria. Some companies cut back on safety because it's considered too expensive. New PPE might not be in the budget, or there could be too much work needed to stop production and squeeze in safety training. But that's shortsighted.

Assessing a contractor's true price generally involves assessing their safety performance to make sure they are the best solution for a project. There are four elements to look at when selecting a contractor that places a high value on safety: The **Experience Modification Rate (EMR), OSHA Data**, their overall **Safety Program** and ultimately their **Safety Culture**. Too many people only look at the first three but do not pay enough attention to the companies' culture toward safety. This culture is the true buy-in, it's what actually happens and how safety is actually treated. It's the only true measure, the rest of the contractors can be dishonest by not reporting. The culture doesn't lie. The way to tell the culture is to truly spend some time with the contractor on a trial project or something short term, by auditing and visiting the crew and ownership. Another important aspect is the ownership and management team, do they perform routine safety audits, do they buy into safety? Is it a checkbox or a way of life? The other criteria, such as the EMR is a reflection of their worker's compensation loss history compared to other contractors. OSHA data consists of Lost Time and Recordable Incidence Rates and OSHA 300 logs. Contractors who have a comprehensive safety program in place and in-house safety officers who conduct inspections will most likely place a high value on safety.

Contractors that value safety are rarely the cheapest but often the best choice. Ultimately, the best value contractor ends up being your most cost-effective choice. It's this contractor whose price is fair but not cheap, who values safety and training and who puts dollars and time behind their culture that will ultimately give you the best overall cost and experience.

NEW POSITIONS/GROWTH



KEITH YATES

Keith worked for Lanracorp back in 2012-13 and then went to work for one of our customers as a land agent. He's back with us now, in a Project Supervisor position for our ROW Clearing Crews. In this role he will work on completing all projects safely and efficiently. He'll be coaching, training and auditing crews to ensure our customers and their landowners have the best service possible during ROW Clearing.



JON KECK

Jon will be taking on the role of Project Manager, overseeing the Project Supervisors. In this role, Jon will be working with customers and our project supervisors to ensure projects are successful (safe and on time). He will be key in implementing our core values, upholding standards and moving growth across the company.



DOUG ENLOE

Doug will take on a new role of Bidding and Estimating. This position has been needed for a long time and Doug is a natural fit for it, having dabbled in this for the past year. Now it's time to dedicate him to it full time.



JAY KEPPLER

Jay has been a project supervisor for the past 2 years. He'll be moved up to General Manager. Be sure to give Jay a congrats for this huge accomplishment, it's well deserved! Jay has shown great leadership skills, works amazing with customers and drives safety and productivity home.

CORE Lanracorp, inc. VALUES

Our Core Values. Not Buzzwords. But how we make decisions, conduct business, and treat our customers. We are focusing on these core values even harder than ever in 2020. Making decisions, hiring, firing, and promoting based upon these. It's essential to our culture.



WHY LANRACORP? Lanracorp Goes Above & Beyond in Everything We Do!

A QUICK LOOK AT OUR NUMBERS

CURRENT EMR

.75

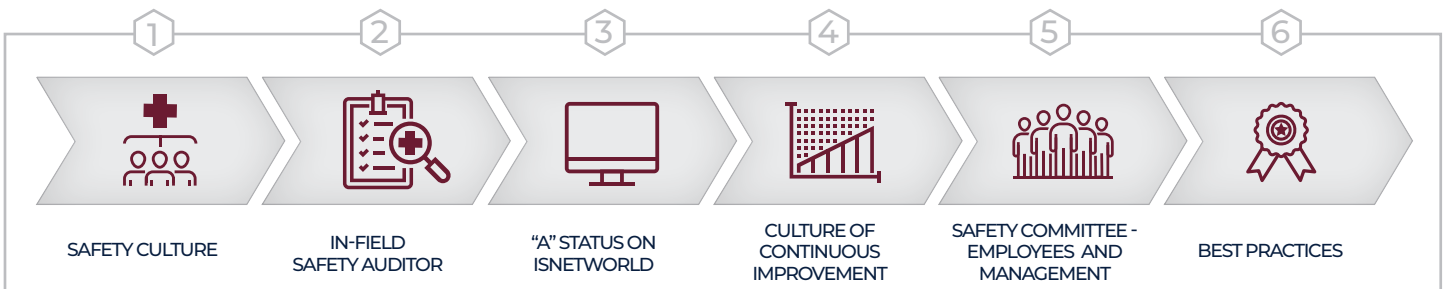
AVERAGE MILES DRIVEN

600,000+
0 INCIDENTS

AVERAGE NUMBER
OF EMPLOYEES

65

OUR SAFETY CULTURE STANDS OUT



SAFETY MEMBERSHIPS



GIS SERVICES

VIEWER ONLY LEVEL

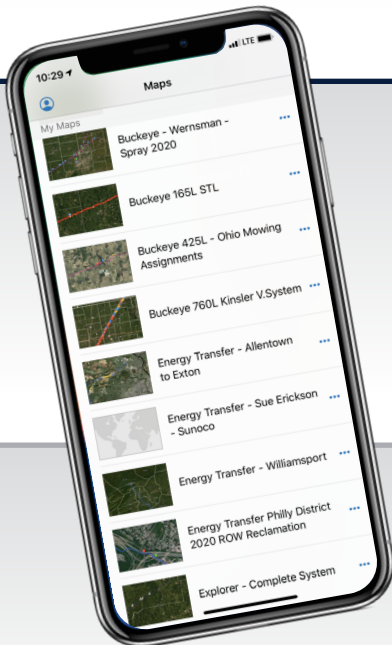
“Viewer Only Level” is our basic GIS package that offers a View Only license to the user(s) that want to monitor progress of a project using the web version of our GIS software. User(s) can see all points of data collected from the crew on the web map. (customers can provide a current .kmz or spreadsheet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

“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.

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.



BENEFITS OF GIS

WHILE PERFORMING ROW CLEARING

At Lanracorp, we pride ourselves in not only getting the job done but getting it done right. That's why we utilize the latest in advanced technology to gather data from the field and provide full transparency to our crews' location and progress. This includes our GIS Services!

As an added amenity to your ROW Clearing Program, you can utilize our GIS (Geographic Information Systems) Mapping Services to gather critical information used in our ROW Assessments. From vegetation surveys, depth of cover surveys, encroachment surveys and more, GIS can provide you with access to accurate, up-to-date and documented data – right at your fingertips.

Using GIS, we're able to do more for our clients. Specifically, when it comes to our ROW Clearing Services, GIS provides several benefits and can effectively increase the quality of any project.

QUICKLY IDENTIFY HAZARDS OR CONCERNS

At Lanracorp, we're dedicated to the safety of our clients and our employees. Thanks to our GIS Mapping technology, we're able to collect and map information on:

- Field hazards such as animal or customer threats, exposures and shallow pipe.
- Work obstructions such as crops or pastures, fences, wetlands and water.
- Shallow/exposed pipe or other hazards and issues.
- Bat trees, wetlands and other environmental concerns.

INCREASE PROJECT EFFICIENCY

By using GIS Services, our crews are able to collect and access more information, making it easier to track the project and the process. We're now able to:

- Collect access points and staging areas on the map for crews in advance.
- Collect work types lines such as ROW mow, lawn mow, hand clear and tree clear and show measurements.
- Enter notes as well as before and after pictures as the work is done and pin on the map.
- Mark areas needing further ROW Clearing.

PROVIDE FULL WORK TRANSPARENCY

Gone are the days of questioning whether or not you can trust your hired contractor. Keep track of the work being done and stay on top of all the latest project updates. Enjoy peace of mind thanks to our ability to:

- Import customer files or create maps and add detail and documentation as we work a project.
- Import and edit parcel information for landowners and update as we work.
- Provide documentation and updates of landowner information.
- Track what and when our crews completed each tract.

Lanracorp is always looking for ways push boundaries and excel at our job, especially when it comes to the quality and safety of our work. This is just one of the many ways in which we stand out among our competitors.

So what are you waiting for? Contact us today for more details or to add GIS to your next ROW Clearing project.

NEWSLETTER



ID# 400-149083



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NEWSLETTER